LIGHTS. CAMERA. I DO!

A UNIQUE STAGED WEDDING PRODUCED BY
EXCLUSIVELY ENTERTAINMENT

SUNDAY, SEPTEMBER 29TH | 12 - 6PM | BETHESDA MARRIOTT

ARE TRADITIONAL BRIDAL SHOWS NOT ATTRACTING THE RIGHT BRIDES FOR YOU?

IS YOUR IDEAL BRIDE ONE THAT SHOPS FOR QUALITY AND NOT PRICE?

IF SO, THEN WE INVITE YOU TO BE A PART OF LCID,
A UNIQUE BRIDAL EVENT FOR WEDDING PROFESSIONALS
AND NEWLY ENGAGED COUPLES!

Marriott Hotel | 5151 Pooks Hill Rd | Bethesda, MD 20814
Tickets & Info | lightscameraido.com | 888.881.3936

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WHAT IS LCID?

"Lights. Camera. I Do!" is a unique staged wedding produced by Exclusively Entertainment, a premier full service entertainment company in the Washington DC metro area. After 15 years, 2,000+ events and having had the pleasure of working hand in hand with hundreds of bride and grooms, EE realized that nothing would make a bride's life easier than for her to touch, feel and see the products and services offered by vendors live in action, before making valuable investments into one of the most memorable days of a bride's life.

On Sunday, September 29th, 2013 at the Marriott Hotel in Bethesda, Maryland, LCID will act out the most important parts of a wedding to help brides decide on what they would like to incorporate (or not) in the wedding of their dreams.

THE CEREMONY…

The synopsis of the program will include an actual ceremony with live musicians providing the soundtrack, the bridal party as supporting actors, and of course, the bride and groom playing the lead role, while the officiant conducts their service.

THE COCKTAIL…

The foyer area will be staged similar to a cocktail hour, brides will have the opportunity to mingle and socialize with wedding professionals such as yourself, as they enjoy complimentary champagne, and passed hors d'oeuvres. The cocktail hour will also include visits by special guests who will be modeling the latest trends in bridal gowns, tuxedos, bridal party dresses and more.

THE RECEPTION…

Once the bride is ready to enter the reception, she'll be in awe of the beautiful Ballroom that will be completely decorated with lighting, pipe and draping, floral arrangements, white dance floor and more! The reception of course will be highlighted by the entrance of the bridal party as they enter with nostalgia and enjoy their first dance together. The reception will also include a special fashion show by Sareh Nouri Bridal presenting her Summer 2013 gown collection.

Curtains will be up from 12pm-6pm, with all segments acted out twice, from 12-3pm and again from 3-6pm.

The piece of mind that LCID is providing for the brides, is that we have already completed their research and narrowed down the best vendors in the area, which of course, includes you. To protect your investment and ensure a successful event for you, a maximum of only 5 vendors will be selected in each category, based on their years of experience in the business, professionalism, reliability, awards and of course, reviews on trusted websites such as weddingwire.com, theknot.com and yelp.com. We have also done our due diligence to select vendors from all price points so that we have the most suitable vendor for every bride's budget!

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WHY EXHIBIT AT LCID?

Because we know today's bride and know what they're looking for. Today's bride is more affluent than ever before, spending an average of close to $30,000! She is also older and more educated than before which means that she is more knowledgeable as a consumer and utilizes all of her resources to explore her options before making an important investment. With a fast approaching wedding deadline coming up, she is also motivated to make as many wise decisions and buy now!

At the same time, today's bride only makes up 1% of the country's population, in a $100 billion annual wedding industry. Therefore, reaching the bride is extremely challenging, especially because she has been conditioned to be suspicious, which is why she is in search of personal contact with a trusted and reputable wedding professional that she knows will help make her wedding day perfect. She is also stressed and short on time because as we all know, planning a wedding is no walk in the park. For this reason, she wants detailed information, presented to her effectively and efficiently.

This is why LCID is presenting an event that is as enjoyable, informative and beneficial as possible for the bride, and at the same time, a unique and cost effective way for you to target your services directly to her!

Here is what you can expect from the LCID event…

Comprehensive Advertising and Marketing Campaign
The success of this event relies not only on the quality of exhibitors that we have, but also on the comprehensive advertising and marketing campaign which we have set forth!

The look and feel of our promotional material, from radio, print, e-mail to social networking will appeal to today's bride insuring maximum awareness and turn out.

