

TUCSON BRIDAL MAGAZINE & EXPO

CAPITALIZE ON THE THRIVING WEDDING BUSINESS

Weddings are big business! Each year in Tucson there are approximately 6,000 weddings—and with the cost for a wedding on the rise to \$27,852 each, that’s a \$167 million opportunity in Tucson alone.

- Nationally, brides are an average of 27, while their fiancés are 29
- They earn an estimated \$74,000, will be engaged for 14 months and have 165 guests at their wedding.
- Since 2002, nearly every wedding expense has increased by 20%
 - 36% of couples end up spending more than they planned
 - Cost of attire has increased 30%, engagement rings are up 25% and wedding band are up 60%

Destination weddings are also on the rise—more than 16% of couples choose to have a destination wedding.

Source: American Wedding Study 2006

TUCSON BRIDAL EXPO ATTENDEES ARE YOUR CUSTOMERS

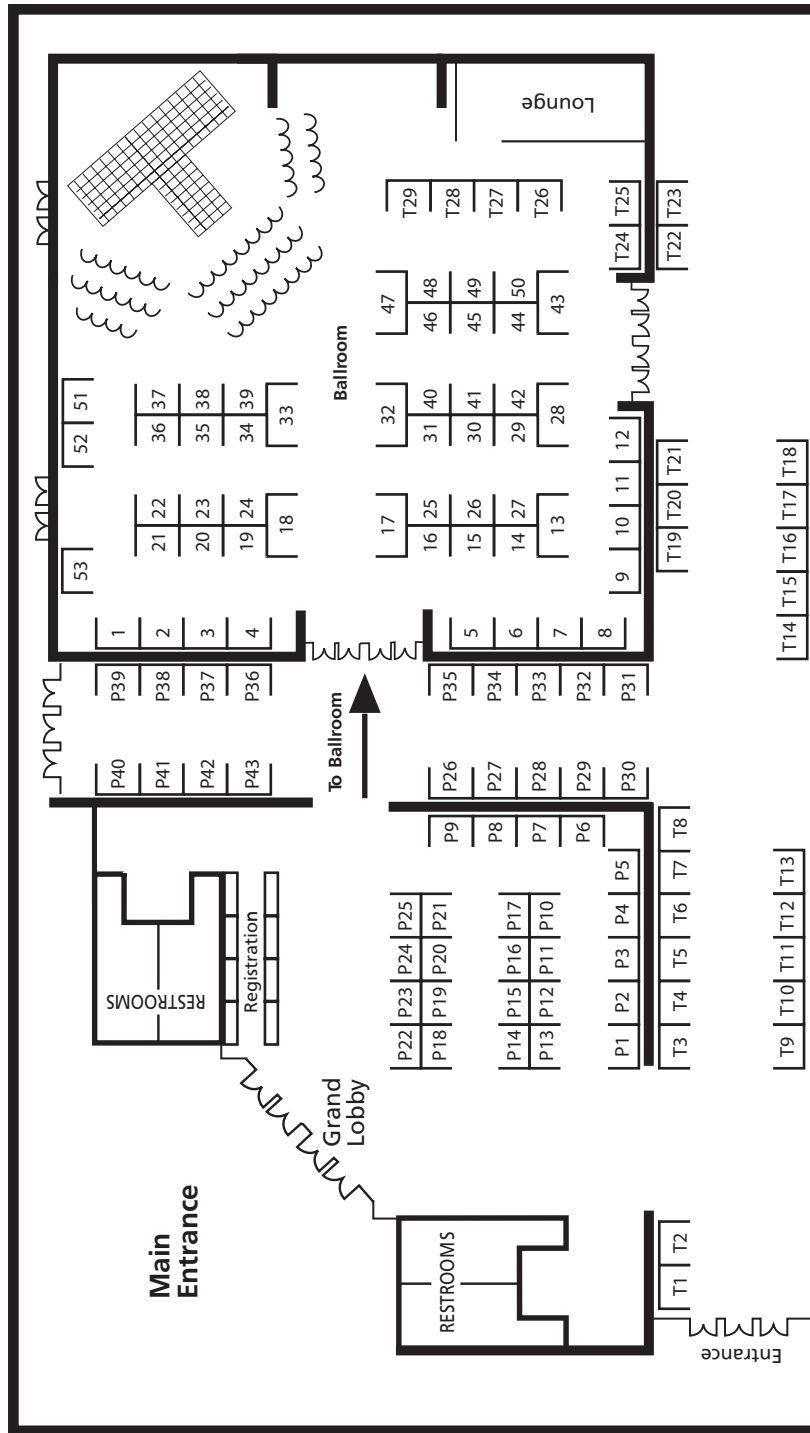
HOW DID YOU HEAR ABOUT THE BRIDAL EXPO?

Newspaper	43%
Friend	28%
Radio	20%
Internet.....	7%
Multiple Sources.....	2%

PERCENT OF BRIDES-TO-BE WHO NEED THE FOLLOWING:

Flowers	75%
Honeymoon/Travel.....	69%
Accessories	64%
Gifts for Wedding Party.....	62%
Invitations.....	63%
Wedding Cake.....	64%
Photographer	60%
Cosmetics/Makeover	53%
Men’s Attire	57%
Bride’s Gown/Attendant’s Attire.....	55%
Gift Registry.....	53%
Limousine Service.....	51%
Bridal Gown Preservation	49%
Music/DJ/MC/Band.....	47%
Caterer	44%
Video Service	41%
Reception Site/Guest Lodging.....	37%
Ceremony Site.....	30%
Furniture.....	31%
Rental Equipment.....	32%
Wedding Consultation.....	22%
Real Estate/Financial Planning	20%
Engagement Ring.....	19%

Source: 2007 Tucson Bridal Expo Registration Survey



Not drawn to scale.

T1-T29 are 8'x10' table displays without floor space.
 P1-P43 Premium position 8'x10' table displays without floor space and subject to \$50 premium.

Sample layout only.

Final booth assignment and layout are subject to change.

Tucson Convention Center
 Ballroom & Galleria
 260 S Church Avenue
 Tucson, Arizona 85701



TUCSON BRIDAL MAGAZINE & EXPO

