



WELCOME

MARKETING & SPONSORSHIP OPPORTUNITIES

We have developed National Bridal Market Chicago with your success in mind, and we believe it is through this partnership that we will produce an outstanding best-in-class Market in one of the world's great fashion cities. As National Bridal Market quickly approaches, we encourage you to take advantage of available resources to elevate awareness of your participation in the Show.

- **Extensive Direct Mail & E-Marketing Campaign** – Targeting Department and Specialty stores, National Bridal Market Chicago mails over 50,000 mail pieces per show. These print pieces include important information about dates, travel, special events and deadline dates. In addition to these mail pieces, we promote the show and our exhibitors through numerous e-blasts that are sent prior to each market.
- **Exhibitor Website Link** – Drive traffic to your website by linking your company's website to the National Bridal Market Chicago website.
- **National Bridal Market Chicago Website** – Our website, nationalbridalmarket.com, is a very important tool for Buyers and Exhibitors. With information on travel, dates, line listings, special events and much more, our website is the go-to place for any questions about Market.
- **Mailing Lists** – All lists of the National Bridal Market Chicago attendees are available. Make your presence known at National Bridal Market Chicago by promoting your product line(s) to these high level buyers.
- **Show Directory Advertising** – Feature your advertisement in the National Bridal Market Chicago show directory that reaches all of our buyers.
- **Premier Buyer Program** – Our primary goal for the Premier Buyer program is to continuously bring in the most influential and qualified buyers that have not attended National Bridal Market Chicago in the past two years.
- **Fashion Shows**
 - **“Bridal Mystique” and “Prom Magic” Fashion Shows**– We invite you to participate in the runway shows that is a must for the buyers. These exciting presentations highlights better, Bridal, Special Occasion and Prom lines for the next season. Buyers mix and mingle at a lively cocktail party and then proceed directly to the fashion show.
- **Dress Displays** – There are several opportunities to showcase your gowns in a display at market, such as the 8th Floor Bridal Showcase and the North Lobby Display.
- **Accessory Display Cases** – Accessory exhibitors have the opportunity to show merchandise in a display case that is set up throughout the entire market.

