

# Perfect Marriage!

Two great resources now partnering together to help you get your message out!

**For Advertising Contact:** Nicky Wilkinson, Sales Consultant • 319-531-8781 • Nicky@CorridorWeddingGuide.com

Iowa's Corridor  
**WEDDING**  
Guide

Annual publication date:

**January 3, 2020**

Wedding Guides are corridor racked and distributed at various local bridal shows, tastings, and by our vendors in the guide.



IOWA

Wedding  
EXPO



**February 16, 2020**

12 p.m. - 3 p.m.

Coralville Marriott Hotel  
& Conference Center

**August 16, 2020**

11 a.m. - 3 p.m.

DoubleTree by Hilton Hotel  
Cedar Rapids Convention Complex



APPLEBY PHOTOGRAPHY

# Iowa's Corridor WEDDING Guide



## Wedding Guide Publication Advertisement

Sizes - Width x Height

2 Page Spread	11" x 8.5" w/optional bleed 0.125"
Full Page	.5.75" x 8.75" + 0.125" Bleed
Full Page	4.875" x 7.75" - No Bleed
1/2 Page H	4.875" x 3.75"
1/2 Page V	2.3125" x 7.75"
1/3 Page H	4.875" x 2.4167"
1/4 Page H	4.875" x 1.75"
1/4 Page V	2.3125" x 3.75"
Mini Ad	2.3125" x 1.0833"

<b>A</b>	2 Pg Spread — \$3,800
	Full Page — \$3,300
	1/2 Page — \$2,900
	1/3 Page — \$2,600
	1/4 Page — \$2,400

<b>B</b>	2 Pg Spread — \$2,250
	Full Page — \$1,750
	1/2 Page — \$1,250
	1/3 Page — \$950
	1/4 Page — \$750
	Mini Ad — \$200

Up to 3 Directory Listings in book

♥	♥	♥	♥	♥
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♥	♥	♥	♥	♥	♥
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Monthly Bridal List\* - A target market spreadsheet with couples' contact info and wedding dates. In addition, the wedding guide sends a complimentary welcome newsletter to couples congratulating them & encouraging them to utilize all our FREE resources & vendors.

♥	♥	♥	♥	♥
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Up to 3 category listings on Website & Phone App

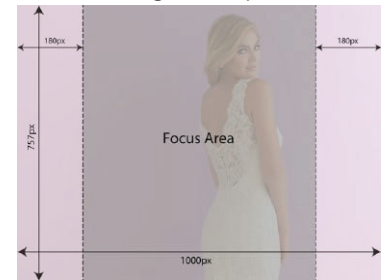
Sizes - in pixels  
Website Ad, App Ad & Gallery Photos . . . . . 1000 x 757  
Web & App Ad Safe area: 180 px from each side

♥	♥	♥	♥	♥
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Single booth for both 2020 Iowa Wedding Expos and registration lists (\$1,250 value)

♥	♥	♥	♥	♥
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## Website Image Example



## WEDDING GUIDE PUBLICATION ADVERTISEMENT PREMIUM POSITIONS — ADDITIONAL FEE

Back Cover Premium Position	\$800
Inside Front Cover Premium Position	\$500
Inside Back Cover Premium Position	\$500

## A LA CARTE – WEDDING GUIDE

Wedding Guide Website & Phone App Ads	\$500
Wedding Guide Monthly Bridal List*	\$450
Wedding Guide Website Ad	\$300
Wedding Guide Website Featured Vendor	\$200
Wedding Guide Website Ad - No Featured Image	\$100
Additional Wedding Guide Category Listing	\$50

Started in 1988, Iowa's Corridor Wedding Guide is a FREE publication, Website, and Phone App dedicated to helping couples plan for their big day and beyond. Iowa's Corridor Wedding Guide debuts every January with new wedding planning tips, inspiration, and a list of the area's elite wedding vendors.

## DISTRIBUTION & CIRCULATION

Iowa's Corridor Wedding Guide services the following counties: Benton, Delaware, Iowa, Linn, Jones, and Johnson. 7,500 guides are annually distributed at various local bridal shows, tastings, guide advertiser locations and racked throughout the Corridor. A digital copy of the guide is available online and can be downloaded. Plus, information is accessible on the app.

