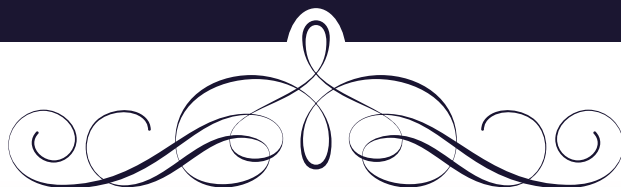




# THE SHENANDOAH VALLEY WEDDING EXPO



**AUGUST 11, 2019**  
**10:30am – 6:00pm**

**HOTEL MADISON** | 710 SOUTH MAIN STREET | HARRISONBURG, VA 22801

## FEATURES

- **Local and Vetted Wedding Vendors**  
Bridal Attire, Photographers, Jewelers, Musicians, Florists, Bakers, and more!
- **Tastings prepared by**  
**Hotel Madison's Culinary Team**
- **Lots of Door Prizes**

## SCHEDULE OF EVENTS

- 10:30 AM – 12:30 PM** Secondhand Snags:  
A Recycled Wedding Yard Sale
- 11:30 AM – 3:30 PM** Wedding Vendor Expo
- 12:00 PM – 2:00 PM** Food Tasting
- 2:15 PM – 3:00 PM** Group Tour of Hotel Madison Guest Rooms  
for Wedding Blocks
- 4:00 PM – 6:00 PM** Licensed Wedding Coordinator & Planner  
VIP Reception in Presidential Suite



← produced by →



**FOR MORE INFORMATION VISIT [SVWeddingExpo.com](http://SVWeddingExpo.com)**

HOTEL MADISON &  
SHENANDOAH VALLEY  
CONFERENCE CENTER

710 S. Main Street  
Harrisonburg, VA 22801

540-564-0200 **TELEPHONE**  
540-565-0300 **FAX**

[hotelmadison.com](http://hotelmadison.com)





Dear Wedding Professional,

The Shenandoah Valley Wedding Expo – produced by *Hotel Madison* and *My Shenandoah Valley Wedding* will be hosting the 1<sup>st</sup> annual Summer Wedding Expo at The Hotel Madison & Shenandoah Valley Conference Center on Sunday August 11, 2019 from 10:30 am to 6:00 pm.

This expo in Harrisonburg will bring together quality providers with interested couples looking for wedding services.

We are investing in promoting this expo and will utilize print, radio and digital media channels to bring you the most qualified and serious of newly engaged couples who are looking for services.

We will make every effort to assure that The Shenandoah Valley Wedding Expo ranks number one in Google's top search for bridal expos in a 100-mile radius of Harrisonburg Virginia.

The social media and internet presences of both Hotel Madison and My Shenandoah Valley Wedding will be diligent in cross promoting all of the vendors participating in the Wedding Expo. Our combined social media presences including our Blog, Facebook, Instagram, Pinterest and Twitter continue to reach thousands and ensures our top placement on the search engines under major keyword searches.

In addition, all participants in the 2019 Expo will be given a six-month featured directory listing on My Shenandoah Valley Wedding. This will give you top placement as couples you meet at the Expo go to the directory site after the expo.

I have attached the expo prices and exhibitor specifics. I look forward to including you in Harrisonburg's most exciting wedding expo event of the winter!

Sincerely,

Harry Jarrett  
Sales Manager | Weddings and Social Events, Hotel Madison  
Owner, My Shenandoah Valley Wedding



### Included in Vendor Registration Fee:

8' x 8' space in our ballroom (no pipe and drape)

2 chairs and 1 eight-foot table with linen

Company name and web link on Shenandoah Valley Wedding Expo landing page on Hotel Madison site and My Shenandoah Valley Wedding site

6 month Directory Listing on My Shenandoah Valley Wedding site

**NEW! ¼ Page ad in *My Shenandoah Valley Wedding Companion Magazine***

Expo Investment: \$350

\* For larger booth options, you can purchase additional 8 x 8 booths and deduct \$50 off of the total of the two booths.

