



Des.  
Moines

# Wedding show

SUNDAY, JANUARY 7, 2024

&

SUNDAY, AUGUST 18, 2024

11:00 a.m. – 3:00 p.m.

SCOTTISH RITE CONSISTORY // 519 PARK STREET, DSM, IA

[DESMOINESWEDDINGSHOW.COM](http://DESMOINESWEDDINGSHOW.COM)



WE ARE PROUD TO PRESENT

Des Moines

# Wedding Show

**Thank you for your consideration on becoming a Des Moines Wedding Show vendor. Please take a moment to look through the registration packet and all the details we've put together for you. If you have any questions, please let us know.**

We are excited to continue our relationship with **KCCI & Hearst Digital, Heartland Wedding Ideas Magazine, The Des Moines Radio Group, and iHeart Radio**. All our media partners offer our wedding pros exclusive advertising and marketing options in addition to the show.

Find all details for show booth packages, advertising options and more on the following pages. Please feel free to email us with any questions at [info@weddingshowproductions.com](mailto:info@weddingshowproductions.com).

**WE ARE LOOKING FORWARD TO ANOTHER GREAT SHOW!!!**

*Gina & Ryan*

## Why attend a show?

**75%** of exhibitors report a positive ROI from wedding expos and bridal shows. (Special Events Magazine)

**80%** of show attendees book a vendor within 2 weeks, making the show a valuable investment (The Knot's Real Wedding Study)

**90%** of show attendees are actively planning their weddings. (Bridal Show Producers International)

### OUR AVERAGE YEARLY RESULTS:

#### SHOW & WEBSITE RESULTS

- 1,000+ people in attendance
- 400+ final leads list from shows
- 2K+ unique visitors to the website  
5K+ couples got married in Central Iowa in 2019. Stat from The Wedding Report.
- 9.9K page views
- 1.3K vendor listing page views

#### WEDDING SHOW SOCIAL MEDIA

- 4K+ Facebook and Instagram followers
- 2K average Facebook reach DAILY 1 weeks prior the show.
- 5K post engagements (likes/shares/saves/clicks/comments)
- 49.3K+ total Facebook impressions!!!

#### TRADITIONAL MEDIA

- PRINT — 1.5K posters/postcards at local retailers
- HEARTLAND WEDDING IDEAS — 50K+ digital and print ad impressions
- KCCI & HEARST DIGITAL — 889K+ digital ad impressions
- iHEART RADIO — 150 promotional mentions, 6 social posts, 4 email blasts
- DES MOINES RADIO GROUP — 20 live promos, 57 commercials, 130 contest mentions

NOTE: All statistics are average amounts of impressions and results from shows each year.

Sign the vendor contract online at: [weddingshowproductions.com/vendor-login](http://weddingshowproductions.com/vendor-login)

PASSWORD: **wsp#24**

# What makes us different? A lot.

We forget that not everyone does things like we do. We just want to make sure we take great care of you, just like you take care of your couples.

## PART OF YOUR BOOTH PACKAGE

- Multi-day move in to the show
- Load-in and load-out assistance from our staff
- Pipe and drape in booth
- Two chairs, table, and trash
- Company sign in booth
- Listing on “day of” map or program
- Free lunch day of the show
- Lead list from that specific show

## THROUGHOUT THE YEAR

- Year round lead list from Heartland Wedding Ideas “I Do” Crew program
- Networking events — throughout the year
- Opportunities for discounted advertising with our media partners

## PROMOTIONS & ADVERTISING

- Company linked on our show vendor list as a year round resource
- Company name highlighted on social media
- Vendor spotlight and social media
- Opportunities to participate in “show day” giveaways to promote your business and year round opportunities for giveaways.
- Tickets on Eventbrite for added SEO and lead list gathering
- Paid social media advertising to promote show tickets
- Radio and TV commercials in multiple media outlets
- Advertising in Heartland Wedding Ideas print & digital magazine, blog, and social media channels.
- Posters and Save the Date postcards set out at local businesses
- Facebook Live during the show

## OUR VENDOR TESTIMONIALS

I enjoyed my time at the Des Moines Wedding Show and loved every minute of it! I've had an influx of clients and I know it's from the hard work Gina and Ryan do to make this show so great. I'm truly thankful.

**- Bri Martin, Alexander's Retreat**

Absolutely LOVED the Eastern Iowa Wedding Show! It's was such a great experience. Seriously, in 21 years, doing lots of different shows, this was one of the best!