Personal Contact with Qualified Bride and Grooms
Our event provides you the opportunity to make personal contact with hundreds of motivated brides that are ready to book your services! A reasonable admission charge insures that the event will be attended by serious brides and not just browsers. Our innovative event layout and traffic flow techniques allow you to reach virtually every bride in attendance. We will do everything possible for you to meet new couples and more importantly, book your services!

A Cost-effective Opportunity
It would take quite amount of time to reach the number of brides that our event will bring you in one day. No other marketing opportunity provides as much targeted exposure for such a reasonable investment.

Some of the unique benefits of participating in LCID include:

• Quality of Production – LCID is produced by Exclusively Entertainment, who as a full service entertainment company in the DC metro area has been producing a wide range of programs and events for more than 15 years across the nation. You can rest assured that the production of the event will be organized with the highest degree of integrity, professionalism and quality.
• Qualified Brides and Grooms – Our local marketing and quality venue are geared to draw a better market of brides and grooms- and exhibitors receive detailed contact information for each and every one of them.
• Raffle – Our raffle is designed to drive every bride to your booth twice!
• Limited Exhibitors – To help your business really stand out, we limit the number of exhibitors in each category to only 3 to 5.
• Post-Event Advertising – Your company name, phone number and link to your website are listed on the event's webpage; from the day you sign your contract until 30 days after the show.

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EXHIBIT OPTIONS

Our simple, yet effective, exhibiting options allow you to choose the one that meets your needs and budget depending on the space size you require and advertising investment you would like to make.

36" Cocktail Table in Foyer

To stay within the theme of a cocktail hour during weddings, we have cocktail tables placed throughout the hotel's foyer areas, where you have the opportunity to mingle with the bride and grooms. If all you need is a small display space such as a laptop, ipad, or just a brochure, then this option is for you.

Until August 1st, 2013 - $250
After August 1st, 2013 - $375
After September 1st, 2013 - $475

6' Table in Ceremony, Bridal Boudoir, Grooms Lounge and Reception

These table style booths are lined against the walls of all the rooms, giving you more surface area to showcase your products and services.

Until August 1st, 2013 - $450
After August 1st, 2013 - $575
After September 1st, 2013 - $675

6' x 6' Corner Booth in Ceremony, Grooms Lounge and Reception

Our Corner Booths are our most spacious options, located in prime locations in the corners of the Ceremony, Grooms Lounge and Reception.

Until August 1st, 2013 - $650
After August 1st, 2013 - $775
After September 1st, 2013 - $875

Specialty Booths in Bridal Boudoir [ranging from 5' x 10' - 8' x 12']

For businesses that provide products or services specifically geared towards the bride, the Bridal Boudoir is your ideal location to present yourself. These specialty booths are larger than the 6' Table options giving you more space to showcase your booth.

Until August 1st, 2013 - $550
After August 1st, 2013 - $675
After September 1st, 2013 - $775

Note: Exact locations for your exhibition space are assigned on a first come first serve basis.

