



Presented by
The Wedding Party Association, Inc.

Introduction Letter

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Greetings,

This letter is to extend an invitation to your company to become apart of one of the Northwest's most acclaimed bridal events---The Wedding Party Show.

As a participating vendor in this event, you will receive an unparalleled opportunity to showcase your company to thousands of future brides and their attendants. As the Wedding Party Show is Idaho's longest running and most established bridal event, we take great pride in delivering to our vendors the largest number of brides, as well as association with the highest caliber of bridal merchants. In fact, we limit the number of booths to no more than four merchants per category to insure your company is afforded an ideal marketing opportunity.

In considering your participation in The Wedding Party Show, below are listed a few features and highlights that many of our merchants have identified as key to the success of the event.

- The Wedding Party Show is the only show that is produced by a merchant association with **all** proceeds from our booth fees and ticket sales going directly towards the show's production and advertising budget.
- The event encompasses a majority of the Boise Centre on the Grove complex which allows a higher degree of visibility for each vendor's display.
- The Wedding Party Show continues to utilize and partner with leading media entities (News Channel 6; Lamar Outdoor; The Idaho Statesman and Local Radio Stations) to enable our event's advertising to gain the maximum exposure.
- Our Fashion Shows utilizes local TV personalities as emcees, as well as employ top professional modeling talent.
- We offer participating merchants an unmatched networking opportunity with other bridal vendors.

We at The Wedding Party Show look forward to discussing your participation, in what we know will become a profitable event for your company, further. Please note that booth space for this event sells out each year. If you would like more information contact us at the number above right away.

Warm Regards,

Board of Directors of The Wedding Party Show
The Wedding Party Association
208-921-9742