

MEMBERSHIP DEADLINE: November 4, 2011

## One Great Program – Two Great Audiences

*With the Elite Wedding Collection Dual Audience Program  
your marketing dollars work twice as hard*

Consumer Edition



Travel Trade Edition



*Elite Wedding  
Collection*

Delivering Luxury Bridal Events *since 2006*

The Elite Wedding Collection now delivers two great audiences: *Bridal Consumers* actively planning their wedding event who need the ability to research and connect; and *Travel Professionals* who have the savvy and expert knowledge to recommend and book.

## ANNUAL GUIDE



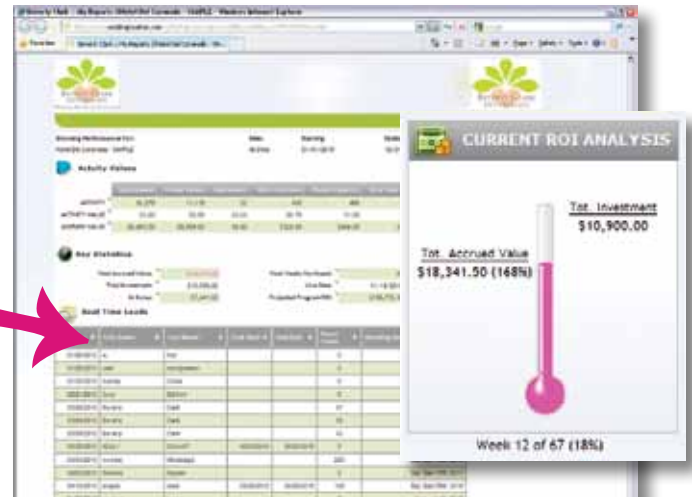
### Consumer Edition

Featuring editorial on etiquette, protocol, How to, destination highlights and the GUIDE featuring profiles of member properties.

### Travel Trade Edition

With editorial focused on "How to Sell the Destination Bride" and other user information, the Travel Trade Edition distributes to a minimum of 10,000 industry influencers including Travel Agents and Planners.

