



Mossinger Marketing
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Marketing studies indicate that a customer is **70% more likely to purchase** products or services if they've already been given something by the seller. At The Bridal Fair we offer you the opportunity to use this technique to your advantage in the following ways:

FREE ADVERTISING

GRAND PRIZE GIVEAWAY

At each show we give away several large prizes** donated by participating vendors and community sponsors. Brides qualify to enter the drawing for these prizes by visiting and obtaining signatures from each booth in the show. In return for these generous offerings, we provide free promotion on our website, list your company and prize offering on the program/signature card received by each bride, and provide frequent company recognition over the loud speakers throughout the entirety of the show. Grand Prizes must be valued at over \$100.00.

Your Prize: _____

DOOR PRIZES

At each show we give away gift certificates** to brides as they enter. The prize you choose to donate will be given to an entering bride; she must visit your booth or place of business to redeem it, giving you the chance to sell her additional products or services. Door prizes should be valued at less than \$100.00.

Your Prize: _____

**We have a "no strings attached" policy: the bride must not be required to purchase anything to redeem her prize. Percentage off coupons and discounts off a minimum purchase may not be used as door or grand prizes, though these are encouraged for promotional use at your booth.

ADDITIONAL ADVERTISING

TOTE STUFFERS

At every show we give each bride a convenient and attractive tote bag full of promotional literature, coupons, samples, etc. This gives you the chance to make sure each bride leaves with your information, even if she misses your booth. This is an excellent way to distribute coupons and discounts and insure residual business from hundreds of brides in your target audience. With booth rental, this service is \$75.00. Without booth rental the cost is \$125.00 All stuffers must be received by April 5th or a late fee will be assessed.

TOTE BAG ADVERTISING

We have a limited amount of advertising space on the exterior of the tote bags distributed to each bride. These spaces are filled on a first come first served basis. Please call 801.344.8969 for pricing and availability.

To participate in any of these advertising options, please mark your selected option(s) and fax completed form to 801.373.7834. Call 801.344.8969 for additional information.