\*For larger ad size in magazine. ½ Page = +\$150; Full Page = +\$250

**NEW! Premier Placement in Group Tasting Room available for DJ, Photobooth, Photographer, Wedding Décor, Florist, and Wedding Planner/Coordinator. +\$100 + Supplies.**

The location of your vendor space is the decision of the expo producers. Each exhibit package includes a list of attending brides (to be e-mailed two weeks after the expo).

### Expo Rules:

- Each vendor can contribute a door prize or gift certificate that will be raffled during the expo.
- Vendors may not share table space.
- Refunds are not granted for any reason other than due to cancellation of the expo by the expo producers.
- Booth layouts are subject to change and are the final decision of the expo producers.
- We do not have limits on categories in the expo other than franchise categories.
- Space is limited – register now to assure your space. First come- first serve. Full payment is required to reserve space.
- Vendors may not display bridal magazines, wedding guides, or other vendor materials that are not a paid and registered vendor in the expo.

If paying by check please make checks payable to Hotel Madison. If you wish to pay by credit card, call 540-564-0200 and ask for the sales office. We do not accept deposits. Payment in full is required to secure your booth.

Please mail payment to: Hotel Madison, 710 South Main Street, Harrisonburg, Va. 22801



To register follow this link: [https://www.surveymonkey.com/r/MSVWE\\_SUM19](https://www.surveymonkey.com/r/MSVWE_SUM19)

We will not be responsible for a vendor not being contacted with details for the show set up, being included in the layout, receiving bridal leads, or misspelled names on printed show information or website due to incomplete or incorrect information on your registration form.

### **Anticipated Timeline and Features of The Expo**

#### **Sunday, August 11, 2019**

10:30 AM – 12:30 PM Secondhand Snags: A Recycled Wedding Yard Sale

11:30 AM – 3:30 PM Wedding Vendor Expo

12:00 PM – 2:00 PM Food Samplings

2:15 PM – 3:00 PM Group Tour of Hotel Madison Guest Rooms for Wedding Blocks

4:00 PM – 6:00 PM Licensed Wedding Coordinator & Planner VIP Reception in Presidential Suite

# MY SHENANDOAH VALLEY WEDDING COMPANION MAGAZINE

## Reach qualified engaged couples looking for Shenandoah Valley wedding vendors.

My Shenandoah Valley Wedding Companion Magazine is a full color, glossy, special edition, printed companion magazine produced by the Hotel Madison and My Shenandoah Valley Wedding. It features stories from local Shenandoah Valley vendors and venues participating in the Shenandoah Valley Wedding Expo. The premiere edition will be published for the August 11, 2019 Shenandoah Valley Wedding Expo and will have a first run printing of a minimum of 1000 copies.

My Shenandoah Valley Wedding Companion Magazine will be given free to attendees of the Shenandoah Valley Wedding Expo and to the licensed Wedding Planners attending the private reception in the Presidential Suite on August 11, 2019.

In addition, copies will be given to couples inquiring about weddings and wedding room blocks at Hotel Madison and placed in select locations throughout Harrisonburg and Rockingham County. Vendor and venue copies will be available as well for your distribution.



AD SIZE	WITH BOOTH	NON-EXPO PARTICIPATION
<b>A Full Page</b> — 7.625" w x 10.125" h	\$250	\$1000
<b>B Half Page Horizontal</b> — 7.625" w x 5" h	\$150	\$550
<b>C Half Page Vertical</b> — 3.75" w x 10.125" h	\$150	\$550
<b>D 1/4 Page</b> — 3.75" w x 5" h	Included with Booth	\$350

For Web Impressions contact [msweddin.com](http://msweddin.com)

## MY SHENANDOAH VALLEY WEDDING COMPANION MAGAZINE WILL BE PUBLISHED AT EACH WEDDING EXPO

	SUMMER	WINTER
<b>Publishes</b>	August 11, 2019	January 2020
<b>Ad Deadline</b>	July 11, 2019	December 2019

See ad diagrams on the other side for more details on ad sizes.  
For more info, call us at 540-412-7427