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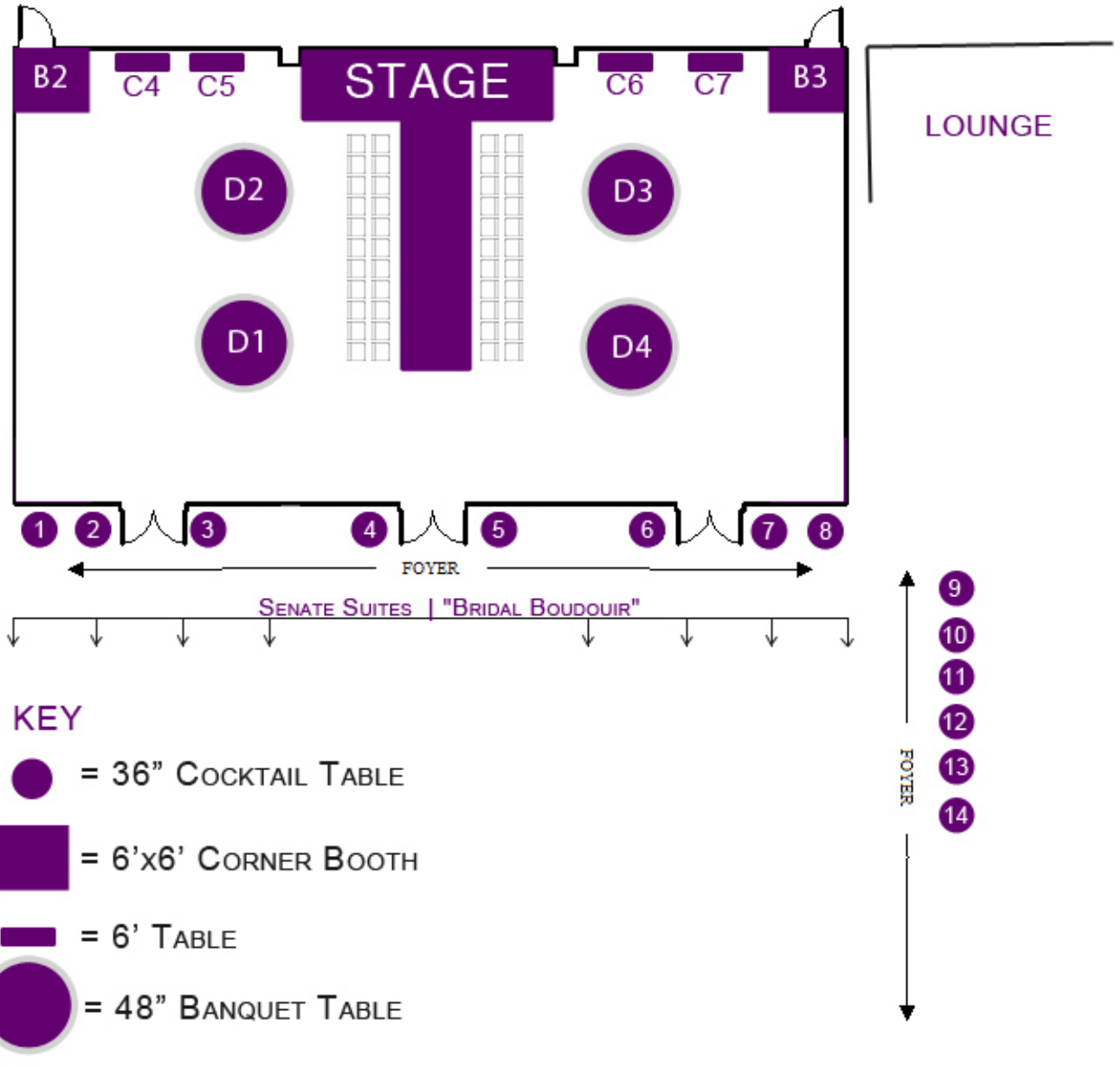
CONGRESSIONAL BALLROOM | "RECEPTION"



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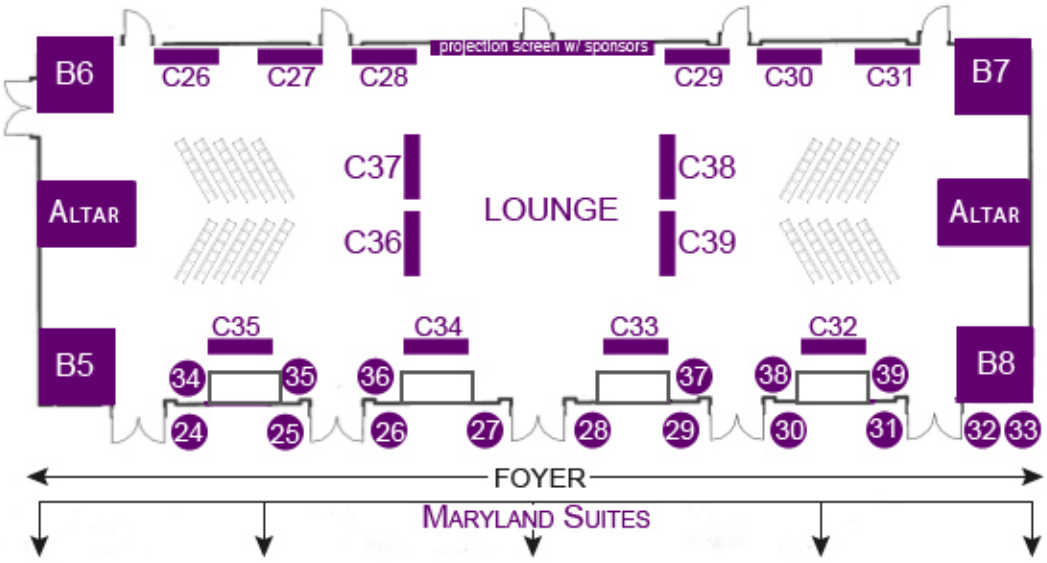
GRAND BALLROOM | "CEREMONY"



