

harlem weddings

YOUR VISION. YOUR STYLE. YOUR DAY. *We Make it Happen!*

Dear Wedding Professionals!

Harlem Weddings is producing multiple bridal shows in 2010.

Meet face-to-face With the Brides and share the Latest Tips & Trends!

The brides will be invited by invitations; the show will also be advertised on the web, local newspapers, magazines, TV ads and radio commercials. Attending guest will enjoy Cocktails and Hors d'oeuvres, Wedding Cake, Incredible Gift Bags, Lingerie Lounge, Bridal Fashion Show, Las Vegas Destination Lounge and more.

All vendors will receive **FREE ADVERTISING** on the Harlem Weddings website with a link to their site. Dedicated email blast, listing and ¼ page ad in the Harlem Weddings Guide. You also received the lead list of brides-to-be that registered for shows. This year we are introducing a vendor session on the website; were registered vendors can access monthly bridal leads, event photos, and much more.

The vendor space is approximately 8'x8' and has a 6' covered table with 2 chairs. **Our Bridal Shows are extremely popular. Please purchase your space early! All vendors Spaces are reserved on a "first come first served basis", are limited to two vendors per category and are subject to availability.** Sorry, No Exceptions. Don't miss out on this opportunity.

Most categories are filled fast, register online or send in your payment early to reserve you space today.

If you will like to be a part of this event please call Harlem Weddings at 646.205.8208 for additional information, sign up online or download contract.

Sincerely,



Nicky Mayers, Event Director
Harlem Weddings Bridal Show

www.harlemweddingsonline.com
Office/Fax: 646-205-8208
Toll-Free: 866.544.0258

ABOUT HARLEM WEDDINGS GUIDE AND BRIDAL SHOW

Harlem Weddings and Harlem World Magazine, Inc. invites you to participate as an exhibitor or/and sponsor in this exclusive event celebrating weddings.

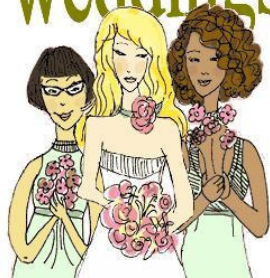
This affair is schedule twice yearly and will be held in one of New York's exclusive venues located in the uptown (Harlem) area. This will allow for increase marketing outreach for the surrounding New York, northern New Jersey and Westchester area consumer. The anticipated consumer outcome is expected to be in the range of 150 - 300 expo participants.

This event offers an interactive alternative to traditional marketing efforts by providing a social and cultural climate. It's target audience is engaged couples between the ages of 20-45 and their guests. They are looking for exceptional and unique resources to personalize their wedding. Although brides and grooms represent only 2.6% of all households in the United States, they account for up to 70% of major household items purchased.

... More brides are searching for unique materials and services when planning their wedding than any other time in their lives. More brides are reaching for Free information and online resources vs. buying the average wedding magazine. Harlem Weddings puts this information at their finger tips.

The event will offer you the opportunity to develop a database from which they can cultivate relationships with potential buyers. The Harlem Wedding Bridal Show events will be marketed throughout several media outlets to include:

- **RADIO**
- **NEWSPAPER/MAGAZINE**
- **INTERNET**
- **PRINT**
- **ON-SITE**



*"Connect with brides planning a wedding that is either:
modern, real, perfect, classic, romantic or personal"*

HARLEM WEDDINGS BRIDAL SHOW PACKAGES

Exhibitors Package - \$300 full payment (single show)

- Exhibitors space
- Vendor Directory Listing (guide/website)
- ¼ page ad in Harlem Weddings Guide (color)
- Promotional e-mail blast
- Registered Bridal List
- Gift bag sponsorship

2010 Bridal Show Package - \$500 (two shows)

- Exhibitors space
- Vendor Directory Listing (guide/website)
- ¼ page ad in Harlem Weddings Guide (color)
- Promotional e-mail blast
- Registered Bridal List
- Gift bag sponsorship

HARLEM WEDDINGS BRIDAL SHOW MARKETING PACKAGES

Promoters Marketing - \$25 per event

- Marketing materials/gifts/items gift bag inclusion (75 bags)
- Vendor Directory Listing (guide/website)
- Promotional e-mail blast
- Raffle item / promotion for event attending brides (optional)

Marketers Marketing - \$50 per event

- Marketing materials/gifts/items gift bag inclusion (65 bags)
- Vendor Directory Listing (guide/website)
- Promotional e-mail blast
- Raffle item / promotion for event attending brides (optional)
- Marketplace Ad on Your Wedding Affair Blog - Image size (160 x 160 pixels)
- Bridal Leads