## SOCIAL MEDIA MARKETING

A free service included with your ad package! The Corridor Wedding Guide will promote its advertisers through social media outlets and all advertisers are welcome to submit expert tips and advice blogs that we will share.

## VENDOR CATEGORIES

- ♥ Banquet Halls & Venues
- ♥ Bridal Apparel & Services
- ♥ Bridal Shows
- ♥ Cakes & Sweets
- ♥ Catering & Cocktails
- ♥ Ceremony Sites
- ♥ Cooking Tools
- ♥ Décor & rental
- ♥ DJ, Entertainment & Photo Booths
- ♥ Dry Cleaning
- ♥ Finances & Insurance
- ♥ Floral
- ♥ Gift Registries
- ♥ Health & Beauty
- ♥ Home & Real Estate
- ♥ Hotels
- ♥ Invitations & Gifts
- ♥ Jewelers
- ♥ Officiants
- ♥ Photographers
- ♥ Pre-Parties & Bachelor/ette
- ♥ Transportation
- ♥ Travel & Honeymoon
- ♥ Tuxedos & Men's Apparel
- ♥ Videography & Cinematography
- ♥ Wedding Coordinators



## SPONSORSHIPS

	<b>DIAMOND</b> Category Exclusive; Max 3	<b>PLATINUM</b> Category Exclusive; Max 8	<b>METAL</b>	<b>DOUBLE BOOTH</b>	<b>SINGLE BOOTH</b>
	\$3,500 \$6,000 for both shows	\$2,400 \$4,000 for both shows	\$1,500 \$2,400 for both shows	\$800 \$1,500 for both shows	\$450 \$800 for both shows
Expo Booth	♥ — 20' x 20'	♥ — 10' x 20'	♥ — 10' x 40'	♥ — 10' x 20'	♥ — 10' x 10'
Vendor spotlight on Iowa Wedding Expo and Corridor Wedding Guide social media pages	♥	♥	♥	♥	♥
(2) Tickets to the Expo	♥	♥	♥	♥	♥
Listing on TheGazette.com, CorridorWeddingGuide.com, ticket site and event map	♥	♥	♥	♥	♥
Wireless internet	♥	♥	♥	♥	♥
Table, tablecloth and 2 chairs	♥	♥	♥	♥	♥
Opportunity to provide swag bag item	♥	♥	♥	♥	♥
Free Corridor Wedding Guide directory listing — <b>MUST BE RECEIVED BY NOV 20</b>	♥	♥	♥	♥	♥
Color ad in the event insert & and vendor spotlight* See a la carte for sizing	♥ — Full Pg ad & Spotlight	♥ — 1/2 Pg ad & Spotlight	♥ — 1/4 Pg ad only		
Ads on TheGazette.com promoting participation in the Expo	♥ — 50,000 imp	♥ — 20,000 imp	♥ — 20,000 imp		
<b>Registration expo data Expo attendance list</b>	♥	♥	♥		
Company logo on event poster	♥	♥	♥		
Discount on ads in Corridor Wedding Guide (excludes mini ad)	♥ — 20% Off	♥ — 20% Off	♥ — 10% Off		
Opportunity to participate in the runway show	♥	♥			
Featured vendor on Corridor Wedding Guide website	♥	♥			
VIP Tickets	♥ — 8	♥ — 6			
Company logo included in event advertising	♥				
:10 promotional video	♥				

\*Inserted into newspaper the Sunday prior to the event – reaches 104,776 readers plus in racked papers. Can be used as ad space or an article can be created by The Gazette team to feature your business.