## AD SPECS

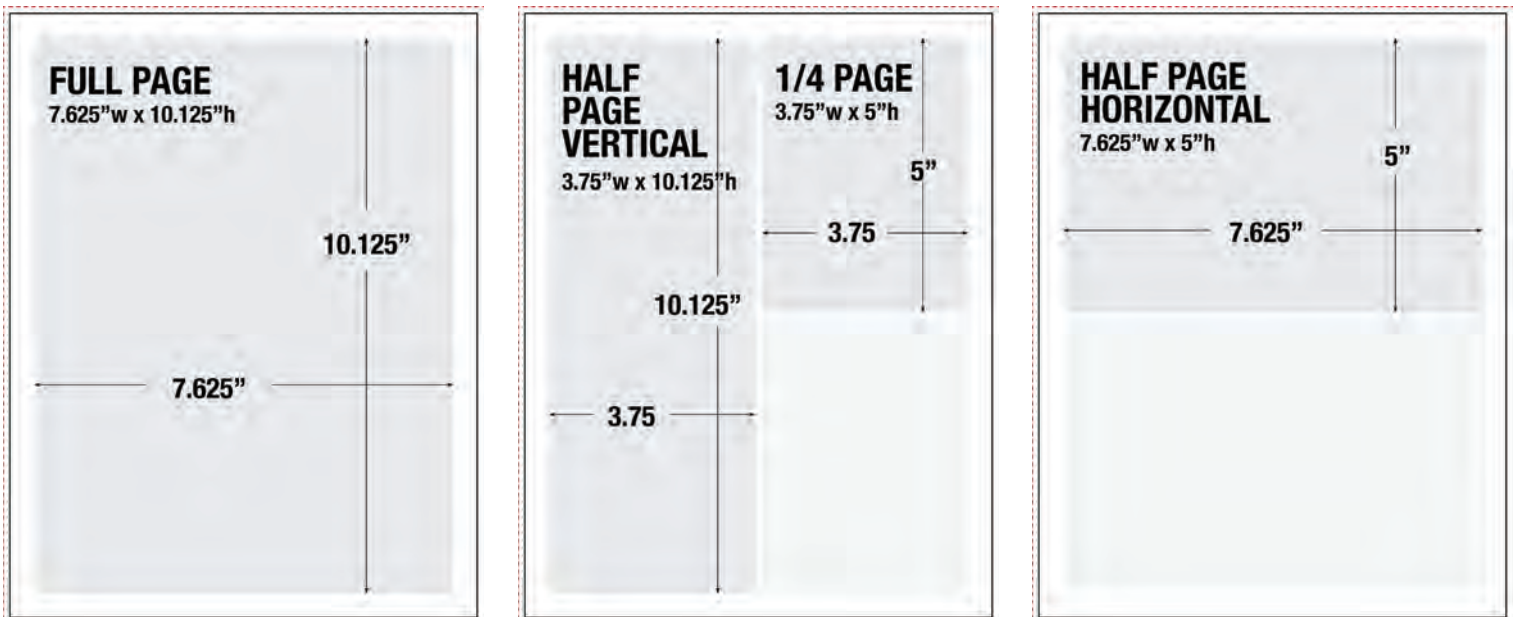
### FOR CAMERA READY ADS:

We prefer pdfs. Please keep the following in mind:

- Submit ad as **high resolution/print quality pdf (300 dpi)**, with fonts embedded and in CMYK format.
- The ad should be the **exact size** of the ad you ordered (and include the bleeds when applicable).
- If designing the ad in InDesign, set the bleed margin under document setup to .125 inches on all sides of your ad. See "Final Ad Size/Trim Size" listed below for these specs. Once the ad is designed, when you go to export the pdf, select "use document bleed settings" to include the bleed on the pdf. OR you may build the ad exactly the size with the bleed. This includes the bleed in your layout, and it is not necessary to select "use document bleed settings" when generating the pdf.) **Please DO NOT include any printer marks: crop marks, color bars, etc.**
- Generate a high res pdf from Adobe InDesign: in InDesign, go under FILE to Adobe PDF Presets and use the Press Quality Setting. Select "use document bleed settings" if needed. This will create a high res, 300 dpi PDF.

