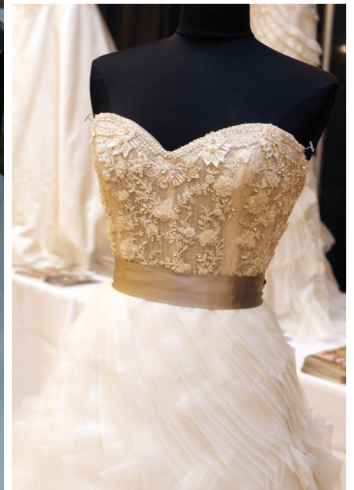


BE A PART OF THE SUCCESS

LUXURY
BRIDAL
EXPO CHICAGO + MILWAUKEE

MEDIA KIT & PROSPECTUS

ALVINA VALENTA *martina liana* LIANCARLO DAVID TUTERA FOR MON CHERI SOPHIA TOLLI LAZARO *Hayley Paige*



ANNE BARGE

Watters

Legends
ROMONA KRYEVA

Inbal Dror

MON CHERI
COLLECTION
— Laine Berry

JIM HJELM
Occasions

Maria Elena
HEADPIECES

STRATEGIC ADVERTISING PARTNERS:

Chicago Brides

WEDDING OF
guide CHICAGO

PREMIER
BRIDE

HERE COME THE CLIENTS!

Partial Client List-Full List Available Upon Request

More than 1,000 companies exhibit yearly.

- a**.....
 Abbington Banquets
 Admit One DJs
 A La Carte Entertainment
 American Express Travel
 American Family Insurance
 American Laser Centers
 Amy Beck Cake Designs
 Andrew's Garden
 Anthony Gowder Designs
 An Enchanted Evening
 Aries Charter
 Transportation
 Arthur Murray Dance
 Studios
 Awesome DJs
- b**.....
 Baird & Warner
 Baking Institute
 Barbados Tourism Board
 Bed Bath & Beyond
 Bella Bianca Bridal Couture
 Bloomingdales Registry
 Blue Daisy Floral Design
 Bridal Elegance of Ottawa
 Bridal Salon at Macy's
 Brides By Demetrios
 Brittany Lynn Studios
 Bri'Zan Couture
 Broadway in Chicago
 Buca Di Beppo's
- c**.....
 Caffe Gelato
 Cage & Aquarium
 Cakefections
 Cattelya Bridal & Floral
 Carson Pirie Scott & Co.
 Cary Travel Express
 Chicago Party Rentals
 Chicago Social Brides
 Chiro One
 Classic Chassis
 Cliento Photography
 Coldwell Banker
 Concept One Photography
 Countryside Flowershop
 Couture Cupcake & Cafe
 Creative Cakes
 Cruises, Inc.
- d**.....
 David Mark Photography
 DBY Events & Invitations
 Dear Emily Invites
 Dental One Partners
 Derreck Matichak Video
 Direct Buy
 Divine Designs & Events
 DJs For You
 Donna's Custom Flowers
 Doubletree Hotels
- e**.....
 Dream Vacations
 Drury Lane Theater
 Dutch Girl Photography
- f**.....
 #1 Flowers & Gifts
 Famous Dave's Catering
 Fifth & Main Productions
 First Choice Travel & Cruise
 Floral Events
 Formally Modern Tuxedo
 Francia Bridal
 Fred Astaire Dance Studios
- g**.....
 Geneva National Golf Club
 George Street Photo
 & Video
 Georgio's Banquets
 Gibson's Steakhouse
 Glen Abog Photography
 Gloss Photography Studios
 Grand DJ Entertainment
 Grand Geneva Resort
 Greenstar Paperie
- h**.....
 Hand & Stone Massage
 Hilton Oak Lawn
 Hotel Orrington
 Hotel Sax Chicago
 Hyatt Regency Hotels
- i**.....
 I Do Photobooshs
 Image Icon Photography
 Initials
 Island Getaways
 Itasca Country Club
- j**.....
 Jacob Henry Mansion
 James & Sons Jewelers
 Jenny Taylor Boudoir
 Photography
 John Amico Salon
- k**.....
 Karen Scobbie Cakes
 Karry-A-Tune Chicago
 Kesh Events
 Kiss Cinema
 Kina Wicks Photography
 Kissed by the Sun Creations
 Knits & Knots
- l**.....
 Lavish Weddings
 Lazaro
 Leeson's Cakes
 Lena Lee Photography
 Lia Sophia Jewelry
 Liberty Travel
 Life's Sweeter Side
 Lisa Hoppe
 Travel Consulting
 Loudbyte Cinematography
 Lovies Letter
 Loyola University Chicago
 Lucky Invitations
- m**.....
 Macy's Gift Registry
 Maria Elena Headpieces
 Mario Tricoli Hair Salons
 MaryKay Cosmetics
 Marriott Hotels & Resorts
 MDM Entertainment
 Men's Wearhouse
 Mexico Tourism Board
 MI Homes
 Mount Prospect Flowers
- n**.....
 Nadeau's Ice Sculptures
 Nakasato Photography
 Naples Bakery
 National Bakery
 Natural Beauty Med Spa
 Neriphoto
 Nightlife Entertainment
 Nikki Winter Photography
 NV Makeup Artistry
- o**.....
 Oak Mill Bakery
 Off The Avenue
 Event Planning
 Okyne Medialab
 Omni Chicago Hotel
 Origami Owl
 Our Decor Events
 & Floral Designs
- p**.....
 Palace Resorts
 Peggy's Passion
- q**.....
 for Flowers
 Pink Shell Beach Resort
 Pottery Barn
 Prabha Petals
 Premier Bride Magazine
 Prestige Wedding
 Decoration
- r**.....
 R3MG Creative Boutique
 Renaissance Chicago
 North Shore
 Robyn Photography
 Rodan & Fields
 Ron McKinney Studios
 Royal Melbourne
 Country Club
- s**.....
 Sandra Ortiz Photography
 Shaadi Creations
 Shutterbooth
 Silverleaf Resorts
 Spinnin' Discs
 Entertainment
 Stemline Creative
 Sugar Hills Bakery
 Sweet Pea Cakes
 Swissotel Chicago Hotel
- t**.....
 Tejani
 Terlie Design Co.
 The Arboretum Club
 Traveling Photobooth
 The Sanctuary Salon & Spa
 The Wit Hotel
 Things Remembered
 Timothy Whaley Photographic
 Artists
 TopsyCake
 Tinkers Travel
 Tone Productions
 Toni Marie's Sweets
 Tourist Board of St. Lucia
 Trellis
 Tuan Bui Photography
- u**.....
 Ultimate Travel
 Universal Sounds
- w**.....
 Wedding Guide Chicago
 Westin Hotels & Resorts
 White Satin Bridal
 Williams Sonoma
 Wyndham Chicago
 Wynn Films