**- Grace Lemke,  
Mary Kay Cosmetics**

What an amazing show! The Scottish Rite was such a historic, beautiful and spacious venue for this show. The show was well organized by Ryan, Gina and their entire team. The selection of vendors were truly the best wedding professionals.

**- Denis, DJ DAS**

# DES MOINES WEDDING SHOW 2024 SHOW BOOTH PACKAGES

## ALL BOOTHS RECEIVE:

- Lead list of all registered attendees
- Pipe and draped booth, table w/ floor length linen, 2 chairs & trash
- Company name listed on website + show map
- Company identification sign in booth
- VIP Sips & Social networking events
- Company name highlighted on social media

**Don't forget to be a part of GIVEAWAYS!**

Tell us you want more information when you sign-up.

## SHOWCASE BOOTHS

All Showcase Booths include a Heartland Wedding Ideas 1/4-page ad for the year, featured booth location, wedding show go-bag inserts (up to 500 handed out), and a vendor spotlight feature on our website and social media.

DIAMOND BOOTH SHOWCASE	RUBY BOOTH SHOWCASE	SAPPHIRE BOOTH SHOWCASE	EMERALD BOOTH SHOWCASE
10 x 20 Booth Two 6ft Banquet Tables	12 X 6 Booth One 6ft Banquet Table	8 X 6 Booth One 6ft Banquet Table	6 X 5 Booth One 6ft Banquet Table
<b>\$3250</b> (MAX 3 Available)	<b>\$2,150</b> (MAX 12 Available)	<b>\$1,900</b>	<b>\$1,800</b>
Includes Heartland Wedding Ideas Ad!	Includes Heartland Wedding Ideas Ad!	Includes Heartland Wedding Ideas Ad!	Includes Heartland Wedding Ideas Ad!
6 HWI Ads = Get 1 FREE! 1/4-page HWI Ad Online Banner ad, and Full-page vendor listing 12K - 15K readers each issue 6 magazine issues a year Central and Eastern Iowa Or choose a 1/2-page or Full-page at an additional cost	6 HWI Ads = Get 1 FREE! 1/4-page HWI Ad Online Banner ad, and Full-page vendor listing 12K - 15K readers each issue 6 magazine issues a year Central and Eastern Iowa Or choose a 1/2-page or Full-page at an additional cost	6 HWI Ads = Get 1 FREE! 1/4-page HWI Ad Online Banner ad, and Full-page vendor listing 12K - 15K readers each issue 6 magazine issues a year Central and Eastern Iowa Or choose a 1/2-page or Full-page at an additional cost	6 HWI Ads = Get 1 FREE! 1/4-page HWI Ad Online Banner ad, and Full-page vendor listing 12K - 15K readers each issue 6 magazine issues a year Central and Eastern Iowa Or choose a 1/2-page or Full-page at an additional cost

## REGULAR BOOTHS

DIAMOND BOOTH	RUBY BOOTH	SAPPHIRE BOOTH	EMERALD BOOTH
10 X 20 Booth Two 6ft Banquet Table	12 X 6 Booth One 6ft Banquet Table	8 X 6 Booth One 6ft Banquet Table	6 X 5 Booth One 6ft Banquet Table
<b>\$2,000</b> (MAX 3 Available)	<b>\$900</b> (MAX 12 Available)	<b>\$650</b> (Also includes Outside Summer Booths)	<b>\$550</b> (Hallway & Conference Room)

Sign the vendor contract online at: [weddingshowproductions.com/vendor-login](http://weddingshowproductions.com/vendor-login)

PASSWORD: **wsp#24**

# RULES & REGULATIONS FOR WEDDING SHOW PRODUCTIONS

**RULES & REGULATIONS** - The following rules and regulations are part of the agreement by and between the vendor (the "Vendor") and G Events and Promotions, LLC, d/b/a Wedding Show Productions ("Wedding Show Productions"). Vendor shall be bound by such rules and regulations set forth herein and by any such amendments, rules and regulations which may be established by Wedding Show Productions.

**EXHIBITS** - Wedding Show Productions reserves the right to determine the eligibility of any company or product for inclusion in exhibition space and may reject its inclusion at its sole discretion. Display material must be confined to the Vendor's booth area. All booth items / decor must be free standing within the assigned booth or table space. Items are not permitted to be attached to walls or suspended from the ceiling unless pre-approved by the Event Organizers and scheduled prior to show set up. Placards, stickers, or other signs not directly related to the Vendor will not be allowed. No horn, bells or alarms will be permitted to be operated. No amplifiers, television receivers or loud speakers will be operated in the Vendor's booth area except with the written approval of the Event Organizers. Wedding Show Productions reserves the right to reject, eject or prohibit any exhibit in whole or part, or the Vendor or its representative, with or without giving cause. If the Vendor is ejected from the show, there shall be no return of any amount paid by the Vendor.

