



A Wedding Experience

1.20.2019 | 4pm-7:30pm

Fashion, Entertainment, Demonstrations, Refreshments, Fundraising & More!

Perfect for planning your next:

Sweet 16	Bridal Shower	Retirement
Quinceañera	Baby Shower	Corporate
Graduation	Birthday	Wedding

Meet w/ Vendors & other Wedding Professionals

Wedding Event Planning, Venues , Catering - Cakes - Confections , Health - Beauty - Fitness, Photography - Videography , Entertainment - Lighting, Linens - Rentals - Tents , Floral - Decor , Bridal Couture - Formalwear, Jewelry - Gifts, Transportation

\$10 General Admission

\$25 Bridal Bling Pass
(Limited Availability)

Beautiful Moments Party Rental | 3400 SW 60th Avenue , Ocala, FL 34474



Learn more @ southernshowcaseevents.com

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JOIN US FOR OUR UPCOMING
WEDDING, BUSINESS,
ADVENTURE & TRAVEL EXPERIENCES

About Us

Southern Showcase Events was founded by Gloria McCoy, owner of Beautiful Moments Party Rental & Design, Mary Weaver owner of Floral Architecture, and Heather Wright-Rager, owner of M Fusion & ROAMM in 2018.

Gloria brings more than 20 years of experience in the event rental and design business to the SSE organization. Mary is an international, celebrity floral designer with two decades of award-winning design experience. Heather and her team offer more than 15 years of marketing and media resources to SSE.

The Southern Showcase Events organization specializes in designing, hosting, coordinating, collaborating, and consulting on industry-specific expos, trade shows, workshops, and more.

2018 - 2019 we will be offering Corporate, Wedding, and Adventure/Travel Experiences.

Please contact our team for more information about events or collaborating on your next event email southernshowcaseevents@gmail.com



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Guest Experience

BRIDE BENEFITS

Southern Showcase Events Wedding Experience features the must-have products and services for brides-to-be. Experience spectacular table decor, gowns, invitations and floral designs while learning the latest tips and insider secrets for your wedding.

General Admission Tickets \$10 in advance are \$15 at the door.

BRIDAL BLING PASS

Elevate your experience with our bridal bling pass giving you access to our exclusive diamond lounge featuring event concierge, massage, wine, tapas, special giveaways, and prizes.

More Vendors. More Inspiration. More Fun.

Bridal Bling Pass \$25

Discover the latest trends to help you plan your wedding. Tie up your loose ends before you tie the knot. The Southern Showcase Events Wedding Experience help connects brides with professionals in the following categories:

Bachelor, Bachelorette Party, Decor and Lighting, Photo Booth, Beauty and Wellness, Destination Weddings, Photographers, Boudoir Photography, Disc Jockeys, Publications, Media, Bridal Gowns, Financial Planning and Insurance, Real Estate and Mortgage, Bridal Registry, Florists, Reception Locations, Caterers, Honeymoon Destinations, Travel, Tuxedos, Ceremony Officiants, Hotels, Unique Services, Ceremony Sites, Invitations and Calligraphy, Videographers, Cosmetic Dentistry, Jewelry, Wedding Cakes, Treats, Dance Instruction, Limousines, Transportation, and Wedding Consultants.



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Vendor Benefits

VENDORS HAVE PERKS Join an elite group of wedding professionals that are committed to elevating the wedding industry in Central Florida. This luxury wedding expo is designed to feature the best in the weddings industry. The Ocala Wedding Expo offers you the opportunity to:

- **Make powerful industry & client connections**
- **Network with brides, wedding planners & the press**
- **Design a custom-built space to showcase your brand**
- **Access to brides requesting wedding information**
- **Partner Networking Events - pre and post expo organized networking events**
- **Marketing Tools - Suggested for vendors expo goals & tips floor planning, booth design, staffing and follow-up. Our marketing team becomes your marketing team with training and tools to assist in elevating your brand long after the Southern Showcase Events Wedding Experience.**

ADVERTISING Southern Showcase Events is committed to assure our vendors get an excellent response from the event. We have developed the following media plan to ensure our Wedding Experience vendors have contact during and after the event with as many brides as possible.

LOCAL MEDIA Southern Showcase Events has developed a comprehensive advertising campaign to promote the events radio spots.