### A LA CARTE – IOWA WEDDING EXPO

Color ad in the event insert - Full Page - 9.5" x 9.8"	\$1400
Color ad in the event insert - 1/2 Page V - 4.7" x 9.8"	\$850
Color ad in the event insert - 1/2 Page H - 9.5" x 4.8583"	\$850
Color ad in the event insert - 1/4 Page Sq - 4.7" x 4.8583"	\$525
Color ad in the event insert - 1/4 Page H - 9.5" x 2.3875"	\$525
Color ad in the event insert - 1/8 Page - 4.7" x 2.3875"	\$300
Targeted Digital Ads - Max 3 demographics	\$12/CPM
Registration data from both Expo events	\$450
Opportunity to provide swag bag item	\$75
Electricity	\$60
Corner Booth - Limited number available	\$50

The Iowa Wedding Expo is held twice a year — in Coralville in the winter and in Cedar Rapids in the summer. Each expo draws 200 to 325 brides plus their friends and family, to see the latest trends and finalize their plans with area vendors.

### MARKETING

Over \$20,000 in event advertising - including print, tv, radio and social media.

### SOCIAL MEDIA MARKETING

The Iowa Wedding Expo Facebook page has more than 6,000 followers, reaching a large group of interested Eastern Iowa couples throughout the year.

### August 16, 2020

DoubleTree by Hilton Hotel Cedar Rapids Convention Complex

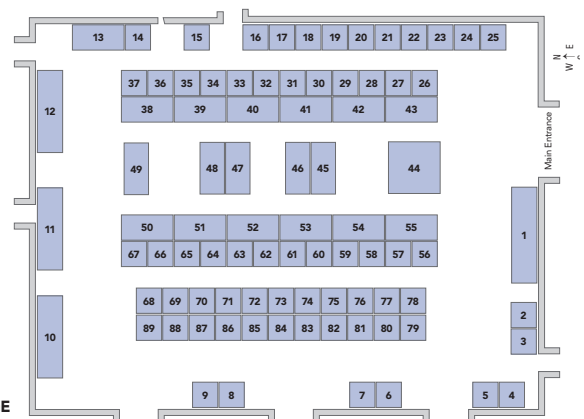


Entrance

MAPS SUBJECT TO CHANGE

### February 16, 2020

Coralville Marriott Hotel & Conference Center





**OFFICE USE ONLY** Date received: \_\_\_\_\_  Mutually agreed upon Account #: \_\_\_\_\_

## 2020 WEDDING EXPO / IOWA'S CORRIDOR WEDDING GUIDE AGREEMENT

Name of Company *(as it should appear in print)*: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**do not include address in directory listing**

Contact Name: \_\_\_\_\_ Phone/Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Website/Facebook: \_\_\_\_\_

Up to 3 Directory Listing Categories: \_\_\_\_\_

Additional listings may be purchased.

I have read and understand the rules and regulations provided with the attached contract and agree to abide by them.

**Signature & Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

<b>IOWA WEDDING EXPO</b>	<b>Feb</b>	<b>Aug</b>	
Diamond Sponsorship .....	_____	_____	\$3,500
Platinum Sponsorship .....	_____	_____	\$2,400
Metal Sponsorship .....	_____	_____	\$1,500
Double Booth.....	_____	_____	\$800
Single Booth.....	_____	_____	\$450

*Pricing is for single event.*

*Discount given for committing to both events.*

*One table and two chairs are included in all booths. For additional tables, chairs, carpeting, draping or other items please contact Spielman's Event Services directly at least two weeks prior to the event.*

<b>Booth Add-Ons</b>	<b>Feb</b>	<b>Aug</b>	
Corner booth .....	_____	_____	\$50
<i>Limited number available.</i>			
Electricity .....	_____	_____	\$60

**Participation in Gazette door prize? Y N**  
*The Gazette will collect info and draw winners.*

**Vendor will provide food samples from booth? Y N**

<b>A LA CARTE - IOWA WEDDING EXPO</b>	<b>Feb</b>	<b>Aug</b>	
Print Ad in Expo Insert			
Full Page .....	_____	_____	\$1,400
1/2 Page – H_ or V_ .....	_____	_____	\$850
1/4 Page – H_ or Sq_ .....	_____	_____	\$525
1/8 Page.....	_____	_____	\$300
Item in Expo swag bag .....	_____	_____	\$75
Registration data from both Expo events .....	_____	_____	\$450
<i>Expo Booth required to purchase.</i>			