QUOTES & TESTIMONIALS



"Bridal Expo Chicago Luxury is the only show we will exhibit within. Their marketing, locations, and brides are all top-notch. They always reinforce the luxury brand, and we see their advertising everywhere. We've seen our clientele grow by more than 25% and Bridal Expo Chicago Luxury will always be the cornerstone of our marketing budget."

—Kasey Larson, Owner, DBY Custom Invitations

"We have been proud to have a partnership with Bridal Expo Chicago Luxury Events for the past seven years. Having our magazine on the chairs at each fashion show is such a special touch, and many of the designers we feature in our pages are then seen live right on their runway. The high level of vendors and fashion are a perfect mix, and they do it well in a very big way."

— Amy Allen, Group Publisher Modern Luxury Brides (Chicago Social)



"If there's one contract for marketing dollars that always gets signed, it's this one. Without question, Bill and his team at Bridal Expo Chicago put on the only quality shows in the industry. I think it is because they care equally about the experience and quality of the shows for both the brides AND the vendors. These expos allow us to connect personally to thousands of new, affluent brides in a year in a short period of time- impossible in any other way. It gives brides a sneak-peak in a no-pressure environment that ultimately drives them to pick up the phone, get in their cars and hold consultations with us!"

— Timothy Whaley, President of Timothy Whaley Photography

"The Bridal Expo Chicago produces the most professional and elegant bridal events in the Midwest. The shows connect wedding vendors and brides in a personal and exciting environment that ultimately drives results. We are proud to be a part of the show."

— Natalie Bauer & Melissa Russell, Owners of Bella Bianca Bridal Couture



"Bill Brennan, Jim Verraros and the Bridal Expo Chicago Luxury Team, always bring top designers and companies to their events. Since 2009, our company has connected with great vendors and consistently booked quality clients at Bridal Expo events. Bridal Expo Chicago Luxury Events is a great source for wedding inspiration in the Midwest. If you're a business owner or an engaged couple, we highly recommend attending!"

— Steve Gribben & Ton-Essa La'Rocque; Owners, Loudbyte Cinematography

"Working with Bridal Expo Chicago Luxury was a wonderful experience and way to promote our business to an upscale Chicago audience. Your team is dedicated and committed to hand selecting the city's best vendors and creating a show that exudes true luxury. Carol's commentary during the show was smooth and informative and we were very excited to be able to make a guest appearance during the show. Thank you again for inviting Ines Di Santo to be a part of your flawless event. You selected the perfect venue to represent our brand and you really know how to treat your Designers and showcase their collections to the right audience in an elegant and informative way."

—Ines Di Santo & Veronica Di Santo for Ines Di Santo Bridal Couture



"We decided to give it a shot and I was thrilled with the responses received! Both brides and grooms expressed a genuine interest in our services. Couples from the Bridal Expo Chicago have visited us for items such as engagement rings, wedding bands, re-designing settings, etc., and it has been an absolute pleasure working with them. This was money well spent."

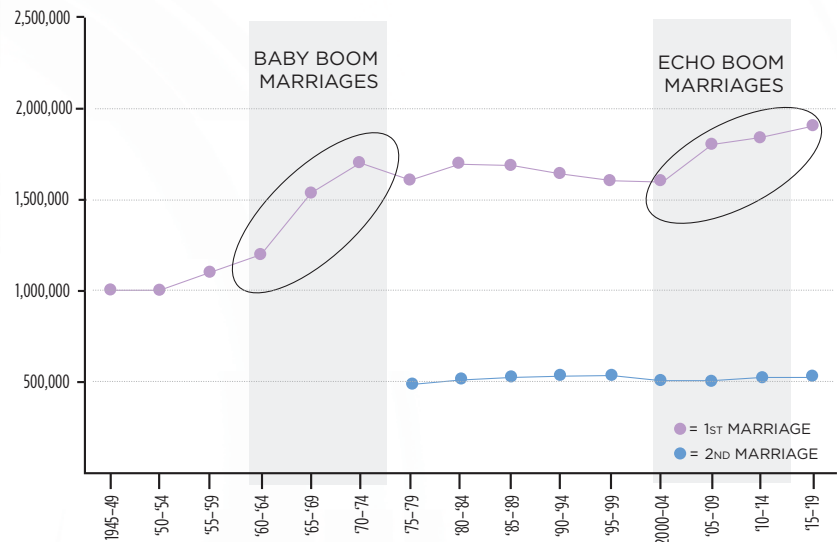
—Larry Zimont, Ethan Lord Jewelers

"I can strongly recommend Bridal Expo Chicago to any new vendors or sponsors. They not only excel in professionalism, but in marketing. They truly care about their clients' success."

—Joann Ambriz, President, Formally Modern Tuxedo

The market is growing, but so is the competition! The battle over brides and their dollars is intensifying. Welcome to the new world order where some wedding marketers will thrive and others will fade away.

HISTORICAL TREND OF FIRST AND SECOND MARRIAGES



Source: NCHS, 2004; Historical Trends & Projections 1945-2020 by George S. Masnick, DemographerBABY

- The number of first marriages has been relatively flat for the past 25 years; approximately 1.6 million annually
- Expected to grow to 1.9 million annually by 2020 (+19%) (combined with second marriages, growth expected +30%)
- Upward trend is being driven by the following factors:
 - Echo boomers reaching marrying age
 - High levels of foreign immigration into the U.S. since 1990

Source: Fairchild Bridal Infobank American Wedding Study, 2005; NCHS, 2004; Historical Trends & Projections 1945-2020 by George S. Masnick, Demographer

Knowledge is power. Wedding professionals who are dedicated to excellence, stay current on changing trends, and emotionally connect with their prospects will become the successful industry leaders during the next decade. Price will remain important, however it will never replace value, quality, and service.

