

---

## Testimonials...

*"Since I started doing shows with Joe, my business has increased over 70% and now my only form of advertising is your exclusive showcases!"*

**Stephanie, Designs by Stefanie**

*"In the past we exhibited at several of your competitors shows and we can honestly say - **"You are the best!"** We are always pleased with the turn out of brides in terms of numbers as well as their high caliber."*

**Marge, Artistic Images by Bruce and Marge**

*"I always make sales from your shows...something I haven't been able to say from other shows...you've got me for life!"*

**Denise, The Perfect Dress Bridal Couture Salon**

*"... The shows have helped me tremendously with my wedding business. I am a make-up artist for NBC television and have notice the same professionalism dealing with you as I have seen at NBC ..."*

**Jeanine Gherardi - Make-up Artist, MSNBC**

*"...We have seen an increase in our business from each event we've attended over the past year, PlanIt Expo events are always extremely well organized and produce a nice turnout of newly engaged couples..."*

**Kim Sharkey, East Coast Director Of Bridal Registry**

**Macy's, New York City**



## Social Media



Find us on  
**Facebook**

[www.facebook.com/planitexpo](http://www.facebook.com/planitexpo)

follow us on  
**twitter**

[www.twitter.com/planitexpo](http://www.twitter.com/planitexpo)

---

## Visit our Website

[www.planitexpo.com](http://www.planitexpo.com)



---

# PlanIt Expo



*America's Favorite Bridal Shows & Expos!*

**732.506.6800**

---

---

---

# About Us:

*PlanIt expo is a well established 20 year old bridal production company. We produce high energy bridal shows filled with everything a bride could possibly need to plan the wedding of her dreams. We feature the best in photography, catering, floral designs and more at our events, and at every bridal expo we have a high energy Broadway style fashion show that features the latest styles in wedding gowns, tuxedo's, and bridesmaid dresses. That's not all! Every event has delicious food for sampling, opportunities to win some very exciting prizes, and admission is always FREE!*



PlanIt Expo provides the exposure to promote your business and maximize your sales opportunities!

- ≈ Over 75 Bridal expos regionally each year
- ≈ 20 years experience in producing premium Bridal Shows!
- ≈ Extensive advertising campaign, featuring newspapers, radio, cable, internet, direct mail invitations, email blasts, press releases and much, much more!!
- ≈ Grand Prize Giveaways, featuring exciting honeymoon vacations sponsored by major travel destinations and much more!
- ≈ Spectacular Runway Fashion Shows!!
- ≈ Free listing in our Program Show Guide handed personally to all brides and grooms
- ≈ Table, linens, chairs and sign all included
- ≈ Free web listings
- ≈ Fair, professional and courteous service which will far exceed your expectations
- ≈ Support and guidance by our experienced show and exhibitor relations staff
- ≈ Qualified mailing lists e-mailed to you within 48 hours of each show, containing detailed demographic info for your post show marketing efforts.



## The Facts:

- ≈ 75% of our preferred exhibitors participate in every show!
- ≈ 87% of our exhibitors keep coming back!
- ≈ We are a member in good standing of BSPI; the industry's only true Show Producer's Organization and a sign of competence, professionalism and longevity.
- ≈ Since our inception we've produced over 1200 Expos, in over 127 different venues from catering facilities to world-class hotels in six states, and we've done and continue to do business with over 4, 350 companies!!!

## Reasons why Our Bridal Shows Work!

1. They provide more new prospects in one or two days than you could meet in many months.
2. They allow you to compete with and out-shine your competition on the spot!
3. They are great relationship builders with both prospects and other wedding professionals.
4. They allow your prospects to totally experience ("see, feel and taste") your product/service live.
5. They give you the opportunity to feel the pulse of the industry—what's new and exciting...what's hot and what's not.
6. The majority of brides today actually will wait to attend shows rather than risk making purchasing decisions they might regret later