



Dear Wedding Professional,

We would like to take this opportunity to invite you to participate in The Nittany Weddings Showcase on Sunday, October 22, 2017 at Toftrees Resort.

This Showcase is held for the benefit of you, the Wedding Professional. The goal of Nittany Weddings is to help and promote the community's wedding professionals and encourage the use of State College and the surrounding areas as a premiere wedding destination.

A fall date, a less intimidating and more intimate environment, plus plus a strong marketing presence directly to your target market makes this Showcase a pleasurable and non-overwhelming experience for both Wedding Professionals, and the couples who need you.

As we enter our 6th year, some highlights for this Showcase:

**1. Our Grand Prize.** Last year we had a Grand Prize of a \$1,000 Gift Certificate towards planning your wedding, and it went pretty well. I plan on offering this prize again. If you are unfamiliar with how this Grand Prize will work: The certificate will be issued by Nittany Weddings LLC, but may only be redeemed for the *goods and/or services of Nittany Weddings Showcase Participating Wedding Professionals who's names are listed on the certificate*. For businesses who want to be a Participating Professional and get your name on the certificate, we are asking that the business contribute a small \$20 fee to go towards the prize.

**2. Why should the brides get all the prizes?** You do all the work and the brides walk away with all the prizes. So this year we are changing that a bit. The way we use the space allows us and you to be creative with the way you set up your space, so I am adding a fun contest for you. The couples who attend the Showcase will have an opportunity to vote for their favorite "Vendor Space". The winner will be declared "Best of the Showcase" and will additionally win a Free Year of a Premium Listing on NittanyWeddings.com (Value of \$468). This opportunity is open to both current and non-NittanyWeddings.com subscribers.

We hope that you will be able to join us. More information and details about the Showcase are included in this packet, as are registration forms. All of this information including online registration and payment is also available on our website at:

[www.NittanyWeddingsShowcase.com/info-for-pros](http://www.NittanyWeddingsShowcase.com/info-for-pros). Please let us know if you have any questions or concerns, and we look forward to your joining us.

Sincerely,

Karen Stoner  
Nittany Weddings, LLC  
NittanyWeddings.com  
(814) 574-6280  
[info@nittanyweddingsshowcase.com](mailto:info@nittanyweddingsshowcase.com)



### **Quick Info at a Glance**

**Date:** Sunday, October 22, 2017

**Time:** 11:00 PM – 2:00 PM

**Place:** Toftrees Resort – 1 Country Club Lane State College, PA 16801

**Showcase Website:** [www.NittanyWeddingsShowcase.com](http://www.NittanyWeddingsShowcase.com)

**Contact Info:** Karen Stoner

Nittany Weddings, LLC

[info@nittanyweddingsshowcase.com](mailto:info@nittanyweddingsshowcase.com) / [kstoner@nittanyweddings.com](mailto:kstoner@nittanyweddings.com)

(814) 574-6280

107 Harvest Run Rd N

State College, PA 16801

### **Space Information:**

All spaces: **\$550** (For current, paying NittanyWeddings.com subscribers: **\$400**)

*\*Limited spaces: Gallery - \$200. Only 6 spaces available, spaces are slightly smaller than 8x8 feet and tighter together. More ideal for smaller businesses or Direct Sales businesses. One business per category in this room. First come, first served. No NitWed discount.\**

All Spaces are 8 feet wide, 8 feet deep

*\*If you would like more space, you may purchase 2+ spaces. If you would like less space, you may split the space with another Wedding Professional, but you will be responsible for finding someone to split the space with.\**

The Wedding Professionals will be situated throughout the Aspen Room and Ballroom, with limited small spaces in the Gallery.