SPENDING BEHAVIOR & TRENDS IN THE CURRENT ECONOMY

Engaged women display the buying habits of affluent fortysomethings*

43% spent more than they had originally budgeted for the wedding**

83% said their wedding budget/planning was NOT affected by the economic downturn**

Brides spend nearly **3x more** than the average consumer***

Your target bride is savvy and sophisticated-and has \$\$\$ to spend. Only top-notch vendors will do for her wedding.*

"In 2011, budgets increased for the first time since the economic downturn, and this past year, in 2012, we saw that wedding budgets are continuing to rise even more and to an all-time high since 2008," said Carley Roney, cofounder of The Knot.

"Couples are increasingly less concerned with the economy and are comfortable investing more than ever in the once-in-a-lifetime experience of planning their wedding and making it a fabulous experience for their guests."

Here Comes The Bridal Party and Their Check Books. Today's Bride is...

- educated, savvy & sophisticated
- taking 10-11 months of planning to get it right
- shopping an average of 4-5 vendors per category to find the perfect match
- a smart shopper and seeking out the best values
- willing to pay more to get something special
- annoyed when vendors don't return phone calls
- seeking vendors who "listen" to their needs
- can tell whether your website is outdated or current in 3 seconds

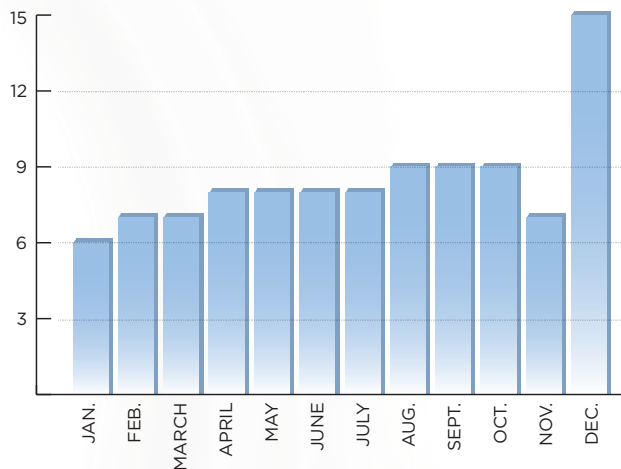
Engagement Ring ⁴	\$5,598	Wedding Cake ⁴	\$546
Wedding Bands ²	\$2,079	Transportation ⁴	\$732
Wedding Gown & Accessories ¹	\$1,400	Gift Registry Median Value ²	\$4,200
Attendant Dresses	\$750	Reception Venue ⁴	\$13,385
Formalwear ²	\$995	Wedding Day Beauty ²	\$938
Invitations/Announcements	\$443	Wedding Planner	\$1,874
Attendant Gifts	\$550	Honeymoon	\$4,778
Photographer ⁴	\$2,440	Ceremony Musicians ⁴	\$588
Videographer ⁴	\$1,700	Favors ⁴	\$281
Florist & Décor ⁴	\$2,069	Rehearsal Dinner ⁴	\$1,184
Music: 68% of brides book a DJ ⁴	\$1083	Music: 17% of brides book a band ⁴	\$3,084

¹Roper Starch Worldwide/Modern Bride Magazine | ²Source: The Knot Real Wedding Study 2008 | ³Source: American Wedding Study, 2006, 2007 | ⁴Source: The Knot Real Wedding Study 2013

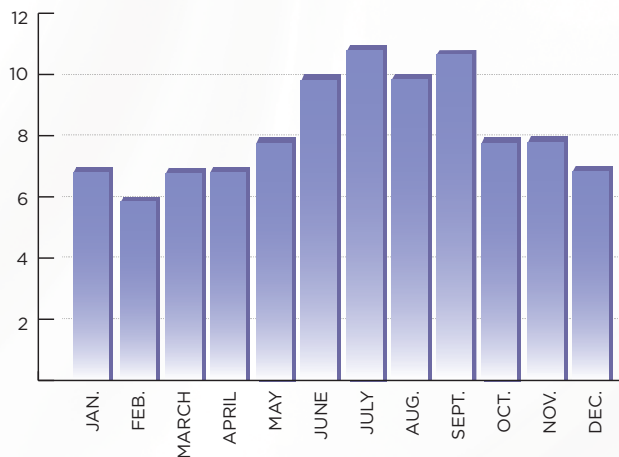
WEDDINGS OCCUR YEAR ROUND AND SO SHOULD YOUR MARKETING

Weddings and engagements are a year round business. Today's successful wedding professionals not only exhibit in our first quarter shows, but also spread their marketing dollars over Spring, Summer, and Fall to ensure a continual flow of business.

PERCENTAGE OF ENGAGEMENTS



PERCENTAGE OF WEDDINGS



With the time cycle of engagements and weddings occurring year round shouldn't your marketing strategy include a year round program as well?

CHICAGO: #2 IN MOST SPENT ON WEDDINGS

Based on the most recent *knot* survey these are the areas around the US where couples spend the most on their weddings.

New York City (Manhattan):\$76,687
Chicago, IL:\$49,810
New York Metro (Long Island, Hudson Valley & NYC Outer Boroughs):\$49,002, \$46,300, \$39,602
Northern/Central New Jersey & Southern New Jersey:\$48,496, \$35,375
Rhode Island:\$47,399
Santa Barbara/Ventura, CA:\$42,319
Boston, MA:\$39,239
Philadelphia, PA:\$38,369
Connecticut:\$38,009
San Francisco, CA:\$35,344

©Bridal Expo, Inc.

Wedding Style

Wyoming has the most casual weddings (39%), while Chicago, IL, has the most formal (black-tie) weddings (44%).