WEDDING PUBLICATION Be a part of our custom Southern Showcase Events publication. With its creative interior pages and worksheets this unique scrapbook offers a keepsake quality, preserving the brides wedding planning experience.

PRINT Posters and flyers in high traffic areas including in the tri-county region.

DIGITAL MEDIA SCREENS Our rotating tile ads on digital screens in every tent offers continued visibility at our expo. We capture 100% of the brides attention preceding each fashion show. Ads rotate every 5 to 6 seconds Ads rotate continuously during show hours. Exposure averages a minimum of 50 screenshots, SPECS 2 screens flanking the fashion show stage at 8' x 12,' each Landscape format 16 by 9 aspect ratio Resolution 1280 x 720 or 1920 x 1080 File Format .gif, jpg or .ppt.

SOCIAL MEDIA

- Facebook, Twitter, Instagram & Pinterest
- Brand promotion
- Brand incentives

ONLINE LISTINGS To assure that every bride searching online wedding expos finds the Southern Showcase Events Experiences, our event will be listed on national and local bridal websites and event calendar websites.

Vendor Opportunities

DIAMOND LEVEL VENDOR Logo and name prominently displayed and mentioned in all the advertising/marketing campaigns as the presenting company of the event. This includes but not limited to the following: www.SouthernShowcaseEvents.com, radio spots, Banners, Save the Dates, Posters, Email Blasts, Social Media, and Billboards.

- One Featured DOUBLE 10' x 20' display space and one 10x10' display space in second location
- Two page spread in the Southern Showcase Events publication.
- Homepage add, custom page and URL on www.SouthernShowcaseEvents.com and Prominent billboard placement.
- Insertion of promotional item into the luxury gift bag with company logo featured on bag
- Two 6ft long tables, two tablecloths and four chairs.
- List of event attendees and expo vendors.
- MC mentions during expo.
- Rotating digital advertising and one minute commercial on all screens throughout expo
- Use of unlimited electricity the day of the event (per request only). **Cost: \$1100**

LUXURY LEVEL VENDOR Logo and name prominently displayed and mentioned in all the advertising/marketing campaign as the presenting company of the event. This includes but not limited to the following: www.SouthernShowcaseEvents.com, radio spots, Banners, Save the Dates, Posters, Email Blasts, Social Media, Billboards.

- Featured DOUBLE display space 10 X 20 in the ballroom or the tent.
- Full Page Ad in the Southern Showcase Events publication,
- Home page ad and link on www.SouthernShowcaseEvents.com
- Insertion of Promotional item into the luxury gift bag. .
- Two 6ft long tables, two tablecloths and two chairs.
- List of event attendees and expo vendors
- MC mentions during expo
- Rotating digital advertising on all screens throughout expo . Use of unlimited electricity the day of the event. (per request only) **Cost: \$750.00**

PLATINUM LEVEL VENDOR Logo and name displayed and mentioned in all the advertising/marketing campaigns. This includes but not limited to the following: www.ocalaweddingexpo.com, radio spots, Banners, Save the Dates, Posters, Email Blast, Social Media and Billboards.

- Half page ad in the Southern Showcase Events publication.
- Square ad and link on www.SouthernShowcaseEvents.com
- 10' X 10 display space in the ballroom or the tent.
- One 6ft long table, one table-cloth and two chairs.
- Insertion of Promotional item into the luxury gift bags.
- List of event attendees and expo partners.
- MC mentions during expo.
- Rotating digital advertising on all screens throughout expo.
- Use of unlimited electricity the day of the event (per request only). **Cost: \$500.00**

Vendor Opportunities

POSH LEVEL VENDOR

Business card sized ad in the Southern Showcase Events publication.

- 10' X 10' display space.
- One 6ft long table, one white tablecloth and two chairs.
- Link on www.SouthernShowcaseEvents.com
- Insertion of promotional item into The Ultimate Luxury Gift Bag.
- List of event attendees.
- MC mentions during expo.
- Rotating digital advertising on all screens throughout expo.
- Use of unlimited electricity the day of the event (per request only). **Cost: \$375.00**

SAVVY LEVEL VENDOR

- 5' X 5' display space.
- One 36" round table, one white tablecloth and one chair.
- Link on www.SouthernShowcaseEvents.com
- Insertion of promotional item into The Ultimate Luxury Gift Bag.
- List of event attendees.
- Rotating digital advertising on all screens throughout expo. **Cost: \$250.00**



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