HARLEM WEDDINGS GUIDE – MARKET PLACE ADVERTISEMENT

Market Place Ad in Harlem Weddings Guide – \$75

Guide is printed twice yearly (spring / fall)

Image size (1/8 page 2 ¼ x 1 ¾)

(see next page of print advertising pricing)

GIFT BAG SPONSORS

Promote your business by donating products, services and marketing materials to be included in gift bags

- Marketing materials/gifts/items gift bag inclusion (75 bags)
- Vendor Directory Listing (guide/website)

GENERAL INFORMATION

EXHIBITORS REGISTRATION INCLUDES

- Single Table Skirted unit (double size exhibitor space available upon request)
- Table Signage
- Two (2) chairs
- Two (2) complimentary exhibitor badges

ALL VENDORS ARE REQUIRED TO SUPPLY A DOOR PRIZE WITH A MINIMUM OF A \$100.00 VALUE

EXHIBIT SPACE AGREEMENT

Exhibitor: _____ ("Exhibitor")

Address: _____

Tel: _____ Fax: _____ Cell/Pager/Other: _____ Emergency: _____

Email: _____ Website: _____

Exhibitor's Authorized Representative: _____

Show Location and Date: ("Host Establishment")

April 3rd, 2010

The Bethesda Ball Room
71 Lincoln Ave
New Rochelle, NY 10801

June 12th, 2010

The River Room Restaurant
Riverbank State Park at 145th St entrance
New York, NY 10035

Harlem Weddings Guide**

(vendor will be contact with additional details)

Exhibitor's Merchandise or Service: _____

The Exhibit Space(s)* covered by this Application is (are): 1 table and 2 chairs

*Harlem Weddings, In its sole discretion, reserves the right to make changes in space assignments that it deems are in the overall best interest of the Show.

Exhibitor agrees to pay Harlem Weddings for the Exhibit Space and those services included an exhibit feet of: \$ _____

Prices for additional services are as follow: \$ _____

The Total Price is \$ _____

Exhibitor shall pay \$ _____ upon the execution of this Agreement and \$ 100 deposit is required

On or before _____ 15 days previous to each show date at a Host Establishment as listed above _____ ("Balance Due Date")

Payments options (Select One) Credit Card / Debit Card (Visa, Master Card, Discovery, American Express) Check

Please make check payable to A1 Technology & Travel

*A1 Technology & Travel Services is the parent company of Harlem Weddings

Agreement: If Exhibitor fails to pay the Balance on or before the Balance Due Date, Exhibitor's right to exhibit may be canceled by Harlem Weddings without further notice or refund of any deposit or payment. If Exhibitor cancels its participation in the Show on or before the Balance Due Date, such cancellation will be considered a default on its part, and it will forfeit any deposit or payments made under this Agreement. If Exhibitor cancels its participation in the Show at any time after the Balance Due Date or fails to utilize all or any part of the Exhibit Space, Exhibitor shall remain liable for the full amount of its exhibits fees and any applicable additional charges. Exhibitor's right and obligation are for the entire Exhibit Space and such rights and obligations are not divisible. After the Balance Due Date, under no circumstances will the Exhibitor be entitled to any credits against, or any reductions of the amount due, or to a refund of any amounts paid. Exhibitor and Harlem Weddings shall be bound by the Terms, Conditions and Rules set forth in this Agreement all of which are incorporated in any form a part of this Agreement.

PLEASE SIGN AND RETURN ALL COPY OF THIS AGREEMENT

Signed: _____ Date: _____

Title: _____ Amount Enclosed : _____

Checks must be mailed to
2214 Frederick Douglass Blvd, Suite 140, New York, NY 10026

Credit Card Authorization

Please write clearly

I, _____

of _____

Authorize A1 Technology & Travel to charge my credit card account in the amount of \$ _____ for
Exhibition/Sponsorship fees related to the bridal show(s)

I, also agree to pay, by auto pay charge to this same account, the balance of \$ _____ prior to event as
per Exhibitors Agreement.

NAME ON THE CARD: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

CARD TYPE: _____ VISA _____ MASTER CARD _____ DISCOVERY _____ AMEX

CREDIT CARD #: _____

EXPIRATION DATE: _____

CUSTOMER ID # _____ (BACK OF CARD VISA/ MC/ DISCOVERY. AMEX IN FRONT)

SIGNATURE: _____

Disclaimer: A1 Technology & Travel Services, Inc is the parent company of Harlem Weddings.

A1 Technology & Travel Services, Inc.
Harlem Weddings Bridal Show
2214 Frederick Douglass Blvd, Suite 140
New York, NY 10026

You may fax completed forms to: **646-205-8208**