KEY

● = 36" COCKTAIL TABLE

■ = 6' x 6' CORNER BOOTH

▬ = 6' TABLE

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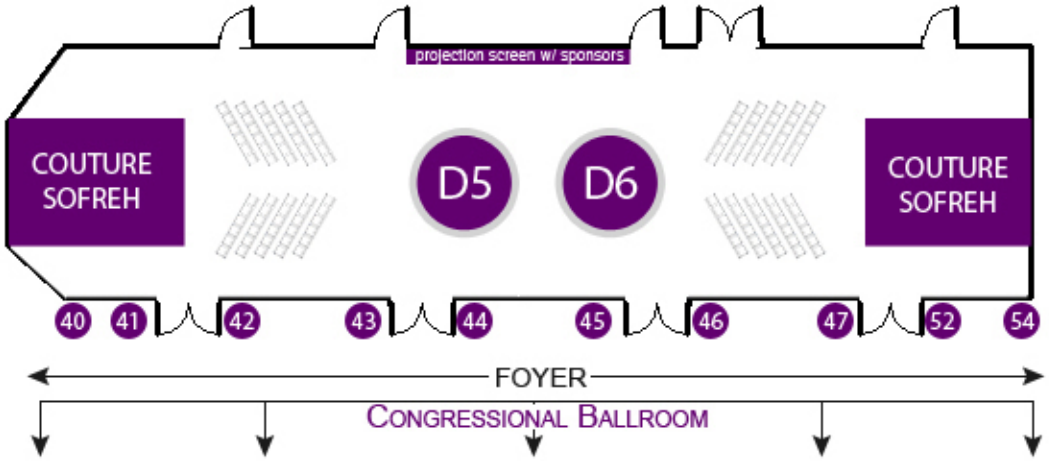
MARYLAND SUITES | "PERSIAN CEREMONY"



KEY

● = 36" COCKTAIL TABLE

● = 48" BANQUET TABLE

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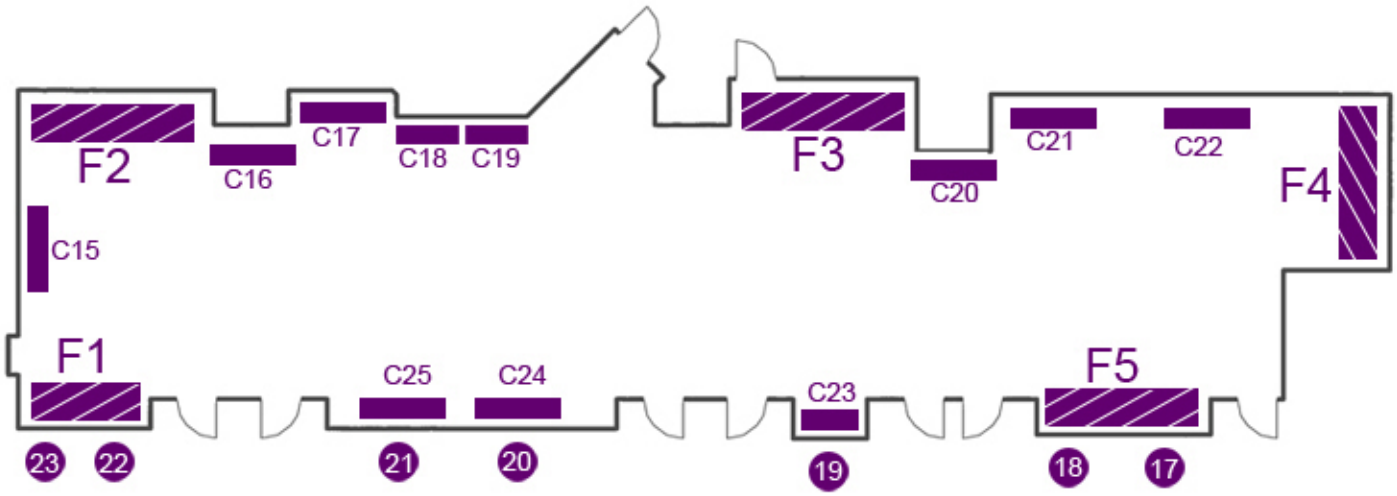
SENATE SUITES | "BRIDAL BOUDOIR"