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### **Showcase Planning Timeline**

June 1 – Wedding Professionals' Registration Opens

September 1 – Bridal Pre-Registration Opens

October 4 – Showcase guide ads due

October 15 – Final Balance Payments Due

October 19 – Prizes to be distributed by Nittany Weddings must be in our possession

October 19 – All Bag Stuffing Items due

October 21 – Toftrees opens for set up: 4:00 PM

October 22 – Showcase! 11:00 AM – 2:00 PM

## **What is included with your participation**

### **Showcase Space:**

We do not use Pipe and Drape to section off spaces. A draped 6' table, two chairs, and a small 8.5x11" sign with your business name is provided. Electricity and WiFi is available if you need it.



### **Maximum Exposure:**

This is an Exclusive Wedding Professionals' Showcase. In order to keep the intimate, calm, and non-overwhelming feel of the Showcase for both brides and Wedding Pros, we limit inclusion to no more than 4 Wedding Professionals in any given category.

### **Business Listings & Web Exposure:**

Business name and contact information will be listed on our website ([www.NittanyWeddingsShowcase.com](http://www.NittanyWeddingsShowcase.com)), in the Showcase Guide, as well as in marketing and print media where available. Business information will also be used in Social Media blasts through both Nittany Weddings Showcase and [NittanyWeddings.com](http://NittanyWeddings.com). Additional listings for all participants will also appear in a special Directory section on [NittanyWeddings.com](http://NittanyWeddings.com), therefore doubling your web exposure and impact. Social Media will also be utilized to increase exposure.

### **Showcase Guide:**

The Showcase Guide will be given to all guests/brides who attend the Showcase. They will contain the listings for all participating Wedding Professionals at the Showcase, as well as ads for businesses choosing to participate. There are a limited number of advertising options for businesses to advertise who do not participate in the Showcase. Please see our website at [www.nittanyweddingsshowcase.com/guide-only](http://www.nittanyweddingsshowcase.com/guide-only) for more information and guidelines. Following the event, any remaining guides will be distributed throughout the area to locations such as the Visitor's Bureau, hotels, etc.

### **Attendees List:**

You will receive the list and contact info of all couples: both pre-registered and those registered the day of the Showcase, for your own marketing needs. List will also include indications of which couples are in need of services in each needed category. We encourage you to connect with couples who need your services, but ask that you not overwhelm them, as they will be very overwhelmed with info following the Showcase.

### **Additional Misc. Info:**

Cash-and-carry sales are permitted except alcohol sales. Alcohol samples are permitted with proper ID and wristbands. (We can provide the wristbands) Couples in attendance will vote for the "Best of the Showcase"- the Wedding Professional with the best setup. The winner will receive the title and a free years' Premium Listing in the [NittanyWeddings.com](http://NittanyWeddings.com) Directory.

## Business Information



Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Business Category \_\_\_\_\_

Full Business Address \_\_\_\_\_

Publish Full Address     Publish City Only     Do Not Publish any Address

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Business Website \_\_\_\_\_

Business Description \_\_\_\_\_

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## Showcase Space Information

All spaces will be approximately 8'x8' and located in and around The Aspen Room and Ballroom.  
*Gallery Spaces: Smaller than 8x8, tighter spacing, only 6 available, first come availability*

### Prices:

For current, paying, [NittanyWeddings.com](http://NittanyWeddings.com) Professionals: \$400  
Non-[NittanyWeddings.com](http://NittanyWeddings.com) Professionals: \$550  
Gallery Space: \$200

#### Spaces include:

- 6' table w/ draping
- 2 chairs
- WiFi and Electric if needed
- We do not use pipe-and-drape to separate the spaces, spaces are open

*If you would like more space, you are welcome to purchase more than one space, if you would like less space, the space may be shared with another Wedding Professional. \*Please Note\* you will be responsible for finding the Professional to share your space with. NWS will provide assistance, but if no partner can be found, you will be responsible for the whole space.*

A 50% Retainer of Total Space Price Only will be required at time of registration to secure your space.

