

# With This Ring... Exhibitor Benefits

Communicating with transparency and delivering value to our exhibitors is a top priority for us. Additional to the large event marketing campaign launched prior to each show, the following perks are included with the cost of your booth:

## Exhibitor Benefits

- **Two Complimentary Tickets:** to be contested off via social media in order to promote the event and grow your following! See our Social Media Kit for full details
- **NEW! Comprehensive Social Media Kit:** includes cover photos, banners, and images for you to share. Also includes the official With This Ring hashtags and handles, expert tips on content creation, and more!
- **Professional Décor:** event will be decorated to reflect the WTR brand, including full drapery and carpeted isles
- **Swag Bag Access:** many large bridal galas and exhibitions charge businesses a fee to include their swag offerings – but that's not our style. If you would like the opportunity to add your goodies to our bride's bags, you can do so at no extra cost
- **Backstage Access – Fashion Show:** be a part of the energy - showcase your products free of charge in our fashion shows with a hands-on opportunity to style and connect with models before walking the runway (a great fit for florists, jewelers, and fashion retailers)
- **NEW! Program Feature:** your logo & business name listed in our program, distributed to all brides upon show entry
- **Screen Feature:** your business' logo featured on projector screens, playing throughout the show
- **Best Booth:** we are big believers in creative freedom – that's why we leave it to you to style everything within your space, with the opportunity to win the coveted title of 'Best Booth'
- **NEW! Vendor Photoshoot:** prior to show. Includes one professional headshot, plus 3 product/service images for your use. Assistance from the Westerner Park Marketing team will also be available, should you need help with creating a short exhibitor biography
- **Bridal List:** exclusive access to contact list of brides in attendance who wish to be contacted with more information from exhibitors

## General Event Marketing

- **Posters:** 200+ event posters strategically placed around Central Alberta
- **Social Media:** paid & organic marketing on Instagram, Facebook and Twitter through the official With This Ring, Westerner Park, and Tickets Alberta accounts
- **Snap Frame Posters:** print advertisements (24"x36") around Westerner Park and within the Tickets Alberta box office
- **Digital Advertising:** event ad featured on multiple screens across Westerner Park, including Centrum lobby, administrative lobby, and Centrum concession's P.O.S systems
- **Outdoor Signage:** event featured on large 19 Street LED sign, and LED sign outside of Centrum main doors
- **Newsletters:** event featured in Westerner Park (2,300+ subscribers) and Tickets Alberta (4,300+ subscribers) newsletters the month of the show
- **Radio Advertising:** 2-4 weeks prior to event on various radio stations throughout Central Alberta
- **Online Marketing:** event highlighted on TicketsAlberta.com and WesternerPark.ca
- **Print:** Minimum of two print ads published in most current Central Alberta wedding guides



*with this Ring...*  
BRIDAL GALA

## Marketing Initiatives

**213**

30 Second Radio  
Commercials



**89+**

On-Air Mentions  
of the Show

Estimated value of over **\$26,370**



**\$3,000**

Invested in Print Ads  
in Central Alberta

**200+**

Posters Distributed to  
Community Boards in  
Central Alberta

 **TICKETSALBERTA**

**190,000**

Average Monthly Page Views  
on TicketsAlberta.com



**Westerner Park**

**40,000**

Average Monthly Page Views  
on WesternerPark.ca

### 2018 Spring Show Social Media Stats

**3,294** Paid  
Reach

Estimated value of **\$350**

**23,179** Organic  
Reach

**486** Event  
Responses

**234** Ticket Link  
Clicks



**11,500**

Estimated Daily Impressions  
from the 19th Street Sign

**26,000+**

Ad Plays on the 19th Street Sign  
Estimated value of **\$3,900**

**60,000+**

Additional Advertisement Plays on  
Screens Throughout Westerner Park