KEY

● = 36" Cocktail Table

▬ = 6' Table

▨ = Specialty Booths (5' x 10' - 8' x 12')

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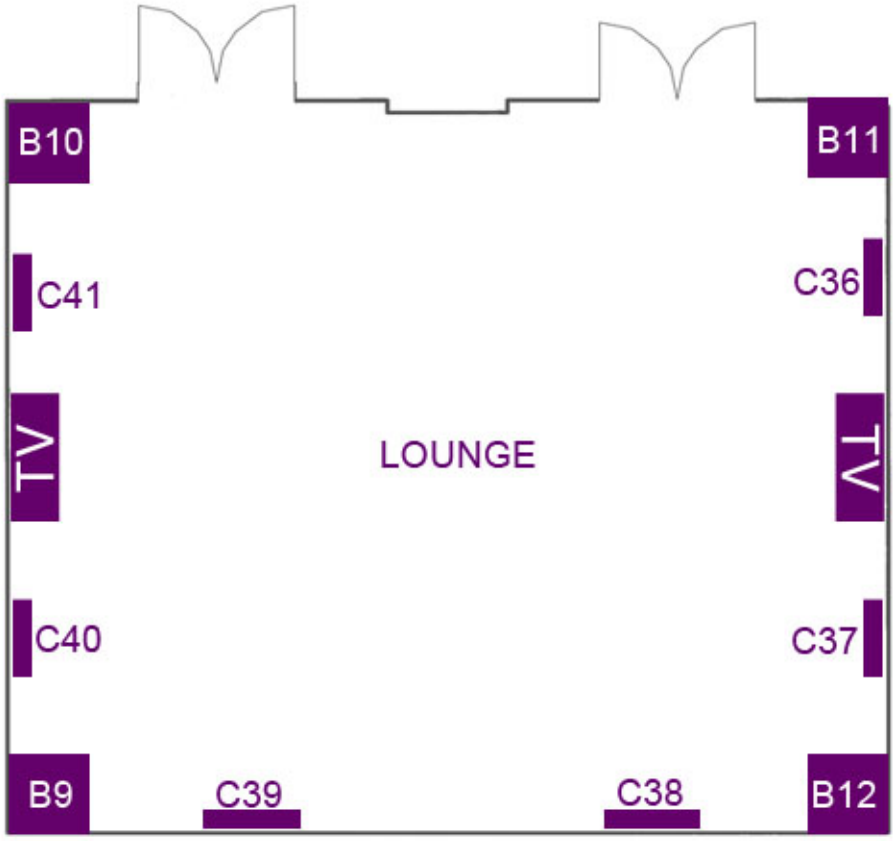
SUITES | "GROOMS LOUNGE"