7 Deadly Sins of the 1st Time Exhibitor

(Or, How to **NOT** Get Business at The Show)

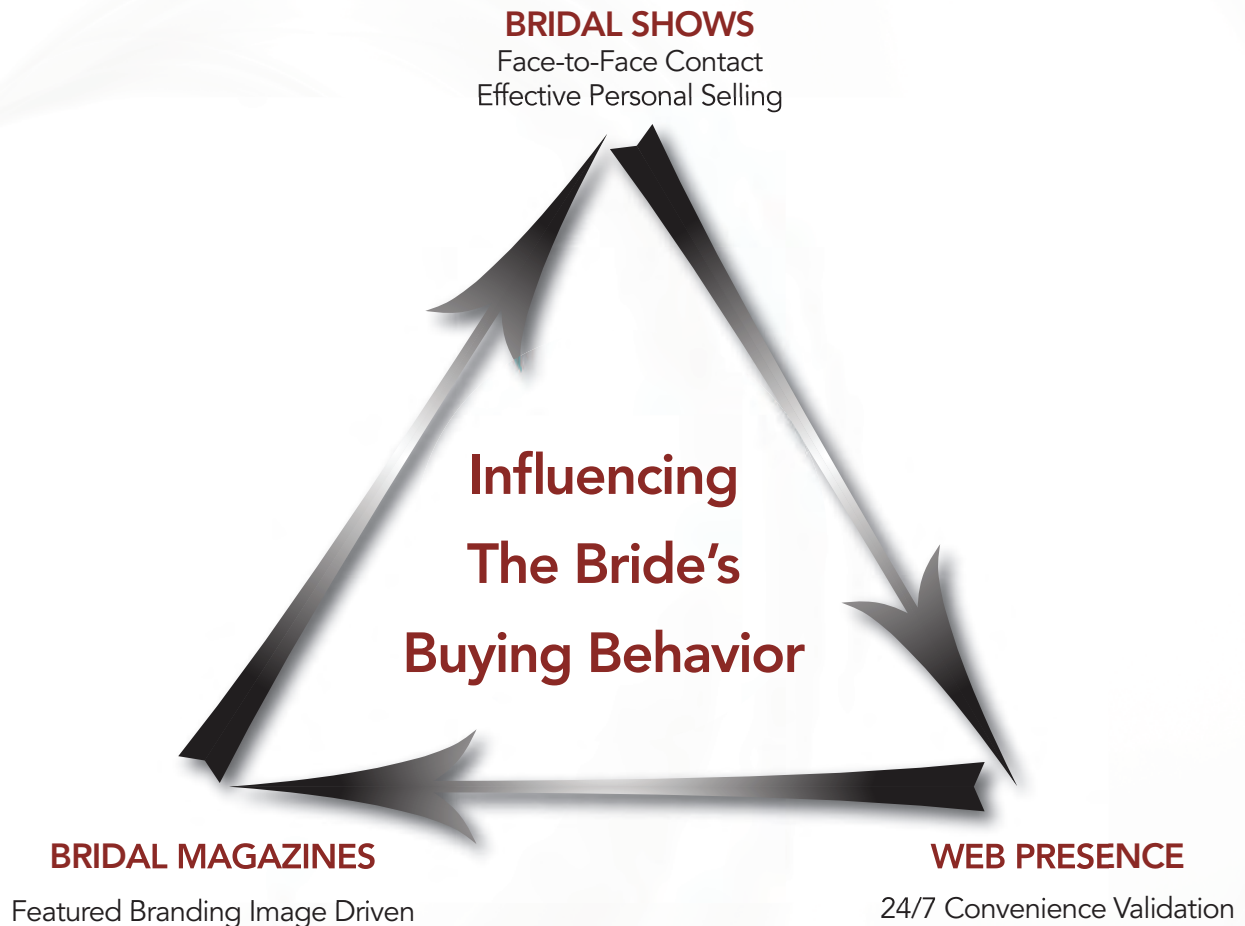
1. **Never** read our easy-to-follow Help Guide
2. **Fail** to create or ever implement a post show follow up plan
3. **Once contracted**, exhibitor procrastinates on visiting a show or watches our online video series
4. **Neglect** to practice setting up their booth in advance as a practice run
5. **Prepare** for the show at the last minute, or, not at all
6. **Come to the show** without objectives or defined goals
7. **Never** script or develop a succinct face-to-face marketing message

We have developed a separate Help Guide specifically so that you can avoid all of the **unnecessary pitfalls**, we want you to succeed!

Wedding Trend to Watch

BOOMING BUDGETS—Brides are spending even more on their weddings. Following 2011's trend of growing budgets, for the second year in a row since the economic downturn, the average wedding spend has grown year over year, hitting \$28,427, the highest level since 2008. In this vein, fewer brides (26%) say the economy affected their wedding spend – a statistic that has continually decreased year over year, from 29% in 2011, 31% in 2010 and 34% in 2009. Wedding standards also continue to rise, as the average wedding spend per guest increased to \$204, as compared to \$196 in 2011 and even \$194 in 2009. In fact, about 1 in 8 brides (13%) are spending more than \$40,000 on their nuptials, and nearly 1 in 4 (23%) didn't even have a budget.

A **WINNING** STRATEGY IN A HIGHLY **COMPETITIVE** MARKET



Three marketing applications that deliver maximum results when utilized in unison to create the ultimate trifecta. It is and always has been a highly competitive market dominated by ingenuity and therefore repeat exposure is essential to effectively influence the brides buying behavior.

This Business Module is the Blueprint for Success if Your Goal is to Build Wealth in the Local Bridal Market

CHICAGO

Estimated number of weddings State wide: **74,065 annually***

Estimated number of weddings Metro Chicago: **53,000**

Percent considered formal: **65%**

Total number of formal weddings Metro Chicago: **38,000**

1 in 4 will plan a Destination Wedding out-of-state**

Number of Millionaires: **212,300***, an increase over 2010 of 7.1%

ATTENDEES MARKET SHARE

26% of all brides in Metro Chicago order tickets to attend our show

Total annual ticket orders: **13,800+**

Total number of people attending our shows including the bride: **28,000**

Total number of attending brides for our events in 2010: **9,015**

Percent female: **85%**

Economic impact to local bridal economy: **\$251,260,000**

WEBSITE+

Unique visitors: **394,000+ annually**

Website hits: **12 Million+ annually**

Total page views: **1,137,966**

DEMOGRAPHICS Age: Bride: **29**, Groom: **30****

*Income: **\$84,000**

*Employed full-time: **80%**

*Attended college: **97%**

WEDDING SPENDING **43%** of all brides spend more on their wedding than they budgeted****

65% of all brides are willing to spend more to get something special***

Average wedding budget in Chicago: **\$35,389****

Average cost for a "off-label" wedding dress: **\$1,099****

National cost for a bridge line designer dress: **\$1,500 to \$3,000**

National cost for Haute Couture dresses: **\$5,000+**

(About 3-4% of Entire Market)

Nearly **one in five (19%)** of brides parents are paying for the wedding themselves

Reception typically accounts for **42%** of wedding costs

The bridal gown typically accounts for **10%** of the wedding budget

WEDDING PLANS Average Number of guests: **141****

Size of the bridal party: **10**

Length of engagement: **14 mo.*****

Time before wedding when ordering tickets: **11 mo.**

*Wall Street Journal, July 11, 2011. Number of weddings based on 2010 Illinois County Clerks Offices and National Vital Statistics for areas encompassing Illinois.

