

# WEDDINGS WITH PRIDE

Featuring North Carolina's Equality-Minded Wedding Professionals



MAGAZINE | ONLINE | EVENTS

# THE 2ND ANNUAL OUTER BANKS GAY WEDDING SHOWCASE

JANUARY 28, 2017 • HILTON GARDEN INN OUTER BANKS • KITTY HAWK, NC

The Outer Banks Gay Wedding Showcase is a sophisticated and intimate LGBTQQ event designed to connect the discriminating couple with wedding professionals who enthusiastically support marriage equality. This unique event is designed to build lasting relationships between Outer Banks wedding companies and our couples. Our three signature events offer multiple opportunities for couples and vendors to connect, establish rapport, and do business.



## VENUE TOURS • SATURDAY, JANUARY 28, 9 AM UNTIL 1 PM

We kick things off on Saturday morning with the most unique element of the weekend: our chauffeured wedding venue tours. With a maximum of six participating venues each on the North End and the Central Beach, the tour will deliver preregistered couples to you at an appointed time. Enrollment is on a first-come, first served basis.

### BENEFITS:

We know how difficult it is for wedding venues to convey their unique brand on the floor of a wedding show. Here's your chance to show and tell on site. Showcase your venue in any way that sells it: bring in your preferred vendors, create a mock reception, or serve food and drink. It's entirely up to you.



## THE WEDDING SHOWCASE • SATURDAY, JANUARY 28 11, 1 PM - 4 PM

Saturday afternoon, our wedding pros will meet our couples at the Wedding Showcase. Located in the Hilton Garden Inn Outer Banks, the Showcase is designed in true reception style as an intimate, open event. No pipe and drape or endless rows of vendors. Instead, we'll bring together the area's top wedding professionals in a free-flowing, casual environment.

### BENEFITS:

To give your message extra impact, we limit the number of vendors in any one product or service category to six. We also offer a private appointment room for couples and vendors to meet and discuss details.



## PRIVATE AFTER PARTY • SATURDAY, JANUARY 28, 7 PM UNTIL

On Saturday night, join us for our rousing After Party at the Hilton Garden Inn Pier House. Couples and vendors alike are invited to let down their hair, relax, and celebrate with lots of food, drink, music, dancing, and door prizes.

### BENEFITS:

This is where the relationships are sealed. You're invited to attend the After Party and socialize in a relaxed setting with couples you have met during the weekend. The Party is your third opportunity to spend time with them, get to know them, and close the deal.

SPONSORED BY:

WEDDINGS WITH  
**PRIDE**



THE 2ND ANNUAL  
**OUTER BANKS GAY WEDDING SHOWCASE**  
SPONSORSHIP & EXHIBITOR OPPORTUNITIES

**SHOWCASE SPONSOR: \$600**

- Double exhibit space in the Wedding Showcase
- If a venue, includes a spot on the self-guided venue tour
- Sponsorship recognition and listing on our web site for one year
- Full page color ad in Weddings with Pride Coastal Virginia Magazine
- Sponsorship recognition in event media relations, advertising, and direct marketing efforts
- Four All Access Couple's Passes (admission to all events)

**VENUE TOUR: \$450**

- 30-45 minutes with our couples at your venue.
- Single exhibit space at the Wedding Showcase
- Two All Access Couple's Passes (admission to all events)

**EXPO EXHIBITOR: \$350**

- Single exhibit space at the Wedding Expo
- Two All Access Couple's Passes (admission to all events)

**All investment levels also include:**

- Complimentary table and linen for your exhibit space
- An invitation to contribute an item to our Couple's Gift Bag
- A business listing in Weddings with Pride Coastal Virginia Magazine
- Admission to the Saturday night After Party
- A database of registered couples following the event
- A business listing with lead generation form on WeddingswithPrideVA.com for one year
- Access to the private appointment room at the Wedding Showcase
- Invitation to attend our Vendor Blender and Training Session in January 2017

**NON-EXHIBITOR MARKETING OPPORTUNITIES**

**COUPLES GIFT BAG INSERT: \$150**

A product, service offer or gift certificate placed in our Gift Bag given to all couples.