KEY

= 6' x 6' CORNER BOOTH

= 6' TABLE

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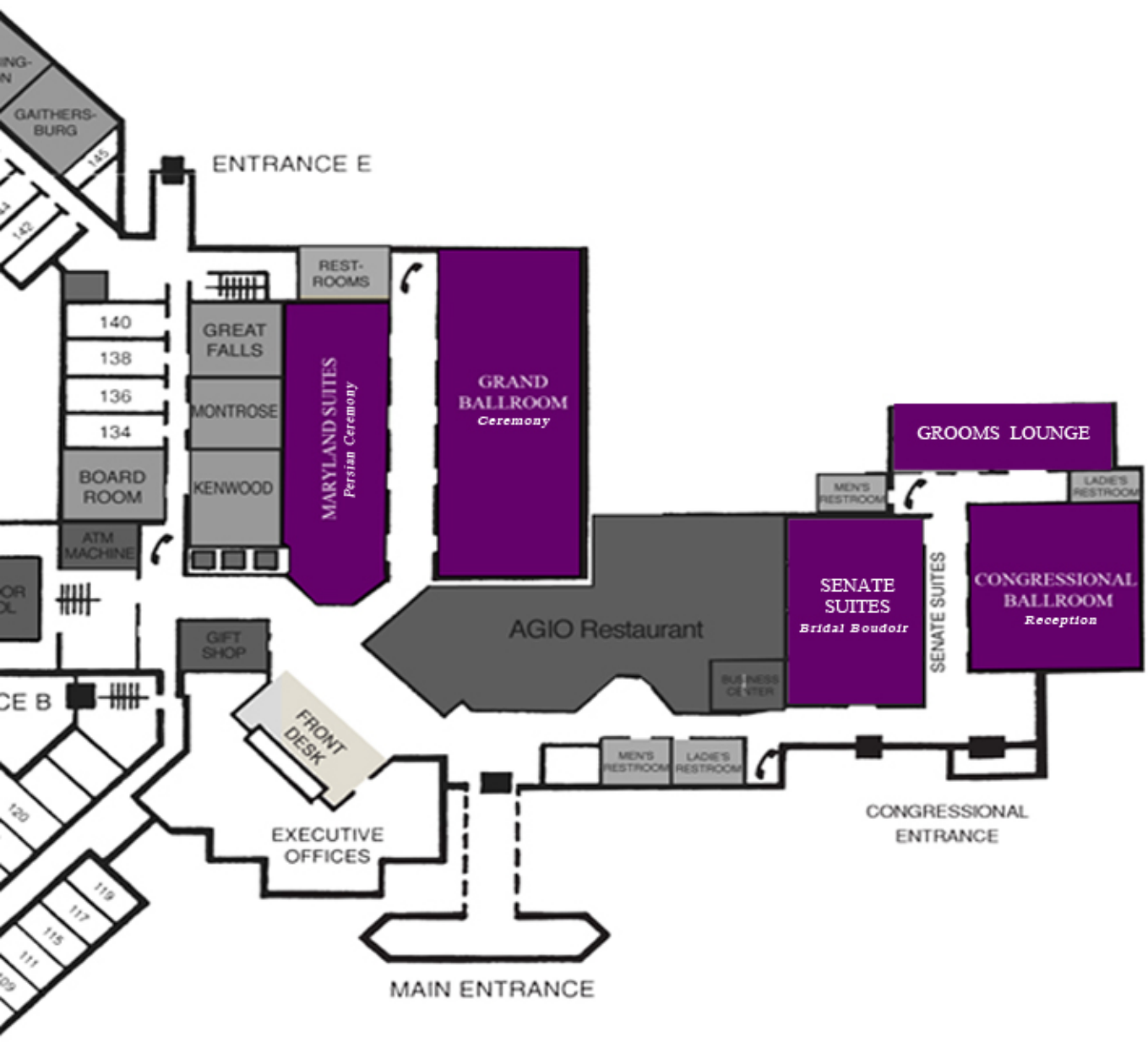

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EXHIBIT OPTIONS:

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After August 1st, 2013 - $375
After September 1st, 2013 - $475

☐ 6' Table
Until August 1st, 2013 - $450
After August 1st, 2013 - $575
After September 1st, 2013 - $675

☐ 6' x 6' Corner Booth
Until August 1st, 2013 - $650
After August 1st, 2013 - $775
After September 1st, 2013 - $875

☐ Specialty Booth
Until August 1st, 2013 - $550
After August 1st, 2013 - $675
After September 1st, 2013 - $775

ADD - ONS:

☐ Internet - $30

☐ Electricity - $30

☐ Half Page Event Program Ad
(4 3/4"w x 3 3/4"h)
$60

☐ Full Page Event Program Ad
(4 3/4"w x 7 3/4"h)
$100

Booth # _____

Fee for exhibit space (enter total) _____
Internet _____
Electricity _____
Total Exhibitor Investment _____

REGISTRATION:

Business Name _____ E-mail Address _____

Website _____ Phone _____

PAYMENT TERMS:

50% non refundable deposit due at registration. Remaining balance due September 1st, 2013. Payments may be made by check [Payable to "Exclusively Entertainment"] or via Paypal. If you prefer PayPal, we will e-mail you a payment request to the e-mail address provided above.

As an authorized representative for the exhibitor, I agree to the above terms and conditions as well as those conditions set forth in the "Show Rules and Guidelines". I agree that a registration transmitted by facsimile or e-mail shall be deemed to be an original document and enforceable thereas.

Authorized Representative (X) _____

Printed Name _____ Date _____

MAIL, FAX OR SCAN/E-MAIL TO:

Exclusively Entertainment | 4800 Hampden Ln Suite 200 Bethesda, MD 20814
ExclusivelyEntertainment.com | info@exclusivelyentertainment.com
T 888.881.3936 | F 240.399.1360