**The Knot.com 2010 Survey

***Martha Stewart Weddings Q1 2011 Bridal Study, conducted in conjunction with Lightspeed Research

****Data obtained from Brides.com survey, October 2008, Brides Local Magazine reader and user study conducted by Equation Research from October 20, 2008 to November 10, 2008

PRINT ADVERTISING **Four** full pages in *Wedding Guide Chicago*

Four full pages in *Chicago Social Brides*

Three full pages in *Premier Bride, WI*

ONLINE ADVERTISING Brides.com

CSBrides.com

WeddingGuideChicago.com

PremierBride.com

TheUnionStation.com

WeddingWire.com

ProjectWedding.com

Onewed.com

GetMarried.com

GOOGLE & INTERNET

RANKINGS **Listed number "1"** organically under search results for "Bridal Expo Chicago"

Listed number "1" organically under search results for "Luxury Bridal Shows"

Listed number "1" organically under search results for "Bridal Expo"

Year long paid sponsored links on Google

EMAIL MARKETING **8 Million+** emails sent in-house

2 Million+ emails sent out via media partners

DIRECT MAIL **160,000** direct mail four-color postcards sent to

Chicago Bridal Market annually

PARTNERSHIPS Links into our site from nearly 75 other sites

Comprehensive Vendor Referral Program

Host Properties and Hotels

POS Ticket Exposure at 9 Area Bridal Salons



EXHIBITOR OPPORTUNITIES

There is a fundamental reason why today's bridal events in every market across the country are so extraordinary successful; attendees are on a need-to-buy-now mission and participating retailers are fulfilling these needs. Brides know what they want when they see it! And that is precisely why they want to attend Bridal Expo Chicago and Milwaukee. This highly lucrative market segment is prized by your competitors and begs the question—Can you afford not to be in the show?

Costs: Starting at \$875



E-Blast Program

Our database of brides is quite extensive, accurate, and valuable, making contracting for an e-blast extremely attractive and cost-effective. Send us your artwork and text along with the desired link destination, and we'll send your email out to more than 25,000 actively engaged brides and grooms-to-be. For more details and availability, speak with your account representative.

Cost: \$1,595 (that's about \$.06 per impression)



Wedding Day Resources Program

After each of our 13,800 brides-to-be order tickets to attend Bridal Expo, a pop-up window appears, inviting the brides to start their wedding planning by visiting our Wedding Resources Directory. This section of our website is organized and direct, making it very user friendly for a bride to find what she is looking for including a link from our Wedding Resource page directly to your site!

Cost: \$58 monthly/ \$696 Annually



Direct Mail Bridal Program

Most wedding professionals conduct e-blast ad campaigns, but few have found a cost-effective way to efficiently reach brides via direct mail. Now you CAN reach and impact 13,800 to-be-weds (22% of the Regional Bridal Market) cost effectively through our simple and turn key program without ever leaving your office. Design and ship us your 8.5 x 5.5 four-color glossy direct response ad piece and we'll include them inside ALL bridal show ticket packets mailed from our offices to brides-to-be in advance of every show. This program is the lowest cost direct mail program in the world. We guarantee it!

Cost: \$7,500 Annually



In the Bride's Bag

For non-local clients that want to target a specific bridal show, but cannot attend as an exhibitor, we offer the opportunity of including your catalogue brochure into each Bridal Bag every bride-to-be receives upon entering the Expo. This program is ideal for larger out-of-town retailers or honeymoon destinations with multi-page catalogues including manufacturers of china, home electronics, kitchen appliances, and destination hotels around the globe. Participation fees are much less than the cost of conventional bulk mailings to a geo-targeted customer base of engaged couples.

Costs: Single Sheets \$2 each; Catalogs \$4 each

Wedding Guide Chicago



Couture Runway Shows

LIANCARLO

MEET THE BEST-OF-THE-BEST WEDDING PROFESSIONALS AND SHOP IN STYLE!

See 65+ Lavish Wedding Displays by The Leading Wedding Professionals in Your Area

For More Information and to Reserve Your Show Tickets Call **847-428-3320** x or On-Line at bridalexpo.chicago.com. Use VIP Code: WG-15.

ADDITIONAL TICKETS: \$15 Per Person**

*Kindly mention Wedding Guide Chicago Magazine when ordering to receive 4 VIP tickets to any event as our special "whirl" supplies (subjecting for luxury fashion shows limited-quantity-while-availability)

Photo courtesy: Courtesy. Given available at Ultimate Bride: 31.15.15.15.15.

