

WORLD OF

BRIDES AND BABIES
Inc

Corporate Package

LETTER FROM THE PRESIDENT

As founder of WORLD OF BRIDES AND BABIES INC, I have extensive experience in the bridal and baby tradeshow industry having successfully managed 17 tradeshow in the GTA area.

I am extremely familiar with the demographics of businesses and attendees. Last year, I was recognized as a industry leader with the Canadian National Over - Achievement Award.

The concept of bridal and baby marketing is quite simple. Each company strives for repeat clients. Once rapport has been built with a client, word of mouth referrals follow. Additionally, flow through business occurs when brides become moms.

WORLD OF BRIDES AND BABIES INC. presents three dynamic target markets: bridal, baby and young families. Promotional opportunities are provided through the Internet and trade- shows.

Your business has the opportunity to be a part of this exciting time and step into the future of families. I welcome you to join the energy of my dynamic team.

- Yolanda Belfrutto

MISSION STATEMENT

"THE FAMILY LIFECYCLE BEGINS WITH YOU, WE STRIVE TO RECOGNIZE THE NEEDS OF EACH INDIVIDUAL"

2002 / 2003 SHOW DATES

Show Dates and Hours

Sunday, March 23, 2003 12:00am – 5:00pm

Sunday, October 26, 2003 12:00am – 5:00pm

Set-up Time

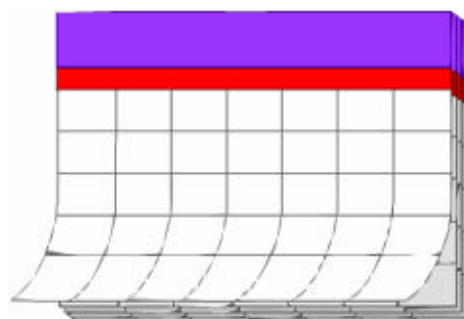
Sunday, March 23, 2003 10:00am – 11:30am

Sunday, October 26, 2003 10:00am – 11:30am

Pack-up Time

Sunday, March 23, 2003 5:15pm – 7:30pm

Sunday, October 26, 2003 5:15pm – 7:30pm



WOMEN'S INTERNET REWARDS CLUB

Watch your business grow when utilizing our leads database. Weekly Advertising Available to our clients through our newsletters. Become a Corporate Member of the Women's Internet Rewards Club and you can become Exclusive!

Your membership includes:

- ✓ **Exclusive Internet Leads "Bridal Division" and "Baby/Family Division"**
 - ✓ Leads available for all of Ontario by territory
 - ✓ Choose your target market (Bridal, Baby or Family)
 - ✓ Enhance your business by providing a draw prize
 - ✓ Full contact information if provided includes phone number and e-mail address
 - ✓ Leads are downloaded. **No charge for leads**
- ✓ Full web page advertisement with company logo and graphic
- ✓ Free BANNER AD included (\$300.00 value)
- ✓ Showcase your company image utilizing on of the many design choices
- ✓ Direct e-mail link from web page advertisement
- ✓ Direct link to your web site
- ✓ For each business referral you receive a \$50.00 referral cheque.

\$20,000 INSTANT DOOR PRIZES

- ✓ It's easy for your business to be part of \$20,000 in instant door prizes!
- ✓ Brides-to-be, Moms-to-be and young families will be invited to tradeshow, as well as their guests.
- ✓ Tradeshow for Brides-to-be, Mothers-to-be and young families, along with their guests.
- ✓ Hundreds of people will be registering. Each attendee receives a directory listing your business.
- ✓ Our greeters personally welcome each of the hundreds of attendees registering.
- ✓ Everyone receives a WORLD OF BRIDES AND BABIES INC. directory showcasing your business.
- ✓ As each door prize is drawn, crowd enthusiasm rapidly grows as your business name is announced!
- ✓ Think of ways to generate business for your company. For example, a photographer could give away 20 free portrait sittings , as door prizes,. wWhen clients view the photos, they'll will buy!
- ✓ Women love free make-up applications, free hair up-dos, gift baskets (candles, bath products, lotions and chocolates etc.)
- ✓ How many times would you like your company name to be heard? ONCE? TWICE? THREE? or TWENTY TIMES?

You can make it work! The possibilities are endless for a terrific one-on-one exposure for your business.

\$20,000

WHY ATTEND WORLD OF BRIDES AND BABIES?

- ✓ Limit of 3 businesses per category
- ✓ Sell your product or service to targeted and motivated audiences.
- ✓ Promotional Opportunities through INTERNET and TRADE SHOW
- ✓ Combination of bridal and baby market exposure.
- ✓ Build rapport with bride, within three years, their new baby arrives and you'll have another paycheck.
- ✓ Enhanced exposure at no additional charge
- ✓ Full web page advertisement, bridal and baby leads from trade show attendees, choice of 4', 6' or 8' clothed/skirted table, hydro,
- ✓ Receive a 10% discount or a free banner (Value \$300) ad when reserving annually your tradeshow space and membership in the Women's Internet Rewards Club.
- ✓ Venue - Pavilion Royale, a five star reception and meeting facility, is owned by Dynamic Hospitality and Entertainment Group which also operates Two Yuk Yuk's locations, Berlin nightclub, and Atlantic Pavilions. Pavilion Royale offers beauty, warmth, elegance and intimacy.
- ✓ Treasure Card - Treat all of your clients like V.I.P.'s with the WORLD OF BRIDES AND BABIES INC. treasure card. A savings card given to all tradeshow attendees. The treasure card is valid only at time of purchase or booking and is subject to the terms and conditions of the retailer or facility honouring the card.
- ✓ For each business referral you receive a \$50.00 referral cheque.

INTERNET AND TRADE SHOW

The Internet is rapidly expanding and remains the most flexible medium ever. Traditional advertising is potentially limited by either time or space. Why distribute promotional material to everyone? Choose your target market. where as Tthe Internet expands to suit your changing needs .with 24-hour online marketing. Advertising and media campaign promoted by WORLD OF BRIDES AND BABIES INC.

Optional Internet Advertising

- ✓ Full web page advertisement
- ✓ Half page web advertisement
- ✓ Business card size web advertisement
- ✓ All web advertisements linked from WORLD OF BRIDES AND BABIES INC. directory
- ✓ Incorporate your company image from many design choices
- ✓ BANNER ADS available-\$25.00/month
- ✓ Link to your existing site and current e-mail address

Internet and Tradeshow Combination

- ✓ ALL TRADESHOW LEADS ARE INCLUDED
- ✓ Full web page advertisement linked from WORLD OF BRIDES AND BABIES INC. directory
- ✓ Link to your existing site and current e-mail address
- ✓ Incorporate your company image from many design choices
- ✓ BANNER ADS available - \$25.00/month
- ✓ Includes booth space in up to 2 trade shows per year.
- ✓ Limit of 3 businesses per category
- ✓ Business showcase directory including a write-up of your company
- ✓ Three dynamic target markets; : Bridal, Baby and young families.
- ✓ Sell your product or service to targeted and motivated audiences.
- ✓ Informative Sseminars available for Brides-to-be, Mothers-to-be and young families.
- ✓ Fashion show and seminars produced by the leaders in the industry.
- ✓ Free parking and easy access for loading and unloading

Venue-The Pavilion Royale, a five star reception and meeting facility, is owned by Dynamic Hospitality and Entertainment Group which also operates two Yuk Yuk's locations, Berlin nightclub, and Atlantic Pavilions. Pavilion Royales offers beauty, warmth, elegance and intimacy.