I would like to reserve # \_\_\_\_\_ space(s)    In the:  Aspen Room     Ballroom     Gallery  
(We will do our best to accommodate your first choice, but can not guarantee it)

If sharing, with who? \_\_\_\_\_

I will need for my space: (Check all that apply)

- Electric     Internet Access     No Skirting     Other (See below)

Other / Special Requests / Additional Information

*(We will do our best to accommodate any special requests)*

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Business Name \_\_\_\_\_



## Prize Form

- I do not wish to provide any prizes for this Showcase  
 I would like to provide a Door Prize (Showcase selects winner)  
 I would like to provide an Individual Prize (You collect names & select your own winner)

### Prize Details:

Prize: \_\_\_\_\_ Approx. Value: \_\_\_\_\_

Prize Description: \_\_\_\_\_

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## Showcase Guide

*The Showcase Guide will automatically contain the names, contact information, and descriptions of all participating businesses. In addition, we offer space for additional advertising.*

*If you do not wish to participate in the Nittany Weddings Showcase, but want to place an ad in the guide, please do not use this form.*

*Please visit [www.nittanyweddingsshowcase.com/guide-only](http://www.nittanyweddingsshowcase.com/guide-only) or contact us for a different form*

*The Guides will be distributed to all attendees of the Nittany Weddings Showcase. Following the Showcase, the guides will be distributed to venues around State College including the Visitor's Center, hotels, and more.*

*(Current, paying NittanyWeddings.com Professionals may take a 20% discount on all listed ad prices)*

I would like a:

- No additional ad in the Guide  
 Business Card Size Ad (2"h x 3.5"w) - \$50  
 1/4 Page ad (5"h x 3.75"w) - \$75  
 1/2 Page ad (5"h x 7.5"w) - \$125

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## Grand Prize Eligibility

The Grand Prize this year will be a \$1000 Gift Certificate towards wedding expenses. *The prize will be issued as a gift certificate that may be used only for the goods or services of Wedding Professionals who attend the Showcase and are listed on the certificate.* In order to be listed on the certificate, we are asking that Wedding Professionals contribute a modest \$20 towards the prize.

- I am interested in contributing to the Grand Prize and having my name on the prize certificate as an eligible professional recipient of the Grand Prize



## Wedding Professional Agreement

As an authorized representative of my business, I am registering to reserve space for my business at The Nittany Weddings Showcase on October 22, 2017. I understand and agree to the following points:

- At this time, a 50% Non-Refundable Retainer of my space price is due. The remaining balance, including any additional costs, must be paid in full by October 15, 2017.
- All payments are non-refundable after October 15, 2017.
- If I choose to withdraw from the show, I must do so in writing before October 15, 2017, and any balance (minus the retainer) will be refunded.
- If I have elected to provide an ad in the Showcase Guide, and the ad is not received by October 4 and subsequently by the time the guide goes to print, the ad will not appear in the guide, and no refund will be issued.
- If my balance is not paid, I will not be permitted to set up my space at the showcase, and a no-show at the showcase will not void unpaid balances.

\_\_\_\_\_ of \_\_\_\_\_ on \_\_\_\_\_  
(Representative) (Business Name) (Date)

### Billing Information:

*A 50% Retainer of the Space Price Only is required with this application, but the full balance may be paid at this time if you wish. The remaining balance, including any additional fees is due by October 15, 2017.*

I am paying by:  Cash  Check  Credit Card  Please use the Credit Card on file with Nittany Weddings

Amount to be paid/charged today: \$\_\_\_\_\_ (Full Payment may be made all at once if you choose)

#### Credit Card Info:

(This same card will be automatically charged for the balance on October 15 unless otherwise instructed)

Card: Visa MC AmEx Disc Name on Card: \_\_\_\_\_

Card # \_\_\_\_\_ Exp: \_\_\_\_\_

Security Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

#### For Office Use:

Date packet received \_\_\_\_\_ Retainer amt. paid \$ \_\_\_\_\_ Pmt. Form \_\_\_\_\_

Remaining Balance Due \$ \_\_\_\_\_ Balance Paid \_\_\_\_\_ Pmt. Form \_\_\_\_\_