LUXURY BRIDAL EXPO CHICAGO + MILWAUKEE

BRIDAL EXPO CHICAGO LUXURY BRIDAL SHOW DATES

HARRIOTT O'HARE, CHICAGO
SUNDAY JANUARY 4th, 2015, 11:30a-4p

BEVERLY BANQUETS, ELK GROVE
SUNDAY JANUARY 11th, 2015, 11:30a-4p

DOUBLETREE BY HILTON, OAK BROOK
SUNDAY JANUARY 18th, 2015, 11:30a-4p

GEORGIS BANQUETS, ORLAND PARK
SUNDAY JANUARY 25th, 2015, 11:30a-4p

HYATT REGENCY SCHALMURGS
SUNDAY FEBRUARY 1st, 2015, 11:30a-4p

RENAISSANCE HOTEL, NORTHBROOK
SUNDAY FEBRUARY 8th, 2015, 11:30a-4p

DRURY LANE THEATRE, OAK BROOK
WEDNESDAY FEBRUARY 18th, 2015 6p-10p

CHICAGO HARRIOTT, MICHIGAN AVE
SUNDAY FEBRUARY 22nd, 2015 11:30a-4p

ASHYANA BANQUETS, DOWNERS GROVE
SUNDAY MARCH 1st, 2015, 11:30a-4p

HYATT REGENCY O'HARE
SUNDAY MARCH 22nd, 2015, 11:30a-4p

CHICAGO HARRIOTT THE HOFFMAN ESTATES
SUNDAY APRIL 12th, 2015, 11:30a-4p

DOUBLETREE BY HILTON, OAK BROOK
SUNDAY APRIL 19th, 2015, 11:30a-4p

GEORGIS BANQUETS, ORLAND PARK
SUNDAY APRIL 26th, 2015, 11:30a-4p

HARRIOTT HOTEL, NAPERVILLE
SUNDAY MAY 3rd, 2015, 11:30a-4p

CHICAGO HARRIOTT, MICHIGAN AVE
SUNDAY JUNE 7th, 2015, 11:30a-4p

Log onto www.bridalexpo.chicago.com for more

LUXURY BRIDAL EXPO CHICAGO + MILWAUKEE

So back and forth as the pages of your favorite bride fashion magazine come alive during the luxury fashion show at Bridal Expo Chicago! Meet the best of the best in glamorous bridal gowns, bridesmaid dresses, beautiful mother gowns and contemporary bridesmaid dresses. Our fashion show is a must see event! To find a fashion show near you visit us online: www.bridalexpo.chicago.com

Order 4 Free Tickets as Our Special Gift to You: **\$50 Value for Wedding Guide Chicago Bridal!** Shows are sold-out early! Shows are sold-out early! Shows are sold-out early!

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Chicago Social Brides



Couture Runway Shows

Inbal Dror

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CHICAGO HARRIOTT THE HOFFMAN ESTATES
SUNDAY APRIL 12th, 2015, 11:30a-4p

DOUBLETREE BY HILTON, OAK BROOK
SUNDAY APRIL 19th, 2015, 11:30a-4p

GEORGIS BANQUETS, ORLAND PARK
SUNDAY APRIL 26th, 2015, 11:30a-4p

HARRIOTT HOTEL, NAPERVILLE
SUNDAY MAY 3rd, 2015, 11:30a-4p

CHICAGO HARRIOTT, MICHIGAN AVE
SUNDAY JUNE 7th, 2015, 11:30a-4p

Log onto www.bridalexpo.chicago.com for more

LUXURY BRIDAL EXPO CHICAGO + MILWAUKEE

So back and forth as the pages of your favorite bride fashion magazine come alive during the luxury fashion show at Bridal Expo Chicago! Meet the best of the best in glamorous bridal gowns, bridesmaid dresses, beautiful mother gowns and contemporary bridesmaid dresses. Our fashion show is a must see event! To find a fashion show near you visit us online: www.bridalexpo.chicago.com

Order 4 Free Tickets as Our Special Gift to You: **\$50 Value for Wedding Guide Chicago Bridal!** Shows are sold-out early! Shows are sold-out early! Shows are sold-out early!

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BRIDAL EXPO CHICAGO AND MILWAUKEE LOCATIONS



2015 SHOW LOCATIONS AND DATES

1. Ashyana Banquets, Downers Grove—Sunday, March 15, 2015
2. Belvedere Banquets, Elk Grove—Sunday, January 11, 2015 | Wednesday, August 5, 2015
3. Chevy Chase Country Club, Wheeling—Wednesday, June 17, 2015
4. DoubleTree Hotel, Oak Brook—Sunday, January 18, 2015 | Sunday, April 19, 2015 | Sunday, October 11, 2015
5. Drury Lane Theatre, Oak Brook—Wednesday, February 18, 2015 | Wednesday, September 9, 2015
6. Georgios Banquets, Orland Park—Sunday, January 25, 2015 | Sunday, April 28, 2015 | Wednesday, July 15, 2015 | Sunday, November 8, 2015
7. Hyatt Regency O'Hare, Rosemont—Sunday, March 22, 2015
8. Hyatt Regency, Schaumburg—Sunday, February 1, 2015 | Sunday, June 28, 2015 | Sunday, September 13, 2015
9. Marriott Michigan Ave.—Sunday, February 22, 2015 | Sunday, June 7, 2015
10. Marriott Hotel, Naperville—Sunday, May 3, 2015
11. Marriott Hotel, Hoffman Estates—Sunday, April 12, 2015 | Sunday, November 15, 2015
12. Marriott Hotel, O'Hare—Sunday, January 4, 2015 | Sunday, October 18, 2015
13. Renaissance Hotel, Northbrook—Sunday, February 8, 2015 | Sunday, September 27, 2015
14. Sheraton Hotel-Brookfield, WI—Sunday, March 8, 2015 | Sunday, May 31, 2015 | Sunday, September 20, 2015 | Sunday, November 1, 2015
15. The Abbington, Glen Ellyn—Sunday, August 9, 2015

COMPANY HEADQUARTERS

Chicago and Milwaukee

Suburbs: Signature Events Group, Ltd. Bridal Expo, Inc.

400 River Ridge Dr., Elgin, IL 60123 | (847) 428-3320 | (847) 428-3317 Fax

Chicago: Signature Events Group, Ltd. Bridal Expo, Inc.

207 E. Ohio Street, Suite 410, Chicago, IL 60611 | (312) 427-4325

Milwaukee: (414) 427-4325Email info@BridalExpoChicago.comWeb BridalExpoChicago.com | BridalExpoMilwaukee.com

THE STAFF

Bill Brennan*President, ext. 222*bill@bridalexpochicago.combill@bridalexpomilwaukee.com**Lisa Ellis***Vendor Relations/Accounting, ext. 224*lisa@bridalexpochicago.comlisa@bridalexpomilwaukee.com**Paula Burnette***Vice President Operations, ext. 221*paula@bridalexpochicago.compaula@bridalexpomilwaukee.com**Dena Rodrian***Account Manager, ext. 228*dena@bridalexpochicago.comdena@bridalexpomilwaukee.com**Jim Verraros***National Bridal Sales Manager, ext. 226*jim@bridalexpochicago.comjim@bridalexpomilwaukee.com**Erin McNamee***Administrative Assistant, ext 225*erin@bridalexpochicago.comerin@bridalexpomilwaukee.com**Carol Lee Tardi***Fashion Director, ext. 227*carol@bridalexpochicago.comcarol@bridalexpomilwaukee.com

GETTING STARTED

There is no better time than the present to become an exhibitor or sponsor of the show. Please review the contract for the dates and locations that appeal to you and then call your account representative with questions you may have and to confirm that the shows you want are still available. And don't forget to also download our free Help Guide for new clients on our website that explains the rules of the show as well as how you can achieve a maximum return on your investment. Your success is important to us and we look forward to speaking with you soon.



