

PrideGuide® NEW MEXICO

WEDDING
& Honeymoon
EXPO

Showcasing your business services to the LGBT community.

All are welcome!

May 3, 2015

11:30am to 4:00pm



(330 Tijeras Ave. NW, Albuquerque, NM 87102)

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® New Mexico, the first publication to produce a LGBT wedding guide for New Mexico, is proud to announce its second 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: March 13, 2015

Exhibitor Deadline: April 10, 2015

Or Until We Are Sold Out!

PrideGuide® NEW MEXICO

WEDDING & *Honeymoon* EXPO

DEMOGRAPHICS

- New Mexico has one of the highest numbers of LGBT couples per capita in the U.S.
- Santa Fe has been rated as one of the gayest cities in the U.S. year after year.
- There is an influx of people from TX, OK & CO to come to New Mexico to get married.
- The same-sex weddings sector is expected to add \$17 Billion to the existing \$70 Billion industry.
- In the first year after legalizing same-sex marriage in New York, New York City's economy was boosted by \$259 Million.
- The LGBT community in the U.S. has 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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SPONSORSHIPS

PRESENTING SPONSOR: \$2,795.00 (Limited to 4 Companies)

- Table with table cloth and skirting & 2 chairs for your 8 x10 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 handouts
- Full Page ad and Listing in the 2015 Pride Guide® New Mexico and a listing with logo or picture on New Mexico's #1 LGBT website www.GoGayNewMexico.com for one year.

FASHION SHOW SPONSOR: (Call for Details)

- Table with table cloth and skirting & 2 chairs for your 8 x10 booth.
- Draped Panel behind your table.
- Full Page ad and Listing in the 2015 Pride Guide® New Mexico and a listing with logo or picture on New Mexico's #1 LGBT website www.GoGayNewMexico.com for one year.

GOLD SPONSOR: \$2,095.00

- Table with table cloth and skirting & 2 chairs for your 8 x10 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 handouts
- Full Page ad and Listing in the 2015 Pride Guide® New Mexico and a listing with logo or picture on New Mexico's #1 LGBT website www.GoGayNewMexico.com for one year.

SPONSOR DEADLINE FOR ABOVE PACKAGES March 13TH, 2015

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BOOTH PACKAGES

SILVER PACKAGE: \$1,395.00

- Table with table cloth and skirting & 2 chairs for your 8 x10 booth.
- Draped panel behind your table.
- Company name highlighted on Expo Packet.
- 1/2 Page ad and Listing in the 2015 Pride Guide® New Mexico and a listing with logo or picture on New Mexico's #1 LGBT website www.GoGayNewMexico.com for one year.

BRONZE PACKAGE: \$1,195.00

- Table with table cloth and skirting & 2 chairs for your 8 x10 booth.
- Draped panel behind your table.
- 1/4 Page ad and Listing in the 2015® Pride Guide New Mexico and a listing with logo or picture on New Mexico's #1 LGBT website www.GoGayNewMexico.com for one year.

BASIC PACKAGE: \$495.00

- Table with table cloth and skirting & 2 chairs for your 8x10 booth.
- Draped panel behind your table.
- Listing in the 2015 Pride Guide® New Mexico and a listing with logo or picture on New Mexico's #1 LGBT website www.GoGayNewMexico.com for one year.

Want to upsize your booth?

- 8 x20 add \$395 (Limited Space Available)
- 16 x20 add \$890 (Limited Space Available)

Marketing Material Only: (For out of State Clients only) \$75.00/item
Flyers will be placed in the 250 Swag Bags being given to attendees.

DEADLINE FOR BOOTH PACKAGES APRIL 10 , 2015

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**For More Information or
To Sign up Contact Us Today:**

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