

Pride Guide® NEW MEXICO

WEDDING & Honeymoon EXPO

Showcasing your business services to the LGBT community.

All are welcome!

May 4TH, 2014

Hotel Albuquerque at old town

(800 Rio Grande Blvd. NW, Albuquerque, NM 87104)

(Room Rates: \$99 Call 800-237-2133 Promo Code: Pride Guide Wedding Showcase)

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 first 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 Jan. 31st Exhibitor Deadline Mar. 7th, 2014

Or Until We Are Sold Out!

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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 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
 - Expo Bags (Large Logo)
- Full Page ad and Listing in the 2014 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 10x10 booth.
- Draped Panel behind your table.
- Full Page ad and Listing in the 2014 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 10x10 booth.
- Draped Panel behind your table.
- Logo on Promotional Material for Expo
 - Logo & listing online and ad in print
 - Expo Packet
 - Expo Bags (small Logo)
- Full Page ad and Listing in the 2014 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 JAN. 31ST, 2014

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BOOTH PACKAGES

SILVER PACKAGE: \$1,395.00

- 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 2014 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 10x10 booth.
- Draped panel behind your table.
- 1/4 Page ad and Listing in the 2014 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 10x10 booth.
- Draped panel behind your table.
- Listing in the 2014 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?

- 10x20 add \$395 (Limited Space Available)
- 20x20 add \$890 (Limited Space Available)

Marketing Material Only: (For out of State Clients only) \$75.00/item
Flyers will be placed in the 300 Swag Bags being given to attendees.

DEADLINE FOR BOOTH PACKAGES MARCH 7, 2014

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

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