2016 Exhibit License Contract

The Signature Events Group, Ltd. | 400 River Ridge Drive, Elgin, IL 60123
 Chicago: 847.428.3320 | Milwaukee: 414.427.4325 | Fax: 847.428.3317

Company: _____ Contact Person: _____

Address: _____ City/State: _____ Zip: _____

Title: _____ Phone: _____ Fax: _____

Type of Service: _____ Email: _____ Cell: _____

Client Signature _____ Date Sent: _____ Received: _____

(I state that I am authorized to enter into contracts on behalf of my company)

By signing this contract you are entering into a binding agreement subject to rules and provisions on reverse side of this page.

Single Booth: 6' x 8' space with (1) six-foot clothed table, price below **Beginner Booth:** (1) 30-inch round High-Boy table in a 3' x 4' space for \$495.00
Double Booth: 6' x 14' space with (2) six-foot clothed tables, price below **Triple Booth:** 6' x 20' space (3) six-foot clothed tables for \$2,200.00

Day	Date	Location	City	Single	Double	Extra Service	Total	Deposit	Balance
Sun	1/10/16	Hyatt Regency	Schaumburg	\$ 1,075.00	\$ 1,275.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	1/17/16	Marriott Hotel	Chicago/O'Hare	\$ 1,150.00	\$ 1,275.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	1/24/16	Marriott Hotel	Oak Brook	\$ 975.00	\$ 1,175.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	1/31/16	Georgios Banquets	Orland Park	\$ 900.00	\$ 1,050.00	\$ _____	\$ _____	\$ _____	\$ _____
Wed	2/10/16	Belvedere Banquets	Elk Grove	\$ 900.00	\$ 1,075.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	2/21/16	Renaissance Hotel	Northbrook	\$ 900.00	\$ 1,075.00	\$ _____	\$ _____	\$ _____	\$ _____
Wed	2/24/16	Drury Lane Theatre	Oak Brook	\$ 975.00	\$ 1,175.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	2/28/16	Marriott Michigan Ave	Chicago	\$ 1,150.00	\$ 1,275.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	3/13/16	Ashyana Banquets	Downers Grove	\$ 900.00	\$ 1,075.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	3/20/16	Marriott Hotel	Chicago/O'Hare	\$ 1,150.00	\$ 1,275.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	4/10/16	Marriott Hotel	Hoffman Estates	\$ 900.00	\$ 1,050.00	\$ _____	\$ _____	\$ _____	\$ _____
Wed	4/20/16	Drury Lane Theatre	Oak Brook	\$ 975.00	\$ 1,175.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	4/24/16	Georgios Banquets	Orland Park	\$ 900.00	\$ 1,050.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	5/15/16	Marriott Hotel	Naperville	\$ 950.00	\$ 1,150.00	\$ _____	\$ _____	\$ _____	\$ _____
*Sun	6/12/16	Marriott Michigan Ave	Chicago	\$ 1,150.00	\$ 1,275.00	\$ _____	\$ _____	\$ _____	\$ _____
Wed	6/15/16	Chevy Chase C.C.	Wheeling	\$ 900.00	\$ 1,075.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	6/26/16	Hyatt Regency	Schaumburg	\$ 1075.00	\$ 1,275.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	7/17/16	Marriott Hotel	Naperville	\$ 950.00	\$ 1,150.00	\$ _____	\$ _____	\$ _____	\$ _____
Wed	7/20/16	Georgios Banquets	Orland Park	\$ 900.00	\$ 1,050.00	\$ _____	\$ _____	\$ _____	\$ _____
Wed	8/17/16	Belvedere Banquets	Elk Grove	\$ 900.00	\$ 1,075.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	8/21/16	Abbingon Banquets	Glen Ellyn	\$ 900.00	\$ 1,075.00	\$ _____	\$ _____	\$ _____	\$ _____
Wed	9/14/16	Drury Lane Theatre	Oak Brook	\$ 975.00	\$ 1,175.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	9/18/16	Hyatt Regency	Schaumburg	\$ 1,075.00	\$ 1,275.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	9/25/16	Renaissance Hotel	Northbrook	\$ 900.00	\$ 1,075.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	10/9/16	Marriott Hotel	Oak Brook	\$ 975.00	\$ 1,175.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	10/16/16	Marriott Hotel	Chicago/O'Hare	\$ 1,150.00	\$ 1,275.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	11/13/16	Georgios Banquets	Orland Park	\$ 900.00	\$ 1,050.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	11/20/16	Marriott Hotel	Hoffman Estates	\$ 900.00	\$ 1,050.00	\$ _____	\$ _____	\$ _____	\$ _____
Milwaukee Bridal Shows 2016									
Sun	3/6/16	Sheraton Hotel	Brookfield, WI	\$ 900.00	\$ 1,000.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	5/22/16	Sheraton Hotel	Brookfield, WI	\$ 900.00	\$ 1,000.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	9/11/16	Sheraton Hotel	Brookfield, WI	\$ 900.00	\$ 1,000.00	\$ _____	\$ _____	\$ _____	\$ _____
Sun	11/6/16	Sheraton Hotel	Brookfield, WI	\$ 900.00	\$ 1,000.00	\$ _____	\$ _____	\$ _____	\$ _____
Totals						_____	_____	_____	_____

Make check payable to **Bridal Expo, Inc.** CONTRACTS ARE NON-CANCELABLE. A \$200 Deposit required for each show. Balance due 30 days prior to each show date.

