

PrideGuide® SAN DIEGO

WEDDING
& Honeymoon
EXPO

**Show casing your business services to the LGBT
community.**

All are welcome!

Sunday, August 16, 2015

11:30am to 4:00pm



MARRIOTT MARQUIS
SAN DIEGO MARINA

333 W. Harbor Dr. San Diego, CA 92101

Same-sex weddings and commitment ceremonies are on the rise. It's predicted that LGBT weddings will add an expected \$17 billion to the already \$70 billion industry. That makes for an almost 25% increase in wedding related purchases. New York City's economy increased by \$259 Million during the first year after New York legalized gay marriage.

Pride Guide® California, the first publication to produce a LGBT wedding guide for California, is proud to announce its 1st Annual Wedding & Honeymoon Expo. Let us help you showcase your business to that eager Groom & Groom or Bride & Bride. Let's help make their special day and honeymoon memories last a lifetime.

EXHIBITOR PACKET

Sponsor Deadline May 22nd, 2015

General Exhibitor Deadline July 17th, 2015

Or Until We Sell Out!

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WEDDING & *Honeymoon* EXPO

DEMOGRAPHICS

- California Ranks 2nd highest concentration of same-sex couples.
- 30% of people moving to California claim to be part of the LGBT Community.
- The same-sex weddings sector is expected to add \$21 Billion to the existing \$70 Billion industry.
- In the first year after legalizing gay marriage in California, we are expecting a \$48 Million boost in the economy.
- An annual buying power of over \$800 Billion.
- The LGBT community has the highest disposable income out of any other group.
- 74% are brand loyal
- 77% switched to brand companies with a positive LGBT stance.
- Median household income is \$89,000
- 91% said purchasing decisions are favorably influenced by companies that advertise in LGBT media.



(Source: Community Marketing 2012, USA Today 2012, Witek-Combs Communications 2011 & U.S. Census 2010)

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SPONSORS

PRESENTING SPONSOR: \$2,995.00 (Limited to 4 Companies)

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped Panel behind your table.
- Logo on all Promotional Material for the Expo, as a presenter of the Expo.
 - Banners
 - Logo & listing online and ad in print
 - Expo Packet
 - Logo on all Marketing Posters and Passport Marketing Material
- Full Page ad and Listing in the 2016 California Pride Guide® and a listing with logo or picture on California's #1 LGBT website www.GoGayCalifornia.com for one year.

GOLD SPONSOR: \$2,425.00

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped Panel behind your table.
- Logo on Promotional Material for Expo
 - Logo & listing online and ad in print
 - Expo Packet
 - Logo on all Marketing Posters and Passport Marketing Material
- Full Page ad and Listing in the 2016 California Pride Guide® and a listing with logo or picture on California's #1 LGBT website www.GoGayCalifornia.com for one year.

SPONSOR DEADLINE FOR ABOVE PACKAGES May 22nd, 2015

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BOOTH PACKAGES

SILVER PACKAGE: \$1,725.00

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped panel behind your table.
- Company name highlighted on Expo Packet.
- 1/2 Page ad and Listing in the 2016 California Pride Guide® and a listing with logo or picture on California's #1 LGBT website www.GoGayCalifornia.com for one year.

BRONZE PACKAGE: \$1,425.00

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped panel behind your table.
- 1/4 Page ad and Listing in the 2016 California Pride Guide® and a listing with logo or picture on California's #1 LGBT website www.GoGayCalifornia.com for one year.

BASIC PACKAGE: \$725.00

- Table with table cloth and skirting & 2 chairs for your 10x10 booth.
- Draped panel behind your table.
- Listing in the 2016 California Pride Guide® and a listing with logo or picture on California's #1 LGBT website www.GoGayCalifornia.com for one year.

Want to upsize your booth?

- 10x20 add \$550 (Limited Space Available)
- 20x20 add \$1,100 (Limited Space Available)

Marketing Material Only: (For out of State Clients only) \$75.00/item

We are creating a booth to provide space for the out of state services, which are unable to attend the expo.

DEADLINE FOR BOOTH PACKAGES July 17th, 2015

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**For More Information or
To Signup Contact us today:**

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