**PAYMENT OF SPACE** - The Vendor shall not be permitted to be placed in the exhibition space until full payment has been made.

**SUBLETTING OF SPACE** - The Vendor shall not assign or sublet, in whole or in part, the space allotted to the Vendor, or exhibit therein any programs or services other than those specified in the contract for exhibit space unless such is pre-approved in writing by the Event Organizers.

**SALES OF MERCHANDISE** - Merchandise sales will be permitted upon special request with the Event Organizers. In addition, the Vendor must be in compliance with all state laws, taxes and alcohol laws as they apply and the rules and regulations of the Scottish Rite Consistory or the Hyatt Regency Coralville Hotel (the "Facility") and the State of Iowa.

**CARE AND STAFFING OF BOOTH SPACE** - All displays must be set and the Vendor's staff must be on duty no later than a half an hour prior to published opening hours of the show. The Vendor must staff the booth and remain open and at the booth until show close. The Event Organizers recommend two people to staff booths and no more than four depending on booth space. If this is not possible, please let the Event Organizers know in order to make arrangements the day of the show.

**NO GUARANTEE OF ATTENDANCE OR SUCCESS** - Wedding Show Productions does not guarantee specific volumes or levels of attendance at the event. The Vendor shall not be entitled to any refund, in full or in part, of any amounts paid based on actual attendance level. Wedding Show Productions makes no guarantees as to the success or profitability the Vendor will experience from exhibiting, advertising, sponsoring or any other promotion with Wedding Show Productions.

**TEAR DOWN** - NO DISPLAYS ARE TO BE DISMANTLED PRIOR TO END OF SHOW.

**CANCELLATION OF EXHIBIT SPACE** - In the event of cancellation by the Vendor, less than 30 days prior to the show date, show fees or other fees will not be refunded.

**USE OF EXHIBIT** - Wedding Show Productions may, at its discretion at any time, use photographs, videos, logos, company names and testimonials of the Vendor for its own publicity use.

**PRIZES & GIVEAWAYS** - All prizes and giveaways that have not been picked up by end of show or 14 days after show will become property of Wedding Show Productions.

**SAMPLING** - The Vendor must comply with sampling and alcohol policies of the Facility and the State of Iowa at the Vendor's expense.

**LEAD LISTS** - The Vendor agrees that the Wedding Show Productions lead list is property of Wedding Show Productions and is for use in marketing participating vendors' business. The Vendor agrees not to sell or lend the lead list to a non-participating vendor, person or business of any kind, this includes other wedding shows/expos. Lead lists will be distributed to all paid show vendors within 14 days of shows end.

**TRANSPORTATION COMPANIES** - The Facility and Wedding Show Productions reserve the right to limit the number of transportation vehicles parked on the property. Vehicle space will be determined on a first come first serve basis.

**DJ'S** - Wedding Show Productions reserves the right to control the volume of the music. Please be considerate of other vendors.

**NO GUARANTEE OF AMOUNT OF SHOW BAGS THAT WILL BE GIVEN OUT** - Wedding Show Productions does not guarantee specific volumes or levels of the amount of show bags that will be given out at the event. Show bag stuffing purchasers shall not be entitled to any refund, in full or in part, of any amount paid based on the actual amount of show bags given out.

**AMENDMENT TO RULES** - Any and all matters or questions not specifically covered by the proceeding Rules & Regulations shall be decided solely by Wedding Show Productions. These standards may be amended at any time by Wedding Show Productions without notice and all amendments made shall be binding.

**ATTORNEY FEES AND COSTS** - In the event of the use of an attorney by Wedding Show Productions to enforce any part of this contract, all costs, including reasonable attorney's fees will be paid by the Vendor.

**LIMITATION OF LIABILITY** - The Vendor agrees to hold the Wedding Show Productions, the Event Organizers, the Facility, and any of their employees, volunteers, agents, and contractors harmless and blameless and will make no claim for any reason whatsoever for loss, theft, damage or destruction of property, nor for any injury to Vendor or Vendor's employees, agents, or invitees. The Vendor assumes sole liability for losses or damages to Vendor equipment or property.