**REGISTRATION DEADLINE: DECEMBER 15, 2016**

Contact us for registration materials. Limit of 5 vendors in any one category.

# WEDDINGS WITH PRIDE™ MAGAZINE

## NORTH CAROLINA EDITION

Now more than ever, it's vital for North Carolina gay-friendly wedding businesses to get their message to LGBT couples. *Weddings with Pride™* Magazine is the first-ever statewide resource that positions North Carolina as a welcoming LGBT wedding destination.

Published in handy digest-size format, the magazine is divided into three distinct destination sections: **the Coast, Central NC, and the Mountains**. Our 2017 edition will feature editorial unique to the LGBTQ community, including same-sex wedding planning tips, real LGBT wedding stories, a print and online vendor directory, and an accompanying free digital edition.

### DISTRIBUTION

- At advertiser places of businesses.
- At LGBT-friendly businesses across the state.
- At Pride celebrations and LGBT centers throughout NC
- Single copy orders from our web site
- On our web site via our free digital edition.

### SPECIFICATIONS

Publication date: January 2017

Size: 6" x 9" (digest size)

Annual print run: 5,000

Distribution: free

Printed in full color



### 2017 DISCOUNTED RATES

Placement	Standard	Discounted
Center spread	\$1400	\$980
Back cover	\$1200	\$840
Inside covers	\$1000	\$700
Full page	\$800	\$560
Half page	\$600	\$420
Quarter page	\$450	\$315
Vendor directory listing	\$300	\$210

#### All of the above ad rates include:

- Our ad design services.
- A business profile with lead generation form on [WeddingswithPrideNC.com](http://WeddingswithPrideNC.com) for one year.
- A listing in the magazine's vendor directory, categorized by wedding destination.
- Placement in our online digital edition.
- An invitation to contribute real wedding stories, photography, and other editorial for publication.
- An invitation to contribute promotional content to our email newsletter sent to our subscribers.

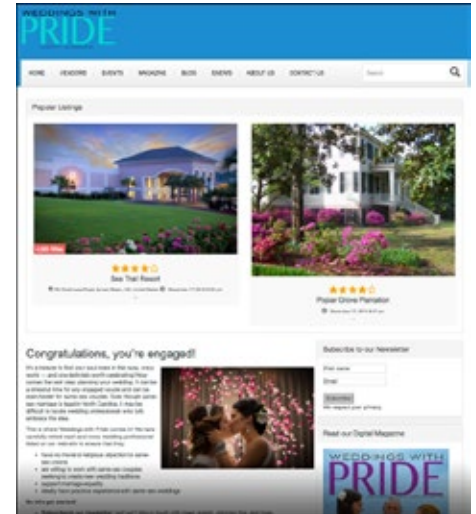
# WEDDINGSWITHPRIDENC.COM

## ONLINE MARKETING

Equality-minded wedding vendors are invited to reach the LGBT weddings market online. Our site ranks in the top ten search results for "North Carolina Gay Weddings" and will soon be the #1 source of information for same-sex couples planning a North Carolina wedding. Here's how we highlight your business:

### • CREATE YOUR ONLINE BUSINESS PROFILE

By listing your business on WeddingswithPrideVA.com, you create content oriented towards the LGBT community and manage your listing with 24/7 access. Upload photos, videos, documents, and more. We offer several affordable listing packages with a variety of features:



