

Pride Guide™ ARIZONA

WEDDING & Honeymoon EXPO

Showcasing your business services to the LGBT community.

All are welcome!

August 24, 2014

JW Marriott Desert Ridge

[Greg :Director of Advetising / Marketing / greg@theprideguides.com](mailto:greg@theprideguides.com)

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 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

General Exhibitor Deadline August 15th 2014

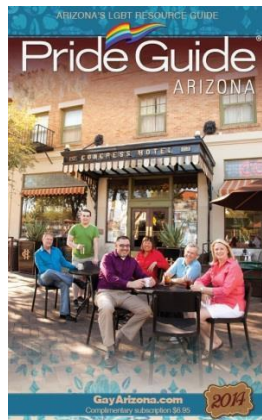
Or Until We Sell Out!

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WEDDING & *Honeymoon* EXPO

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)

WEDDING & *Honeymoon* EXPO

SPONSORS

PRESENTING SPONSOR: \$2,995.00 (Limited to 4 Companies)

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped Panel behind your table.
- Logo on all Promotional Material for the Expo, as a presenter of the Expo.
 - Banners
 - Logo & listing online and ad in print
 - Expo Packet
 - Expo Bags (Large Logo)
- Full Page ad and Listing in the 2015 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

GOLD SPONSOR: \$2,295.00

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped Panel behind your table.
- Logo on Promotional Material for Expo
 - Logo & listing online and ad in print
 - Expo Packet
 - Expo Bags (small Logo)
- Full Page ad and Listing in the 2015 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

WEDDING & *Honeymoon* EXPO

BOOTH PACKAGES

SILVER PACKAGE: \$1,595.00

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped panel behind your table.
- Company name highlighted on Expo Packet.
- 1/2 Page ad and Listing in the 2015 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

BRONZE PACKAGE: \$1,295.00

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped panel behind your table.
- 1/4 Page ad and Listing in the 2015 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

BASIC PACKAGE: \$595.00

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped panel behind your table.
- Listing in the 2015 Arizona Pride Guide and a listing with logo or picture on Arizona's #1 LGBT website www.GayArizona.com for one year.

Want to upsize your booth?

- 10x20 add \$495 (Limited Space Available)
- 20x20 add \$990 (Limited Space Available)

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 15 , 2014

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& Honeymoon
EXPO

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

Pride Guide Arizona
MC Publishing, Inc.
5229 North 7th Ave., Ste. 107B
Phoenix, AZ 85013
(602) 466-2501 /

Greg ; Director or Advertising / Marketing
greg@theprideguides.com