

FLORIDA

Bride



2010 FLORIDA BRIDE PRESENTS...

TAMPA BAY'S PREMIER BRIDAL EXPO AND MAGAZINE



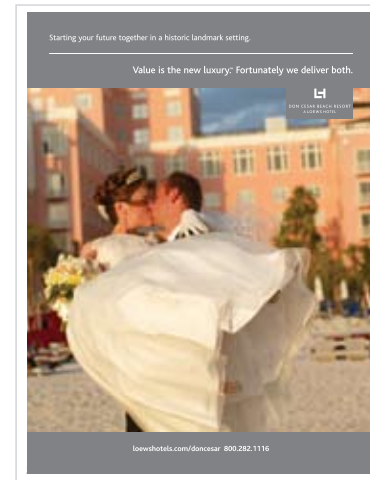
A REPUTATION SECURED BY TIME AND TRADITION

- 12 years in the making – Tampa Bay's renowned and longest running Bridal Expo.
- Showcase of high end *fashion shows*, a stellar venue, dozens and dozens of *vendors*, informative *seminars*, live entertainment and *door prize* drawings all brought together with the purpose of *bringing Bay Area brides to you*.
- Anticipated Bridal Attendance: 2000-2500 people; over 500-700 registered brides.



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- Award winning magazine that caters to local advertisers



- Backed by the media power of Florida Communications Group –

The image displays four logos for media outlets: TBO.com Tampa Bay Online, CENTRO TAMPA, THE TAMPA TRIBUNE, and News Channel 8 HD on your side. Below the logos, a blue banner states: 'Florida Communications Group reaches 2.4 million people in the Tampa Bay Area each week.'





WE'VE LISTENED, AND...

WE'RE
SHAKING
THINGS UP
A BIT.

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WE'RE CHANGING VENUES

- State-of-the-art TPepin's Hospitality Centre
- Premium, Pre-Function Area Vendor Space
- Enhanced Audio visual, LCD Projection Screens, and expanded opportunities for sponsor visibility.
- "Groom's Room" - TPepin's Trophy room featuring billiards tables and LCD TVs airing live pro football.
- New & Exciting Opportunities



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ENHANCED MEDIA & MARKETING CAMPAIGN



Radio • Social Media • New Magazine Distribution Model
Enhanced E-mail Database Marketing • Enhanced Brand Exposure





NEW DISTRIBUTION MODEL!

WHAT'S THE HISTORY?

- Unveiled at Expo
- Given to All Brides In Attendance
- Distributed to Advertisers After Show for Retail Distribution
- Sent to Prospective Customers Requesting Wedding Advertisements

WHERE ARE WE GOING?
AND WHEN ARE WE GOING THERE?



August 2010

August 2010							September 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	5	6	7	8	9	10	11
8	9	10	11	12	13	14	12	13	14	15	16	17	18
15	16	17	18	19	20	21	19	20	21	22	23	24	25
22	23	24	25	26	27	28	26	27	28	29	30		
29	30	31											

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
					August 1
2	3	4	5	6	7
					8
9	10	11	12	13	14
					15
16	17				
23	24				
30	31				



44 DAYS OF
EXTRA SHOW
PROMOTION

September 2010

September 2010							October 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
		September 1	2	3	4
					5
6	7	8	9	10	11
					12
13	14	15	16	17	18
					19
20	21	22	23	24	25
					26
27	28	29	30		



44 EXTRA DAYS
THAT BRIDES
SEE YOU.

BOOKS•A•MILLION™

Westfield Brandon Town Center

BARNES & NOBLE

BOOKSELLERS

North Dale Mabry & Westfield Brandon Town Center

BORDERS.

North Dale Mabry & Westfield Brandon Town Center

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P U B L I X
GreenWise
M A R K E T[®]

At Least 9 Public Locations in Select Zip Codes Including
Fishhawk, Brandon, South Tampa, Hyde Park and Downtown!
(Other Distribution Methods Will Remain in Place!)





NEW ON LINE AND SOCIAL MEDIA AVENUES

▸ INCREASE AUDIENCE PARTICIPATION!

- Facebook pages where brides can chat, blog, share stories and experiences and get the latest info from Florida Bride and our advertisers!

▸ REDESIGNED WEB SITE!

- Directory-centered and user friendly! We want to be a one-stop-shop for everything Tampa Bay Brides need!



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- Real Daytime Segment
- Aired on News Channel 8, Monday-Friday, 10AM-11AM
 - Feature your business with hosts Dave Nemeth and Cyndi Edwards!



DAVE
NEMETH

CYNDI
EDWARDS



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WHAT DOES THAT MEAN FOR YOU?

- Enhanced Visibility for Our Sponsors
- Higher Show Attendance - We'll Bring More Brides Than Ever!
 - Longer and Better Exposure for our Advertisers
 - Larger Footprint in the Bay Area



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