Premium Business Profile (annual)	Premium Business Profile (monthly)	Basic Business Profile (annual)	Basic Business Profile (monthly)
<b>\$240</b> for a 305 day listing. Save \$120 off the monthly rate.	<b>\$30</b> for a 30 day listing. Our Most Popular Option	<b>\$150</b> for a 365 day listing. Save \$70 off the monthly rate	<b>\$20</b> for a 30 day listing. Our budget option
✓ Front Page Exposure	✓ Front Page Exposure	✗ Front Page Exposure	✗ Front Page Exposure
✓ Highlighted Listing	✓ Highlighted Listing	✗ Highlighted Listing	✗ Highlighted Listing
✓ HTML Listing Content	✓ HTML Listing Content	✓ HTML Listing Content	✓ HTML Listing Content
✓ Visitor Counter	✓ Visitor Counter	✓ Visitor Counter	✗ Visitor Counter
✓ Top of Category	✓ Top of Category	✗ Top of Category	✓ Top of Category
✓ Google Map	✓ Google Map	✓ Google Map	✓ Google Map

### • GET EXTRA VISIBILITY WHEN YOU NEED IT

We also offer affordable add-on features, such as top of category placement, homepage feature banners, and more. Add these extra visibility features on as you need them for as long as you need them--all from your listing's dashboard.

### • GET PUBLISHED ON OUR BLOG

We also invite you to submit your same-sex wedding stories to your blog. We'll publish the couple's story and link to your web site as well as all other vendors involved!

### • DELIVER YOUR MESSAGE TO OUR COUPLES' INBOX

We maintain a database of opt-in email subscribers--LGBT couples who have asked us to send them information they can use as they plan their wedding. We can create an exclusive email for them with your message. We also offer banner advertising in our regular email newsletter sent to the same subscribers twice monthly. Ask about details and rates.



# 2017 OBX GAY WEDDING SHOWCASE

(please print)

TODAY'S DATE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

CITY/ST/ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ ALT PHONE: \_\_\_\_\_

PRODUCT/SERVICE CATEGORY (one only, please): \_\_\_\_\_

My business:  is gay-owned or operated.  has experience with same-sex weddings.

SELECT ONE:		
Showcase Sponsorship	\$800	\$ _____
Showcase Exhibitor Only	\$400	\$ _____
Venue Tour & Exhibitor	\$500	\$ _____
ADDITIONAL MARKETING OPPORTUNITIES		
Gift Bag Insert (non-exhibiting vendors)	\$150	\$ _____

TOTAL DUE	\$ _____
DEPOSIT (min 50% due with contract)	\$ _____
BALANCE DUE (by December 15, 2016)	\$ _____

**YOUR EXHIBIT SPACE:** We can supply at no additional charge one of the following: one (1) 6' banquet table and matching white linen or a one (1) 60" round table and matching linen. Sponsors may select two (2) table and two (2) white linens. Please indicate below. Damage to loaned linens will be billed to you at cost. You may also provide all of your exhibit space furnishings and linens. All exhibitors with a solid backdrop will be placed against a wall.

TABLES REQUESTED:  6' BANQUET  60" ROUND

DO YOU NEED ELECTRICITY?

DO YOU NEED LINENS?

DOES YOUR EXHIBIT HAVE A BACKDROP?

SPECIAL REQUESTS:

**PAYMENT TERMS:** Exhibit space is sold on a first-come, first-served basis. We limit the number of vendors in any one category to the first four (4) with contract and minimum 50% deposit. We accept all major credit cards. **Please make checks payable to Influence Marketing Solutions, LLC.** By signing below, you agree to the terms and conditions of the OBX Gay Wedding Showcase (see reverse). **Registration and full payment deadline is December 15, 2016.**

\_\_\_\_\_  
YOUR NAME

\_\_\_\_\_  
SIGNATURE

**If paying by credit card,** please complete the section below:

Credit Card Type: ( ) VS ( ) MC ( ) AX ( ) DS

Number: \_\_\_\_\_ X \_\_\_\_\_ / \_\_\_\_\_ Security Code: \_\_\_\_\_

## TERMS AND CONDITIONS

THESE TERMS AND CONDITIONS ARE PART OF THE CONTRACT ON THE REVERSE SIDE PERTAINING TO THE 2015 WEDDINGS WITH PRIDE OUTER BANKS EXPO ("EVENT") BETWEEN INFLUENCE MARKETING SOLUTIONS, LLC ("INFLUENCE") AND THE PERSON, CORPORATION, ENTITY, OR ORGANIZATION CONTRACTING WITH INFLUENCE ("CLIENT"). BY SIGNING THE CONTRACT, THE CLIENT HEREBY AGREES TO ACCEPT THESE TERMS, REFERRED TO AS THE "AGREEMENT".