### FOR DIGITAL/ONLINE ADS:

For designers that would like to create their digital ad as well, please ask your sales rep for digital ad specs.



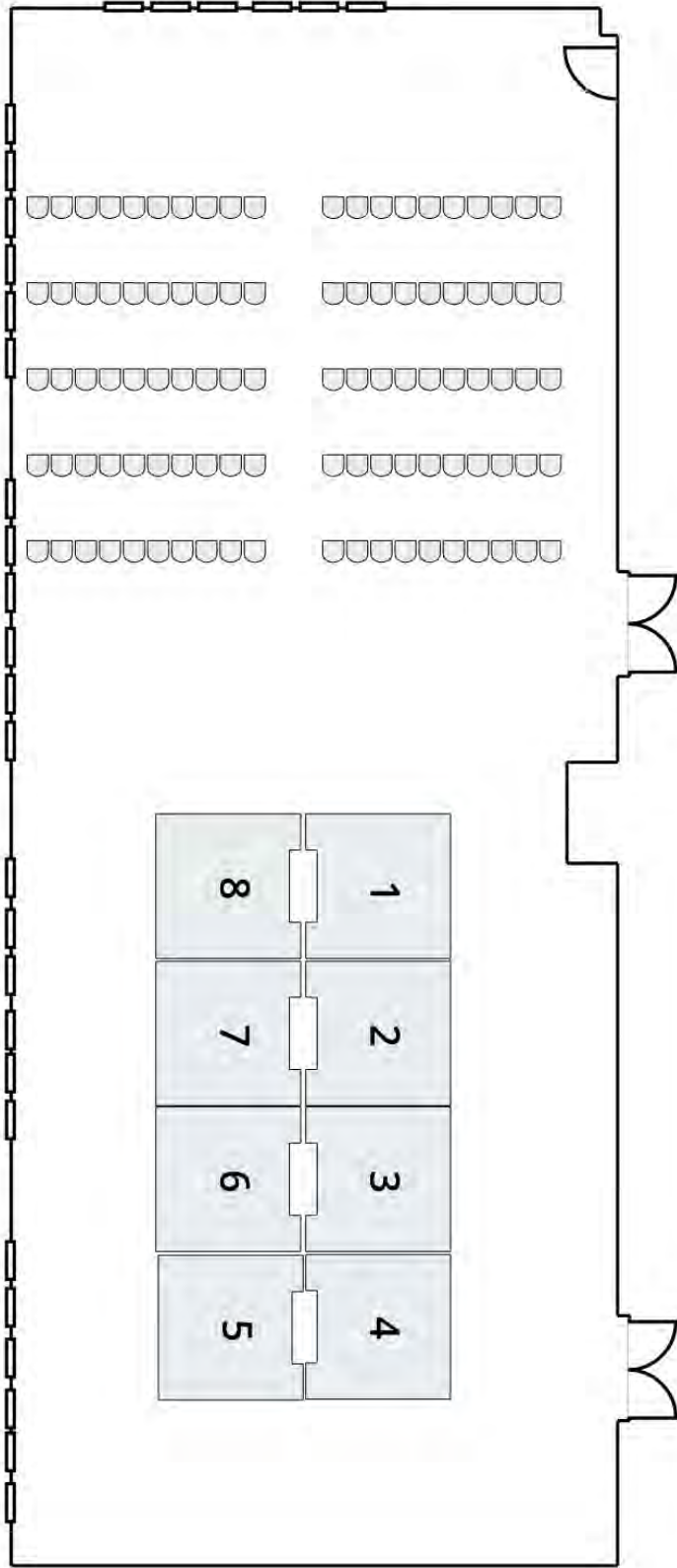
### WE CAN DESIGN YOUR ADS: (Production charges will apply.)

If you would like to have us design your ads, go to <http://msvwedding.com/ad-order> to submit your information and pay applicable charges.

AD DESIGN	PRODUCTION COST
PRINT AD	\$150
DIGITAL AD	\$150
BUNDLE (both print & digital in same style)	\$250



10 Feet



5 Feet