

Pride Guide  ARIZONA

WEDDING & *Honeymoon* EXPO

Showcasing your business services to the LGBT community.

All are welcome!

SEPTEMBER 15TH, 2013

Fiesta Resort Conference Center, Tempe, AZ

(Transitioning into the DoubleTree by Hilton Phoenix Tempe in June 2013)

Same-sex weddings and commitment ceremonies are on the rise. It's predicted that LGBT weddings will add an expected \$17 billion to the already \$70 billion industry. That makes for an almost 25% increase in wedding related purchases. New York City's economy increased by \$259 Million during the first year after New York legalized gay marriage.

Pride Guide Arizona, the first publication to produce a LGBT wedding guide for Arizona, is proud to announce its first annual Wedding & Honeymoon Expo. Let us help you showcase your business to that eager Groom & Groom or Bride & Bride. Let's help make their special day and honeymoon memories last a lifetime.

EXHIBITOR PACKET

Sponsor Deadline June 28th 2013

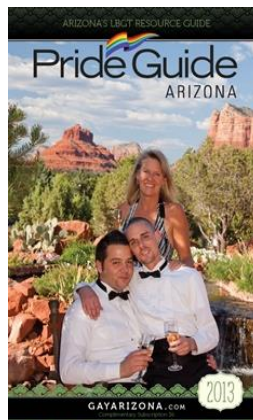
General Exhibitor Deadline August 16th 2013

Pride Guide™ ARIZONA

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DEMOGRAPHICS

- Arizona Ranks 10th highest concentration of same-sex couples.
- 30% of people moving to Arizona claim to be part of the LGBT Community.
- The same-sex weddings sector is expected to add \$17 Billion to the existing \$70 Billion industry.
- In the first year after legalizing gay marriage in New York, New York City's economy was boosted by \$259 Million.
- An annual buying power of over \$800 Billion.
- The LGBT community has the highest disposable income out of any other group.
- 74% are brand loyal
- 77% switched to brand companies with a positive LGBT stance.
- Median household income is \$89,000
- 91% said purchasing decisions are favorably influenced by companies that advertise in LGBT media.



(Source: Community Marketing 2012, USA Today 2012, Witek-Combs Communications 2011 & U.S. Census 2010)

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SPONSORS

PRESENTING SPONSOR: \$2,795.00 (Limited to 4 Companies)

- Table with table cloth and skirting & 2 chairs for your booth.
- Draped Panel behind your table.
- Logo on all Promotional Material for the Expo, as a presenter of the Expo.
 - Banners
 - Ads online and print
 - Expo Packet
 - Expo Bags (Large Logo)
- Full Page ad and Listing in the 2014 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

FASHION SHOW SPONSOR: (Call for Details)

- Table with table cloth and skirting & 2 chairs for your booth.
- Draped Panel behind your table.
- Full Page ad and Listing in the 2014 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

GOLD SPONSOR: \$2,095.00

- Table with table cloth and skirting & 2 chairs for your booth.
- Draped Panel behind your table.
- Logo on Promotional Material for Expo
 - Ads online and print
 - Expo Packet
 - Expo Bags (small Logo)
- Full Page ad and Listing in the 2014 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

SPONSOR DEADLINE FOR ABOVE PACKAGES JUNE 28, 2013

WEDDING & *Honeymoon* EXPO

BOOTH PACKAGES

SILVER PACKAGE: \$1,395.00

- Table with table cloth and skirting & 2 chairs for your booth.
- Draped panel behind your table.
- Company name highlighted on Expo Packet.
- 1/2 Page ad and Listing in the 2014 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

BRONZE PACKAGE: \$1,195.00

- Table with table cloth and skirting & 2 chairs for your booth.
- Draped panel behind your table.
- 1/4 Page ad and Listing in the 2014 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

BASIC PACKAGE: \$495.00

- Table with table cloth and skirting & 2 chairs for your booth.
- Draped panel behind your table.
- Listing in the 2014 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

Marketing Material Only: (For out of State Clients only) \$75.00/item

We are creating a booth to provide space for the out of state services, which are unable to attend the expo.

DEADLINE FOR BOOTH PACKAGES AUGUST 16, 2013

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**For More Information or
To Signup Contact us today:**

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