**1. PAYMENT:** a minimum non-refundable 50% deposit in the amount specified on the reverse side shall be paid by the CLIENT to INFLUENCE upon signing of this agreement by cash, check, or money order. The balance of the payment is due 30 days prior to the EVENT. In the event the CLIENT fails to pay as indicated above, INFLUENCE shall reserve the following rights: (a) INFLUENCE reserves the right to cancel the CLIENT's participation and/or release the contracted exhibit space and provide said space to other CLIENTS. (b) Deposits paid by the CLIENT shall be retained as liquidated damages. (c) All uncollected balances due will be subject to interest accrued at 1.5% per month plus any collection, attorney, or other related fees as accrued. Returned checks will be subject to a \$50 returned check fee, and repayment must be made in cash or cashier's check. All checks will be made to INFLUENCE.

**2. CANCELLATION AND TERMINATION:** Either the CLIENT or INFLUENCE may cancel this contract at any time for any reason up to 30 days prior to the EVENT date. All notices of cancellation must be made in writing. INFLUENCE reserves the right to cancel this agreement for cause, including but not limited to behavior unacceptable to management on the part of the CLIENT, its agent or employees. INFLUENCE reserves the right to refuse participation of any CLIENT at any time. In the event the CLIENT cancels within the acceptable time frame, any monies collected less CLIENT'S deposit will be refunded. No refunds will be granted after August 20, 2015. In the event INFLUENCE cancels this contract, a refund in the full amount of the original deposit and any other fees collected will be made to the CLIENT.

**3. EXCUSED NON-PERFORMANCE:** If for reasons beyond its control, including but not limited to strikes, labor disputes, accidents, government requisitions, Acts of God or war, or natural disasters, INFLUENCE is unable to perform its obligations under this AGREEMENT, such non-performance is excused under this AGREEMENT and INFLUENCE may terminate this agreement and retain as much of the CLIENT'S fees as necessary to cover expenses. In no event shall INFLUENCE be liable for any damages whatsoever, including consequential, special, or punitive damages of any nature as a result of termination of this agreement under Section 5 or otherwise.

**4. WAIVER OF DAMAGES:** CLIENT shall protect, indemnify and hold harmless INFLUENCE and its cosponsors THE HILTON GARDEN INN OUTER BANKS and OUTER BANKS PRIDEFEST from any and all claims, losses, costs, damages, or expenses of any kind or nature whatsoever at the EVENT arising out of or from any accident or occurrence; the consumption or existence of any product sold by CLIENT or its agents; the sale of goods by CLIENT or its agents; or any act or omission of CLIENT, its employees, servants, agents, or invitees. CLIENT hereby expressly waives trial by jury in any litigation arising out of or in any way connected with this agreement or any breach hereof.

**5. ALCOHOL:** CLIENT agrees to abide by all local, state, and national laws regarding use, distribution, and consumption of alcohol during the EVENT. CLIENT also agrees to abide by alcohol policies and procedures of THE HILTON GARDEN INN OUTER BANKS. Any CLIENT not abiding by applicable laws and policies will be asked to vacate the premises immediately.

**6. CONDUCT AT EVENT:** CLIENT agrees to implement and maintain an appropriate and clean exhibit space and other assigned areas attended during the EVENT, not permit any trash or garbage to accumulate, and provide and/or pay for any labor needed to set up and take down any display. CLIENT shall leave the space occupied by them in the same condition as it was found. CLIENT shall not share or sublet its space, or promote any other business at the show without the express written consent of INFLUENCE. CLIENT shall be solely responsible for the conduct of all persons in attendance on their

behalf and for any damage done to any part of the host venue's premises during the EVENT. CLIENT shall abide by the dress code established by INFLUENCE. CLIENT also agrees that all sales and marketing efforts directed towards show attendees be conducted from the exhibit space contracted for by the CLIENT.