**INDEMNIFICATION** - The Vendor shall unconditionally indemnify and hold Wedding Show Productions, the Event Organizers, the Facility, and any of their employees, volunteers, agents, and contractors harmless from and against all losses, liabilities, costs, expenses (including but not limited to reasonable attorneys' fees), damages, judgments, fines and penalties suffered or incurred by Wedding Show Productions, the Event Organizers, the Facility, or any of their employees, volunteers, agents, and contractors that in any way arise out of or relate to: (a) the Vendor's participation in the Event; (b) the Vendor's breach of this agreement; (c) any lawsuit, proceeding, demand or other dispute between the Vendor and any third party of any nature whatsoever; (d) the Vendor's negligence, recklessness or willful misconduct; or (e) any other act or omission of the Vendor of any nature whatsoever, whether or not related to the Event, including but not limited to the violation of any law or ordinance.

**CHOICE OF LAW** - This agreement shall be governed by and construed in accordance with the laws of the State of Iowa.

# 2024 Advertising!

## heartland WEDDING IDEAS



Six issues a year with inspirational content to help couples dream and advertising from YOU that helps them plan their vendor list!

- **NEW content** draws **NEW readers** with **MORE frequency** than other local magazines.
- **5K - 6.5K magazines distributed every issue** — targeting newly engaged couples with 6 issues a year.
- **Magazines mailed to on average 1.2K subscribers** every issue and growing! Sent to actively planning couples or family members until their wedding date.
- Our new **“I Do” Crew program, helps couples count down to their exact wedding date** while also sharing our current premier vendor list with them (our advertisers!). **Plus, get the leads list!**
- **Distributed to businesses in Central and Easter Iowa!** Des Moines Metro, Ames, Boone, Indianola, Nevada, Norwalk, Waukee, Cedar Rapids, Marion, Hiawatha, Iowa City and Coralville
- **Website traffic ranges from 3.5K - 4K USERS** each issue. With 4K+ engaged couples getting married in central Iowa each year (from 2019, current data is skewed), a majority visit our website.
- We're local, not national! Engaged couples tend to plan with vendors in a 15 mile radius of where they live, so let them see you in the local wedding magazine!



**Alesha & Lisa**  
CO-OWNERS OF HWI MAGAZINE  
Des Moines Wedding Show, Winter 2020

### CHOOSE YOUR ADVERTISING WITH HEARTLAND:

#### WE HAVE 6 MAGAZINE ISSUES A YEAR:

Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, Nov/Dec

#### PACKAGE #1

3-6 ADS A YEAR  
(INVOICED EVERY ISSUE)

**10% off regular ad prices:**

**1/4-page — \$225** (reg. \$250)

**1/2-page — \$360** (reg. \$400)

**Full-page — \$565** (reg. \$625)

#### PACKAGE #2

6 ADS PRE-PAID FOR THE YEAR  
(ONE INVOICE FOR THE YEAR)

**Buy 6 ads get 1 FREE!**

**1/4-page — \$208** (reg. \$250)

**1/2-page — \$333** (reg. \$400)

**Full-page — \$520** (reg. \$625)

The above price includes the FREE ad subtracted from the regular price, when you purchase 6 ads for the year.

#### EACH PACKAGE ALSO INCLUDES:

- **FREE** matching online banner ads that go on the blog articles for that magazine, **a savings of \$300!**
- **FREE** full-page online vendor listing — expires 1 year from when your first ad is placed, **a savings of \$150!**
- **FREE** listing on our “I Do” Crew countdown checklist
- **FREE** ad design — no need to do it yourself.

**LET'S CHAT: [info@heartlandweddingideas.com](mailto:info@heartlandweddingideas.com)**  
or call/text Alesha Burgraff: 515.371.3762

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KCCI delivers local breaking news and information 24-hours a day. With real time reporting, online video and in-depth resources, we set the standard for news coverage and information distribution. KCCI has a loyal following and a highly engaged audience. Find out how you can harness the power of KCCI to reach your audience.

## Advertising Capabilities

- Local Television
- Standard Display
- Targeted Standard Display
- Pre-Roll & Mid-Roll Video
- Targeted Video Commercials
- CTV / OTT / Streaming
- Geo-Fencing
- Native Advertising & Content Creation
- Written Content Creation
- Video Content Creation
- Contesting
- Recruitment Campaigns
- Website Design
- Targeted Email Blasts
- SEM/SEO
- Highly Targeted Programmatic Solutions
- Social Media Advertising
- Facebook Lives
- Weather-Triggered Campaigns
- AND MORE...

