Lemon + Sage

Bridal EXPO 2025

LIVE MUSIC I DJ BATTLE I MOTHER OF THE BRIDE DANCE OFF I FASHION SHOW I GIVEAWAYS I NORTH ALABAMA'S EVENT PROS



$25 Tickets Include

GROUP RATE FOR 5 PEOPLE $75

COMPLIMENTARY SKIN CARE SETS

COURTESY OF LEMON SAGE



SUNDAY

08.10.25

FROM 1-4PM

VBC SATURN BALLROOM

700 MONROE ST, HUNTSVILLE AL 35801

TICKETS AVAILABLE AT EVENTBRITE.COM

2025 Lemon Sage Bridal Expo Exhibitor Marketing Packages

Thanks for your interest in the 2025 Lemon Sage Bridal Expo! The objective of this event is to connect engaged couples and married couples planning anniversary celebrations with professional vendors to help bring their visions to life. This is also a great networking opportunity promoting brand awareness and collaboration throughout North Alabama.

The expo will be advertised on the following platforms:

- Star 99.1 & 98.1 The Beat
- Local billboards
- Audio ads via streaming platforms
- Digital ads vis streaming platforms
- Flyers distributed to venues and bridal shops throughout North Alabama
- Google and social media ads

Below you will find the marketing options available to promote your business leading up to the event and throughout the next year:

Standard Marketing Package

Investment: $598

Our standard marketing package includes the following:

- Access to email list of attendees
- 1 year hyperlink listing as a preferred vendor on our SEO optimized site, lemonsagebridalexpo.com
- Vendor booth including 8 ft table, linen and 2 chairs
- Ad printed in bridal directory
- Customized digital flyer highlighting your business
- Parking Pass
- Admission to our virtual workshop: Exhibitor's Guide to a Profitable Expo Experience
    - Exhibitors' Guide to a Profitable Expo Experience
    - Sunday, July 27⋅1:30 – 2:30pm
    - Video call link: meet.google.com/mku-mixt-akj
- Your business advertised on our social media platforms
- Complimentary website and social media analysis by SDAD Technology
- Professional candid photos provided to enhance your social media presence

Deluxe Marketing Package

Investment: $884

Includes everything listed in our standard marketing package plus the following:

- Your company logo printed on back of up to 100 expo t-shirts
- Your company name mentioned as a featured vendor in radio advertisements on 98.1 The Beat and/or Star 99.1
- 10 Minutes stage time during expo to promote
- Preferential booth selection

VIP Marketing Package

Investment: $1,768

Includes everything listed in our standard and deluxe marketing package plus the following:

- Early access to set up exhibitor booth
- Featured on a billboard in Madison County or Jackson County for up to 6 weeks

Vendor Booth A la carte

Investment: $364

Includes the following:

- Access to email list of attendees
- 8 ft vendor booth including linen and 2 chairs
- Customized digital flyer highlighting your business

Vendor Booth + Billboard Feature

Investment: $780

Includes the following:

- Access to email list of attendees
- 8 ft vendor booth including linen and 2 chairs
- Customized digital flyer highlighting your business
- Featured on a bridal expo billboard in Madison County or Jackson County

Flyer Sponsorship

Investment: $260

- Your company's logo will be printed as the sole sponsor on the back of 1,000 4x6 expo flyers

Website Advertisement A la carte

Investment: $260

- 1 year hyperlink listing as a preferred vendor on lemonsagebridalexpo.com with SEO

Bridal Swag Bag Insert

Investment: $78

- Your company's cards or promotional items will be inserted into the bags distributed to attendees.

Bridal Swag Bag + Step & Repeat Banner Sponsor Only

Investment: $208

Your company's business cards or promotional items will be inserted into the bags distributed to attendees along with your logo printed on the back drop of the selfie station. Pictures shared to social media post event will display your business logo as a sponsor.

Note: If you purchase a marketing package, this option will be a $100 upgrade.

Premiere Vendor Booth Upgrade

Investment: $175

Includes pipe and drape surrounding your booth at the expo

Retractable Banner Add On

Investment: $250

Retractable banner with complimentary graphic design (up to 3 revisions). Additional graphic design requests may incur an additional cost.

Swag Bag Participation Only

Enter your boutique into the fashion show segment here!

Investment: $312

- Your business logo will be included in the digital ads displayed during the fashion show segment. We will provide models if needed, dressing room and a coordinator to handle communication with the models and facilitate the rehearsal taking the stress away from you as the business owner. You provide the garments, and we will handle the rest!

Door Prize Donations

We are asking that each vendor provide a door prize valued at $25 or more to be given away by the emcee at the expo. Businesses who donate will be highlighted on our social media stories and announced during the event when the giveaway is presented.

FAQS

Linens

Exhibitors will be provided with a linen. Custom linens are permitted. Please return unused linen to a member of staff.

Electrical Outlets

There are a limited number of spaces with access to electrical supply. Please let us know if electricity is needed for your set up.

Early break down

Exhibitors are not permitted to break down prior to the event ending. In the event of emergency or need to leave early, please assign someone to your table to greet attendees.

Shared Vendor Booths

You may share a vendor table with another vendor upon request. You may share with an exhibitor of your choice or we can pair you with a vendor upon request.

Vendor Category Limits

This year we will only allow up to 3 vendors per category.

Parking

You will receive details regarding parking the week of the event.

WIFI

We will provide the wi-fi code at registration. Feel free to reach out with any additional questions that you may have. We would look forward to working with you and sharing resources to help your small business succeed!

Tierra Holley,

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Director, Lemon Sage Bridal Expo