**7. CHILDREN AND ANIMALS:** No children under the age of 18 or live animals are allowed at the EVENT, during set up, or during break down.

**8. PROMOTIONAL CONSIDERATIONS:** CLIENT agrees that INFLUENCE MARKETING may list the CLIENT in show promotional materials and use photography, video and/or other media taken at the show for publicity purposes without compensation to CLIENT.

**9. EVENT MANAGEMENT'S RIGHTS:** The decision of the EVENT management is final in any disagreement between CLIENTS. All matters not covered in these conditions of contract are subject to the decision of Management, which will be final.

**10. FOOD AND BEVERAGE SERVICE :** Distribution of prepared or cooked food at the EVENT is limited to exhibitors who have secured available professional catering spots. All food must be prepared off site. No exhibitor may use action stations, hotplates, or other live food preparation tools on site. Warming lights, chafing dishes, and other low convection warming utensils are allowed. Passed food items during the showcase is strictly forbidden by all exhibitors, including exhibiting caterers. Distribution of alcoholic beverages by exhibitors is prohibited.

**11. ALTERATIONS OR VARIATIONS:** No alterations or variations of the terms and conditions of this agreement will be valid unless in writing and signed by the parties hereto. No oral understandings or representations are binding on either party hereto unless reduced to writing and signed by both parties.

**12. LICENSES AND ADA COMPLIANCE:** Any and all City, County, State or Federal licenses, inspections or permits required by law of any CLIENT in the operation or installation and/or operation of his display will be obtained and be the sole responsibility of the CLIENT at its own expense. The parties acknowledge that the Venue's capacity and obligation under the Americans with Disabilities Act of 1990 (the "ADA") to provide aids, facilities, and services in benefit of disabled persons are limited in number and kind. The CLIENT and INFLUENCE agree to indemnify, defend, reimburse, and hold the other harmless from and against any and all claims, liabilities, damages, penalties, costs, and expenses based upon the failure of the indemnifying party to comply with ADA requirements.

**13. MAILING LISTS:** Mailing lists are for the CLIENT's exclusive use. Distribution or disclosure of this list or its contents to any other person or business is prohibited. No EVENT mailing list may be used to promote any other event, or promote any business not in the show, without the express permission of INFLUENCE. Each mailing list will be seeded to allow INFLUENCE to monitor its use. CLIENT will be liable for a \$1000 fine payable to the INFLUENCE for each third party that they unlawfully supply this list to or promote with this list. Lists will be sent within two weeks after the show in which CLIENT participates.

**14. EXCLUSIVITY:** Management does not offer exclusives on any product or service at any EVENT it produces. Participation in the EVENT is by invitation only, and EVENT management reserves the right to, at its discretion, limit the number of exhibitors in any class of product or service .

**15. LAWS OF NORTH CAROLINA:** This agreement shall be governed by the laws of The State of North Carolina.



CREDIT CARD AUTHORIZATION FORM

By your signature on this form, you are authorizing Influence Marketing Solutions, LLC to charge your credit or debit card for the amount and at the frequency listed below as fulfillment of your payment for services rendered. We will charge your card only for the amount specified below and on the first (1st) day of the period specified below.

In the event the charge is declined for any reason, we will notify you in writing, and you will have 7 days to provide us with an alternate form of payment. If at the end of those 7 days, we have not received your payment, the remaining balance on your account becomes immediately due and becomes subject to additional charges.

Charges will appear on your credit card statement as Influence Marketing Solutions, LLC.

Today's Date: \_\_\_\_\_

Name as Appears on Card: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card Type:      Visa ( )      MC ( )      Discover ( )      AMEX ( )

Credit Card Number: \_\_\_\_\_

Security/CSC Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Amount to be charged:	Frequency/Dates
_____	_____
_____	_____
_____	_____
_____	_____

Please FAX this form to 757.257.8689 or return with your contract.