Circle below for the following requested services for each contracted show. Electrical service defined as 5amp, 120V (550 watts)

Electric @ \$65 Extra Table @ \$75 Drape @ \$60 2 Sets of Labels @ \$65 CD-Rom or E-File @ \$45

Credit Card Number

Exp. Date
 /

Security Code#

Authorize Credit Card Signature _____ Date _____

License & Contract Rules, Terms and Conditions

1) Signing of this contract constitutes that this agreement is a legal and binding contract for both the company and person obtaining exhibit space. Company or Person is defined as "Exhibitor." For and in consideration of the fees specified, The Signature Events Group, (hereinafter referred to as "Show Management" or "SM") grants Exhibitor a revocable license to occupy space in Bridal Expo Chicago/Milwaukee (hereinafter referred to as "Show"). Said license may be revoked at the discretion of SM if SM has reason to believe that the Exhibitor has a place of business located at site that also has other businesses that are in competition with SM. It is expressly understood and agreed that the purpose of this Exhibit License Contract is to provide for the mutual benefit of each party and to promote the successful business operations of each party. Any act by Exhibitor that is not considered to be in furtherance of this goal shall be deemed to be a satisfactory reason for SM to revoke the license hereunder.

2) For the convenience of the Exhibitor, SM will accept submission of this agreement by facsimile. The parties agree that, if a signed copy of this agreement is transmitted by facsimile, the facsimile copy shall be deemed to be an original document & fully enforceable thereas.

3) All deposits are to assure your space, are non-refundable or transferable, and the balance of the entire contract is also due even if Exhibitor cancels the show or does not arrive on location at the contracted show unless the licensed is revoked by SM pursuant to Section 1 hereof. If payment in full is not received according to the terms, SM, may terminate this agreement and reassign space to another vendor. No vendor may set-up at any show without prior payment in full. Exhibitors whose checks are returned for Nonsufficient Funds will be charged an additional \$50.00.

4) The Exhibitor agrees and undertakes to indemnify and hold harmless SM, its agents, contractors, officers, sponsors, and employees from and against all claims, damages, actions, liability, losses and expenses in connection with loss of life, personal injury, and damage to property occasioned wholly or in part by any act of omission or fault of the Exhibitor or attending public. The Exhibitor also acknowledges that SM does not assume any responsibility whatsoever for any property of the Exhibitor and that the Exhibitor will take whatever steps it deems necessary to protect its staff and personal booth contents. Insurance of booth contents and personnel is recommended. SM does not maintain insurance covering the Exhibitor's property and personnel.

5) The list of brides-to-be provided to the Exhibitor may not be disclosed, copied or duplicated in any manor. Additionally the brides-to-be shall not be harassed in any fashion. The list is solely owned by SM and will be monitored to prevent unauthorized use. Any unauthorized use of the brides-to-be lead list by third parties causes significant damages to SM, but the actual amount of damage would be extremely difficult to determine. Therefore, SM may at its option, pursue an action to enjoin the use or seek judgment at law for \$3000 for each unauthorized use, such being the agreed and stipulated damage amount by each party. Exhibitors who purchase "Beginner Booths" do not and may not receive a copy of the list of brides.

6) SM will be responsible for providing the Exhibitor a set up letter approximately 30 days prior to the show date containing all event details. Any space not occupied by said time on the set-up letter will be forfeited by the Exhibitor and no refund will be made to Exhibitor. This shall occur 1/2 hour prior to the start time of each event held. SEG will not be held liable for misdirected mail or faxes. It is the sole responsibility of the Exhibitor to call and confirm set-up and show times as well as SM's receipt of faxed contracts, a minimum

of 5 days prior to each contracted show.

7) Exhibit booths are assigned by SM according to category. Booth requests will be taken into consideration by SM, but are never guaranteed.

8) Exhibitor agrees that SM may list the Exhibitor in show promotional materials and use photography or video taken at the show for publicity purposes without compensation to Exhibitor.

9) SM shall not be held responsible or liable when any show is cancelled, and such cancelled is caused directly or indirectly from fire, flood, earthquake, or other acts of God, strikes, lockouts, terrorist attacks or governmental warnings, other labor difficulties, acts of the public enemy riots, insurrections, governmental regulations, adverse weather conditions, or any other cause or events beyond the control of SM. SM will use its best effort to reschedule the contracted show, and SM shall not be liable for booth fees or any other loss or damage associated with cancelling or rescheduling event.

10) Except as specifically provided otherwise in this agreement, should SM fail to hold the show as herein provided or to furnish to Exhibitor the space herein described, SM shall refund to Exhibitor all amounts paid hereunder and such refund shall be accepted by Exhibitor as complete settlement and discharge of Exhibitor's claims and demands. Show dates and locations are subject to change. If a change occurs, Exhibitor shall have the option of participating at the new show date or receiving a full refund.

11) Table sharing is prohibited. Only the named Exhibitor on the contract shall be exhibiting or disseminating information. If SM finds this not to be true, then the named Exhibitor and its company will be liable for an additional table space-charge based on the single booth rate of the show and/or required to immediately leave the show.

12) All matters and questions not covered within this agreement are subject to the decision of SM. Shall Exhibitors be in breach of any provision hereunder and SM elects to enforce such provision, then SM, in addition to any damages or relief awarded, shall be entitled to receive interest at the rate of 1.5% per month from the date of breach, plus all expenses incurred in the enforcement of the terms hereof, including, but not limited to, reasonable attorney's fees, court costs and all other expenses, whether or not litigation is filed. All parties shall agree that jurisdiction, venue, and choice of law shall be in Kane County, Illinois. If the final balance is not received in full 30-days in advance of the contracted show date, a \$75 late fee may be assessed in addition to the final balance.

13) The promotional and instructional information provided by SM to Exhibitor is accurate as of its publication date; however, SM reserves the right to change or modify details of the show without notice. SM may issue additional rules as it deems necessary for the orderly presentation of the show. Any rule may be amended at any time by SM provided that such amendment shall not substantially diminish the rights or increase the liability of Exhibitor. This agreement shall represent the entire agreement between Exhibitor and SM. SM shall not be bound by any representation or understanding not expressly set forth in this agreement. No provision of this agreement shall be modified except by the written mutual consent of the parties.

14) If any clause of this agreement is found to be invalid or unenforceable, the remainder of the agreement shall continue in full force and effect without regard to the invalidated clause.