<b>IOWA'S CORRIDOR WEDDING GUIDE</b>	<b>A</b>	<b>B</b>
2 Page Spread.....	_____ \$3,800	_____ \$2,250
Full Page.....	_____ \$3,300	_____ \$1,750
1/2 Page – H_ or V_ .....	_____ \$2,900	_____ \$1,250
1/3 Page .....	_____ \$2,600	_____ \$950
1/4 Page – H_ or V_ .....	_____ \$2,400	_____ \$750
Mini Ad (package B only) .....	_____	_____ \$200

*Additional ads of equal or lesser value are half price.*

**Add Premium Position**

Back Cover Full Page .....	_____ \$800
Inside Cover Full Page .....	_____ \$500

**A LA CARTE - IOWA'S CORRIDOR WEDDING GUIDE**

Wedding Guide Website & Phone App Ads..	_____ \$500
Wedding Guide Monthly Bridal List .....	_____ \$450
<i>Minimum \$500 spend in Wedding Guide required to purchase.</i>	
Wedding Guide Website Ad .....	_____ \$300
Wedding Guide Website Featured Vendor ...	_____ \$200
Wedding Guide Website Ad <i>(no featured image)</i> ..	_____ \$100
Additional Wedding Guide Category Listing	_____ \$50

**DISCOUNT:** \_\_\_\_\_ - \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**AMOUNT PAID:** \_\_\_\_\_ \$ \_\_\_\_\_

*\$100 non-refundable deposit must accompany contract.*

**BALANCE DUE:** \_\_\_\_\_ \$ \_\_\_\_\_

*Contract must be paid in full prior to publication and/or one month prior to event.*

A representative from The Gazette will contact you for payment. Credit Cards are accepted for payment: Visa, MasterCard, Discover  
 Please make checks payable to The Gazette. Mail to: 500 3rd Avenue SE, Cedar Rapids, Iowa 52401 Attn: Sharon Keys

Wedding Expo booth space reservations are not finalized until a signed contract and payment are received.  
 If you cancel your booth space reservation less than two months before the event, you will only receive a 25% refund;  
 If you cancel less than one month before the event, you will not be refunded any of your booth fees.

## 2020 Iowa Wedding Expo Exhibitor Contract Rules, Terms and Conditions

These are the Contract Rules, Terms and Conditions between Gazette Communications, Inc. ("The Gazette") and Exhibitor. Exhibitor agrees to participate in the Iowa Wedding Expo (such event, the "Wedding Expo") subject to the following rules, terms and conditions:

### Contract and Payment Required.

**Contract.** Exhibitor must return a signed contract and deposit or payment in full to The Gazette to reserve a booth. Except as provided herein, Booth assignment will be based on contract submission date. All checks should be made payable to The Gazette. Until a signed contract and check/credit card number is received, a booth will not be reserved for Exhibitor for the Wedding Expo. All exhibitor fees must be paid prior to the Wedding Expo - **the deadline for final payment is one month prior to event date.** Bundled plans will require 2 final payments

**Exhibitor Representative's Responsibility.** Exhibitor must name at least one individual to be Exhibitor's representative in connection with installation, operation and removal of its Exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible.

**Booth Relocation.** The Gazette reserves the right to relocate exhibitors in comparable spaces if it is deemed advisable and necessary and in the best interest of the Wedding Expo. In the event of relocation, Exhibitor will be advised in writing and given the option of selecting another location if available, or to cancel and receive a full refund of all payments.

**Eligible Exhibits.** The Gazette reserves the right in its sole discretion to determine whether any company or product is eligible for inclusion in the Wedding Expo. This determination may be made at any time before or after the start of the Wedding Expo.

**Attendee List.** The Expo attendee list is provided to Exhibitors who have purchased one of the following Expo packages: Diamond, Platinum and Metal. This list may be used for advertising purposes for Exhibitor's business. This list may not be resold, given, or distributed to any other business for its use. The list is the property of The Gazette.