## FREE to all Clients

- Market Research
- Attribution
- Third Party Consultation



850,000 people watch KCCI each month in the Des Moines – Ames Market\*



400,000 Households watch KCCI each month in the Des Moines – Ames Market\*



2.5 Million+ Monthly Visitors on KCCI.com  
31 Million+ Monthly Page Views on KCCI.com\*\*

For more information, please contact:

Colby Jones  
Multi-Media Account Executive  
colby.jones@hearst.com  
Office: 515-247-8820  
888 9<sup>th</sup> Street  
Des Moines, IA 50309

HEARST  
television

\*Source: NIELSON EVIP REPORT JULY '23

\*\*Source: GOOGLE ANALYTICS JAN '22 – JUL '23



## KCCI.com Display Ads

- KCCI.com is the #1 Local Media Website in Iowa
- Leverage KCCI's audience for YOUR Business
- Your ad will be seen on *desktop, mobile, and tablets* throughout KCCI.com's content
- Standard size of 300x250, same as a rectangle ad you see across the web
- KCCI will design your ad **FREE** of charge!
  - Just provide us with your logo and some photos and we will take it from there



## Pricing

Tier 1	Total Ads: 250,000	Total Investment: \$1,500
Tier 2	Total Ads: 208,333	Total Investment: \$1,250
Tier 3	Total Ads: 166,667	Total Investment: \$1,000
Tier 4	Total Ads: 125,000	Total Investment: \$750

For more information, please contact:

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Multi-Media Account Executive  
colby.jones@hearst.com  
Office: 515-247-8820  
888 9<sup>th</sup> Street  
Des Moines, IA 50309

HEARST  
television

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# DSM Wedding Show Vendor Special ON THE RADIO AND ON THE STREAM



Total :30 commercials on STAR 102.5: 30  
 Total :30 commercials on HITS 99.9: 30  
 Total streaming commercials: 10,000

**Total number of commercials in Campaign: 60 PLUS 10,000 Streaming Impressions across all 8 DMRG Streaming Stations!**

	Length	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
6A-7P	:30			10x			5x		15x
Streaming	:30			10,000x					10,000x

*\*Limited quantity, non-cancellable packaging, station reserves the right to end offer at any time.*

**Total investment: \$1,400 per show (Total Value \$2,740)**  
**All commercial production included**

*All commercials will run in the two weeks prior to the applicable show*

**Two weeks of advertising on the two most listened-to stations for young women and those who are planning weddings at a SPECIAL DISCOUNT for Des Moines Wedding Show vendors.**

For options on other Des Moines Radio Group stations and to book your week(s), please contact:  
 Alex Millen @alexinames [amillen@dsmradio.com](mailto:amillen@dsmradio.com) 515-708-4243







# TELL YOUR STORY WITH iHeartMEDIA



Contact Me! (515) 554 – 1258 | [kenpayne@iheartmedia.com](mailto:kenpayne@iheartmedia.com)

## Radio Blitz Campaign - 2 Weeks

Your business has a great story. Make an impact with local consumers at scale with top iHeartRadio stations and personalities.

**107.5 KISS FM** + **THE BUS 100.3**

- 20x - :30 M-F 6a-7p
- 10x - :30 Sa-Su 8a-5p
- 10x : 30 M-Su 7p-Mid

**40 Commercials/Station**  
**\$1,500**

**107.5 KISS FM**

- 20x - :30 Sa-Su 6a-7p
- 10x - :30 Sa-Su 7p-Mid
- 10x - :30 Sa-Su Mid-5a

**40 Commercials Total**  
**\$650**

**THE BUS 100.3**

- 16x - :30 Sa-Su 6a-7p
- 10x - :30 Sa-Su 7p-Mid
- 10x - :30 Sa-Su Mid-5a

**36 Commercials Total**  
**\$500**

## Location Based Geo-Fencing

Get targeted with iHeartMedia Digital Solutions! We'll help you build a digital strategy, creative and show you how it's working!

- 100,000 Impressions
- Target Locations
- Behaviors/Interests

**Digital Media Plan**  
**\$1,500**

**Device Collection at the Store**

**Store: ALDO**  
Frequency: 5x/month  
Location: ATL, GA

**Store: DSW**  
Frequency: 3x/month  
Location: ATL, GA

**Device Targeting Later On**

**Brand Audience:**  
ALDO Shoes  
DSW

**Behavioral Audience:**  
Shoe Fanatic  
Millennial Parent  
Discount Shopper  
Department Store Shopper

Understand **who** a customer is by **where** they have been...

... in order to **influence** what they are going to do next.

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