



Eastern
Iowa

Wedding Show

SUNDAY, FEBRUARY 4, 2024
&
SUNDAY, SEPTEMBER 22, 2024

11:00 a.m. - 3:00 p.m.

HYATT REGENCY CORALVILLE HOTEL // 300 E 9TH ST, CORALVILLE, IA

EASTERNIOWAWEDDINGSHOW.COM



WE ARE PROUD TO PRESENT

Eastern
Iowa

Wedding show

Thank you for your consideration on becoming an Eastern Iowa Wedding Show vendor. After our success in Des Moines, we're excited to bring the same quality show to your area!

Please take a moment to look through the registration packet and all the details we've put together for you. You will notice we do our shows a little different in regards to marketing the show and your business!

We are excited to continue our relationship with **Heartland Wedding Ideas Magazine, iHeart Radio, KCRG** and **Townsquare Media**. 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.

WE ARE LOOKING FORWARD TO A GREAT SHOW!!!

Gina & Ryan

OUR AVERAGE YEARLY RESULTS:

SHOW & WEBSITE RESULTS

- 1,000+ people in attendance
- 350+ final leads list
- 4K+ 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

- 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
- KCRG & CW — 600K+ digital ad
impressions
- TOWNSQUARE MEDIA — 60 ads per
week total impressions 120,000
- iHEART RADIO — 360 promotional
mentions, 8 social posts and 6 email
blasts, Digital, social & streaming
569K+ impressions

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)

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

Sign the vendor contract online at: 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 on 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

EASTERN IOWA 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 to be a vendor.

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

10 x 20 Booth
Two 6ft Banquet Tables
Accommodates vehicles and trailers

\$2,800

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

RUBY BOOTH SHOWCASE

10 X 10 Booth
One 6ft Banquet Table

\$2,150

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

SAPPHIRE BOOTH SHOWCASE

8 X 6 Booth
One 6ft Banquet Table

\$1,900

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

REGULAR BOOTHS

DIAMOND BOOTH

10 X 20 Booth
Two 6ft Banquet Table
Accommodates vehicles and trailers

\$1,550

RUBY BOOTH

10 X 10 Booth
One 6ft Banquet Table

\$900

SAPPHIRE BOOTH

8 X 6 Booth
One 6ft Banquet Table

\$650

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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
or call/text Alesha Burgraff: 515.371.3762

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PASSWORD: **wsp#24**

townsquare Digital Advertising –

Is your business in front of brides and wedding planners?

Target engaged couples based on **locations** they have recently visited. Track if they **walk into your store** after seeing your ad.

Option - A

\$1,000

- ✓ Location Targeting (Geo-Fencing)

Option - B

\$1,500

- ✓ Geo-Fencing
- ✓ Facebook
- ✓ Instagram

Option - C

\$2,500

- ✓ Geo-Fencing
- ✓ Facebook
- ✓ Instagram
- ✓ Video Targeting

Target Bride & Wedding Planners On:

- ✓ Pinterest
- ✓ Snapchat
- ✓ TikTok

Special Pricing!

Contact Ashley for a customized marketing plan based on goals for your business.



Top Radio Stations in the Corridor. Special pricing w/ code: EIAWS.



Contact Ashley Miller | (563) 608-3051 | Ashley.Miller@townsquaremedia.com

Sign the vendor contract online at: weddingshowproductions.com/vendor-login

PASSWORD: wsp#24

MONSTER SALE

Digital Audio - Streaming - Podcasting



EXTEND YOUR REACH WITH DIGITAL AUDIO THROUGH IHEART STREAMING

ADD 23,333 GENRE TARGETED IMPRESSIONS EACH MONTH TO YOUR PLAN!

Monthly Cost: \$334 CPM: \$14.20

COMPLEMENTARY DIGITAL AUDIO GENRE TARGETING TO ENHANCE YOUR RADIO PLAN

News/Talk	New Hit Country	Sports/Talk	Contemporary Hit Radio	Classic Hit's	Oldies

Q4 - 22		Q1 - 23		Q2 - 23		Q3 - 23		Q4 - 23	
MONTH	IMPRESSIONS	MONTH	IMPRESSIONS	MONTH	IMPRESSIONS	MONTH	IMPRESSIONS	MONTH	IMPRESSIONS
<input type="checkbox"/> October	23,333	<input type="checkbox"/> January	23,333	<input type="checkbox"/> April	23,333	<input type="checkbox"/> July	23,333	<input type="checkbox"/> October	23,333
<input type="checkbox"/> November	23,333	<input type="checkbox"/> February	23,333	<input type="checkbox"/> May	23,333	<input type="checkbox"/> August	23,333	<input type="checkbox"/> November	23,333
<input type="checkbox"/> December	23,333	<input type="checkbox"/> March	23,333	<input type="checkbox"/> June	23,333	<input type="checkbox"/> Sept.	23,333	<input type="checkbox"/> December	23,333

INVESTMENT: \$333 PER MONTH – MINIMUM COMMITMENT : 3 MONTHS AT GI LEVEL

GENRE TARGETS	IMPRESSIONS LOAD
<input type="checkbox"/> News/Talk	
<input type="checkbox"/> Adult Contemporary	
<input type="checkbox"/> Sports Talk	
<input type="checkbox"/> CHR	
TOTAL QUARTERLY IMPRESSIONS	

Digital audio impressions will be delivered monthly. Multiple genres can be paired or purchased separately to complement on-air campaign(s)
Minimum purchase requires 70,000 Gross Impressions to earn CPM of \$14.20

Digital Audio Purchase Summary	Enter Total Months Added	Enter GIMPs Per Month	Enter Annual Investment

Contact info:
 Alan Walkoviak
 Sr. Account Exec.
 Cell- (319) 775-3344
alanwalkoviak@iheartmedia.com

Agreed to By : _____
 (Printed Name and Signature)

Date: _____



iHM DIGITAL AUDIO
 GRAND TOTAL:

This is a non-cancelable contract. Quarters/Months can be shifted depending upon available inventory.

Sign the vendor contract online at: weddingshowproductions.com/vendor-login

PASSWORD: wsp#24

Wedding Show Advertising Packages



KCRG is the #1 source of news in Eastern Iowa & the best place to advertise your business to those planning their wedding!

\$1000 KCRG

\$1000 Ten 30-second rotational spots on KCRG.

\$1750 KCRG & 

\$1750 Fifteen 30-second rotational spots on KCRG.
Ten 30-second rotational spots on THE CW

\$1900 KCRG & KCRG DIGITAL

\$1900 Fifteen 30-second rotational spots on KCRG.
50,000 online ads on KCRG.com
& KCRG News & Weather Apps

\$1000 DIGITAL ONLY

\$1000 200,000 online Ads on KCRG.com
& KCRG News & Weather Apps

Production of 30-second commercial not included in package price. Production fee: \$150 with logo & photos provided by client with no video shoot required. Online ad design included in price. Please provide your logo, photos, & website. Offer good for January 16, 2024-February 2024 only.

Contact Riki Breitsprecher
319.213.8325 rikib@kcrg.com