**Cancellation of Wedding Expo.** In the unfortunate likelihood that the event is cancelled by The Gazette, Exhibitor may receive a refund of entry fees. Except as specifically provided in these Rules, Terms and Conditions, no refunds will be issued for any other reason. Businesses cancelling prior to 2 months of event date will be required to pay 25% of the full booked rate, will be responsible for 50% of the fully booked rate within 2 months of event date. Any cancellation within one month will require full booked rate payment. Businesses with outstanding balances will be invoiced according to the cancellation policy.

### Exhibit Booth

**Electrical Hook-ups.** Exhibitor packages do not include any electrical hook ups. Electrical outlets (20 Amp/120V) may be purchased by any exhibitor at an extra cost of \$60 in advance or \$70 day of event. Exhibitor is responsible for furnishing a standard 20Amp/120V for your equipment hook up. For safety reasons, no multiple hook-ups are allowed. The venue reserves the right to refuse to hook up equipment which is in need of repair, or is determined to be unsafe. Neither The Gazette nor the venue assumes any liability for any damage to equipment. Wall and post outlets are NOT to be used by the Exhibitor. Exhibitors found using power where no outlets have been ordered prior to the show are subject to one and one-half times the standard rate for outlets used.

**Wireless Internet.** Wireless internet is included in your booth price.

**Extra Tables.** Exhibitors may also rent extra tables for an additional cost.

**Defacing of Building/Equipment.** Exhibitor is liable for any damage caused by fastening displays or fixtures to the building floors, walls or to the standard booth equipment, or for damage caused in any other manner. Exhibitor may not apply paint, lacquer, adhesive or any other coating to building walls and floors or to standard booth equipment.

**Set Up.** Set up times will be communicated to Exhibitor 2 weeks prior to the event date.

**Tear Down.** Tear down of Exhibitor's Exhibit shall not begin before the Wedding Expo has ended. Exact Tear down/Load out deadlines will be communicated to Exhibitor prior to the event date.

### Character of Booth/Display.

**Samples.** Exhibitors will be allowed to give away free samples and promotional material at their booth location. If food samples will be given away, Exhibitor agrees to complete the food waiver in advance of the Wedding Expo. Alcohol samples are permitted with the completion of the waiver - please request from The Gazette.

**Display Limited to Booth.** Exhibitor agrees to not block the aisles or go outside the boundaries of the booth with tables, trays, noise, smoke or salespeople, provided that bridal salons and tuxedo shops may provide a reasonable number of strolling models. Salespeople soliciting registrations are prohibited from going outside of the booth space. All exhibitors must refrain from crowding the entrance.

**Sound.** Exhibitors will not be allowed to use microphones, except on main stage. Music will be allowed in booths, but must be controlled and kept low so as to not bother other booths in the area. Acceptable volume of any sound will be determined by The Gazette in its sole discretion. If The Gazette requests, all sound equipment must immediately be turned down or off.

**Smoke Machines Etc.** Smoke machines, open flames and lit candles are expressly prohibited.

**No Sub-Letting.** Exhibitor agrees not to sublet or sell any part of the booth purchased to any other exhibitor, business or individual. Exhibitor agrees to advertise and sell exhibitor's own product or service and no other businesses.

**Insurance.** Exhibitor shall at all times during the time Exhibitor has access to the Wedding Expo grounds maintain the following insurance from an insurance company rated B+ or above by Best: (a) workers' compensation insurance in compliance with the laws of the state where the Expo is held, with a liability limit to comply with statutory requirements; and (b) general commercial liability insurance, including contractual liability and advertising injury coverage, with a minimum liability limit of not less than \$1,000,000 combined single limit. If requested by The Gazette, the Exhibitor shall provide a certificate evidencing the foregoing coverage which names The Gazette as an additional insured.

**License.** Exhibitor agrees that The Gazette and its affiliates shall have the perpetual, worldwide, royalty-free license and right to collect and maintain, and to reproduce, publish, display, transmit, distribute, adapt, create derivative works from, syndicate and otherwise exploit or use, commercially or otherwise, in any medium, any and all pictures, video, and sound from the Wedding Expo, including the name and logos or Exhibitor or its products and the name, voice, likeness of Exhibitor's representatives which were made available at the Wedding Expo, whether prior to, concurrently with, or following Exhibitor's submission of a booth contract.