## TWO OPTIMIZED WEB SITES + ROI TRACKING

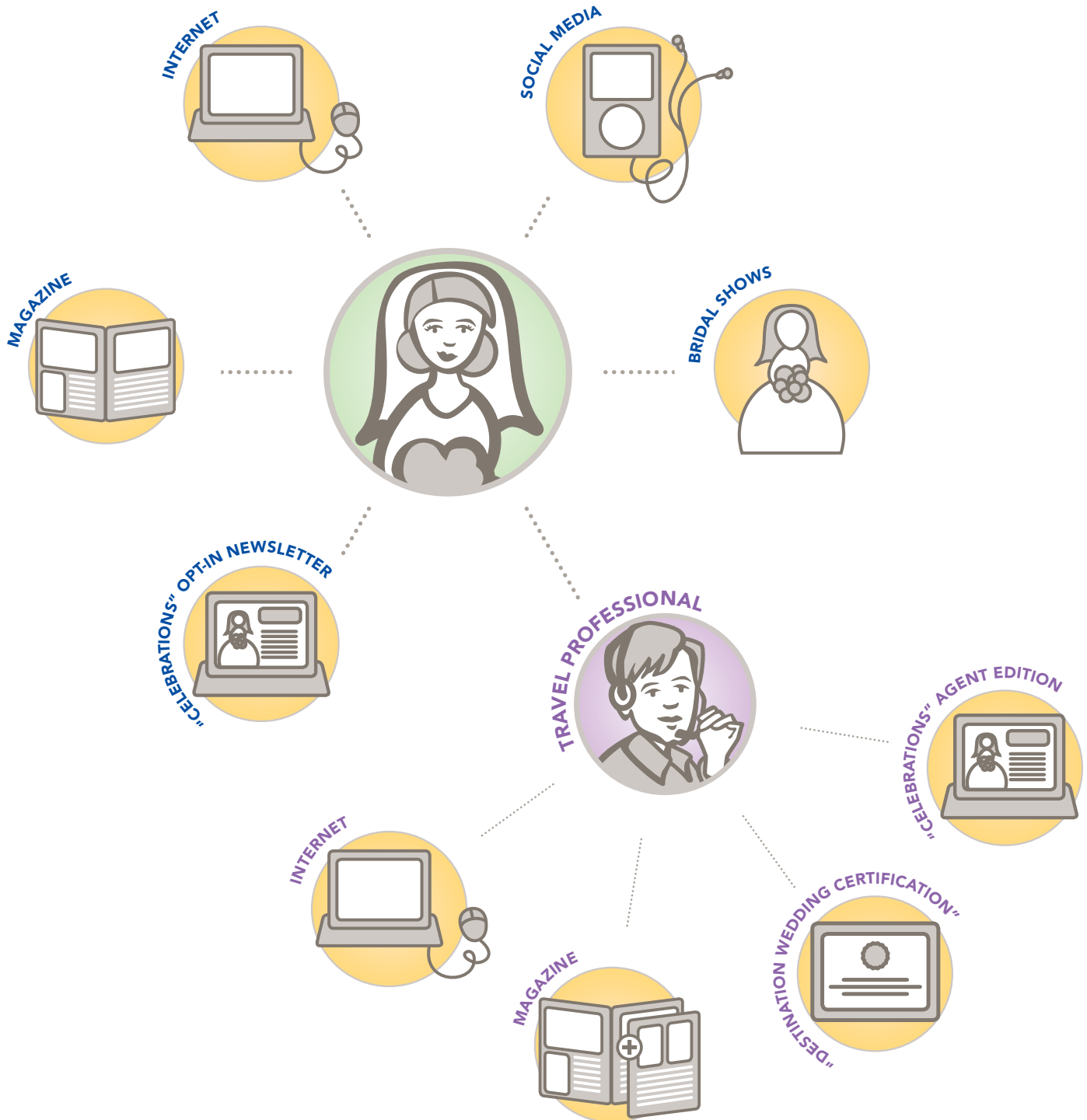


### Accountability & Transparency

Thousands of brides actively planning their event will interact with your profile. All actions are tracked and reported via your [Client Center ROI Account](#).

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## PROGRAM COMPONENTS



## ANNUAL MEMBERSHIP BENEFITS, FEES & PRODUCTION DETAILS

### Platinum Elite

\$16,330, 12 months, Bridal (Consumer)/Travel Professional Programs

#### MEDIA

- Showcase Feature Article – Print ..... 2-page Feature
- Showcase Feature Article – Digital ..... 2-page Feature
- EliteWeddingCollection.com ..... Platinum Profile
- WeddingLocation.com ..... Platinum Profile
- Interactive Slideshow

#### DIRECT MARKETING/TRADESHOW

- "Celebrations" eBlast ..... Consumer & Trade Editions
- Bridal Show Collateral Distribution ..... 4 Shows

#### MARKETING COLLATERAL

- "As Seen Program"
- Article PDF
- Linkshare
- Recognition Plaque

#### CONTINUED EDUCATION

- The Academy of Special Event Professionals – Training Webinar ..... 2 Webinars

### Gold Elite

\$10,900, 12 months, Bridal (Consumer)/Travel Professional Programs

#### MEDIA

- Showcase Feature Article – Print ..... 1-page Feature
- Showcase Feature Article – Digital ..... 1-page Feature
- EliteWeddingCollection.com ..... Gold Profile
- WeddingLocation.com ..... Gold Profile
- Interactive Slideshow

#### DIRECT MARKETING/TRADESHOW

- "Celebrations" eBlast ..... Consumer & Trade Editions
- Bridal Show Collateral Distribution ..... 4 Shows

#### MARKETING COLLATERAL

- "As Seen Program"
- Article PDF
- Linkshare

#### CONTINUED EDUCATION

- The Academy of Special Event Professionals – Training Webinar ..... 1 Webinar

### Impact Shop

CUSTOM COVER REPRINTS*	1-PG	2-PG
1,000.....	\$1,125.....	\$1,645
2,000.....	\$1,290.....	\$1,955
3,000.....	\$1,450.....	\$2,295

#### PERSONALIZED

RECOGNITION PLAQUE(S)\* ..... \$125 Each

*\*includes shipping to domestic U.S. address*

#### THE ACADEMY OF

### *Special Event Professionals*

#### THE ACADEMY OF

#### SPECIAL EVENT PROFESSIONALS

EDUCATIONAL WEBINARS ..... \$49 Each

- Book More Wedding Revenue
- Top 5 Ways to Increase Your Event Business
- Attracting Corporate Event Business
- The Holiday Season – Make it the Best!
- Aligning Yourself with the Best Strategic Planners
- 2012 Wedding Season Tips & Trends

ANNUAL WEBINAR PACKAGE (ALL 6) ..... \$199

WEDDING PRO. CERTIFICATION COURSE ..... \$599

#### PRODUCTION DEADLINES

##### Space Close:

November 4, 2011

##### Material Approval:

November 18, 2011

##### Live:

February 2012 – February 2013

#### PRODUCTION FEES & PROTOCOL

Included in your annual membership is the creation of your hotel profile.

There is no additional fee for standard article creation but we retain the right to charge \$175/hr for non-traditional approvals.



**Distribution Model**

- Newsstand:  
*55,000*
- Travel Professionals:  
*10,000*
- Digital Newsstand:  
*Zinio editions distributed to 3,500 - 7,000 additional Travel Trade professionals upon request.*
- Web Sites:  
*526,000*  
(annual combined visits)
- Consumer Bridal Events:  
*5,000* minimum

Planned Markets for 2012 include:

- Boston, MA
- New York, NY
- Connecticut
- West Palm Beach, FL
- Los Angeles, CA
- Beverly Hills, CA
- San Diego, CA



THE ACADEMY OF  
*Special Event Professionals*

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