**Prizes.** All exhibitors have the opportunity to contribute a door prize to be given away during the Wedding Expo. Prizes should remain at vendor booth for winner to pick up. You do not have to be present to win.

**Compliance with Rules and Laws.** Exhibitor agrees to comply with these Rules, Terms and Conditions, all rules of event venues applicable to the use of its facilities and with all applicable laws, regulations and ordinances. Exhibitor agrees that if any of such rules, terms, conditions, laws, regulations or ordinances are violated, The Gazette, in its sole discretion, may expel Exhibitor from the Wedding Expo immediately. If The Gazette expels Exhibitor, NO REFUND WILL BE ISSUED TO EXHIBITOR. All decisions of The Gazette with respect to enforcement of these Rules, Terms and Conditions are final, binding and absolute and not subject to inquiry or appeal.

**Disclaimer of Warranties.** The Gazette makes no warranties with respect to the Wedding Expo or Exhibitor's participation in it. All goods and services provided by The Gazette with respect to the Wedding Expo are provided "AS IS".

**Limitation of Liability.** Exhibitor agrees that the Gazette is not responsible for any damage or theft to exhibits, and its contents or injury to any person by any causes whatsoever. Exhibitor agrees to make no claim for any reason whatsoever, including negligence, against The Gazette or its affiliates, their shareholders, directors, officers, employees or agents, or event venue, for loss, theft, damage or destruction of property; nor for any injury to Exhibitor or its employees or agents occurring while on event venue premises or from setting up, participating in or tearing down any Exhibit in the Wedding Expo.

**Governing Law.** The laws of the state of Iowa shall govern this contract, without regard to Iowa's choice of law rules. The state and federal courts located in Linn County, Iowa shall have exclusive jurisdiction over all suits and proceedings arising out of or in conjunction with this contract. The parties hereby submit to the jurisdiction of said courts for the purpose of any such suits or proceedings.

**Amendments to Rules.** The Gazette reserves the right to modify these Rules, Terms and Conditions and to adopt additional rules from time to time in its sole discretion concerning the Wedding Expo. Any such modifications or additional rules shall be effective immediately upon adoption and notice to exhibitors, and the Exhibitor agrees to comply with all such modifications and additional rules.

**Indemnification.** Exhibitor agrees to indemnify, defend, and hold harmless The Gazette, its affiliates and their shareholders, directors, officers, employees, and agents from and against any and all third party claims and other liabilities (including reasonable attorney's fees) that are caused by, arise from, or grow out of the negligent acts or omissions of the Exhibitor, its affiliates, and all of their respective officers, directors, employees, representatives, servants, invitees, patrons, or guests.

**Assignment.** Exhibitor may not assign any of its rights or delegate any of its duties under this contract without the prior written consent of The Gazette. All of the terms and provisions of this Agreement shall be binding on, and shall inure to the benefit of, the respective successors and permitted assigns of the parties.

**Force Majeure.** The Gazette shall not be liable for delay or failure of performance with respect to this contract caused by an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of The Gazette ("Force Majeure Events"). In such event, The Gazette shall at its option be entitled to retain such reasonable portion of the exhibitor fees as required to compensate The Gazette for expenses incurred up to the time of the Force Majeure Event.

## 2020 Iowa's Corridor Wedding Guide Terms and Conditions

**Monthly referral list will be provided when account is paid in full.** Advertiser agrees that referral lists are provided only for advertiser's own use. Any distribution or disclosure of the list or any of its contents to any person other than advertiser is prohibited. Should it become necessary to have an attorney involved, the advertiser agrees to pay attorney's fee and all other cost incurred.

Order is non-cancelable. Contract is valid for a minimum of 12 months. There are no other agreements other than set forth herein.

This contract shall not become valid and binding until it has been accepted in writing by The Gazette at its offices in Cedar Rapids, Iowa. All matters and questions not covered in these Rules, Terms and Conditions should be directed to the following:

Elizabeth Kimmel, Event Manager • 319-368-8962 • Elizabeth.Kimmel@TheGazette.com

Nicky Wilkinson, Sales Consultant • 319-531-8781 • Nicky@CorridorWeddingGuide.com