



*An Exciting  
Virtual Show!*

**Sunday, October 20, 2024**

27th Annual  
*Bridal &  
Beauty  
Expo*

**RenoBridalShow.com 775 822-2222**



**Do you remember when the wedding season was from June to September? Well, that is no longer the case!** Our wedding season is now April through October and research has proven that wedding couples prefer in-home wedding planning during these months. Recognizing this, Lockett Shows is excited to bring planning directly to them with Lockett Virtual.

Lockett Shows is the largest and most respected consumer event promoter in Reno. Year after year the company continues to revise the events in an effort to keep them fresh and to meet the ever-changing needs of both the merchant and the consumer.

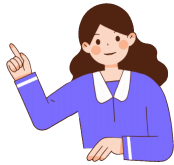
We made a solemn vow to our customers and our community that we would create a platform for them to meet, provide the answers to their customer’s questions, and build an even stronger community. We would prove to couples that they have a strong community here to plan weddings.

Here’s your opportunity to inspire hundreds of brides in just one day at Reno’s LARGEST Bridal Shows which has moved to where brides are... in their homes, on their phones, on their computers, and pressed for time. Book your Virtual Booth in the Reno Bridal Shows, Virtual Reno Bridal & Beauty Expo.

LIVE EVENTS



DIGITAL MARKETING



- Targeted Advertising Service
- Social Media Marketing



WE’VE GOT YOU!

VIRTUAL EVENTS



Bridal & Beauty Expo  
October 20, 2024

MY DREAM WEDDING MAGAZINE



NORTHERN NEVADA BRIDAL ASSOCIATION



- \*You become a member when you participate in the Virtual Show.
- \*You will be listed on the NNBA Website

We are taking our exhibitors directly to where engaged couples are... their home! In today's NOVEL marketplace, we have responded to Nevada's busy extended wedding season with a **virtual experience.**



- ➡ Couples can attend without leaving their homes.
- ➡ Couples can speak to you live or in chat.
- ➡ Not difficult to setup and we are here with you every step of the way.
- ➡ Same level of marketing to pull brides and grooms in to meet you and your business.
- ➡ Setup individual consultations with them.
- ➡ You will gain leads list just like as you do with our live event.
- ➡ Is free for couples.
- ➡ Does not require you to hire staff on the day of.
- ➡ No setup and teardown of a booth.
- ➡ No transportation costs to / from the show.
- ➡ Your feet won't hurt at the end of the day.
- ➡ Going forward we will have a virtual event AND the live event in January.

## FREQUENTLY ASKED QUESTIONS

### **Is there a leads list if I participate in the Virtual Bridal Show?**

Yes, there is. It comes in an excel spreadsheet, just as it does with our live events

### **I am not tech-savvy. Is this going to be difficult?**

This is not a difficult process at all. You will literally complete a form and your booth will appear in our virtual exhibit hall, ready for couples to arrive and speak to you on the day of the show. Too busy to man your booth? You don't have to...just don't setup Zoom or Chat. You are free for the day and let the show do the work for you!

### **I see a lot of events going "virtual", why?**

Engaged couples are going to continue planning their weddings and they are in need of the same level of planning attention they get at our live events. This virtual option means we can still meet couples in a way that you can talk to them one-on-one, show them what you can provide for their wedding and setup an individual consultation with to discuss their personal needs.

### **Since this event is virtual, is it free?**

I wish it were. Even though we do not need to rent a hall, or drive out, or set up booths and electricity, handle registration, and those types of live event activities, we still need to pay for marketing to bring engaged couples to the virtual event, as well as pay for our virtual presence. If we don't market... no one knows we are all dressed and ready to receive them and help them plan their wedding. We are working very hard to bring this new platform to our exhibitors and will continue to be available ensuring you are ready to market yourself to couples in a virtual reality.

### **Are you too busy to attend a live event?**

Our virtual presence will continue in concert WITH our live January event as an added value option for our exhibitors and couples. A virtual option for those who wish to plan from home and attend a bridal show or when the exhibitor is too busy to setup and attend a live event.

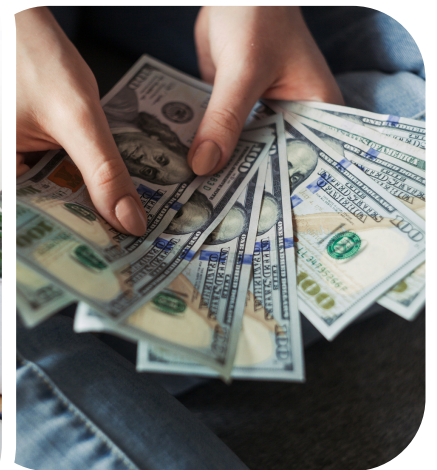
# Bridal & Beauty Expo


Virtual Show!





THERE'S MORE THAN ONE WAY TO MEET THE BRIDES!

\$295.00



 775 882-2222

 shirley@renobridalshow.com

 RenoBridalShows.com

# Annual Reno Bridal and Beauty Expo Virtual Show- October 20, 2024

The Exhibitor named below agrees to lease space from Lockett Shows (here after referred to as Management) according to the terms and conditions contained in this application.

**Application must be filled out in its entirety, Incomplete forms will be rejected.**

EXHIBITOR COMPANY NAME \_\_\_\_\_  
ADDRESS / CITY / STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE #'S \_\_\_\_\_  
BUSINESS EMERGENCY FAX  
E-MAIL \_\_\_\_\_ WEBSITE: \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_  
SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_  
SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_  
For Lockett Inc.

**Please review your application. Is it filled out completely? Thank you.**

Virtual Space Rate : \$295.00

Check # \_\_\_\_\_ \$ \_\_\_\_\_

### What happens next?

After Lockett Shows receives your application we will send you the Bridal & Beauty Virtual Exhibitor Welcome Kit with the instructions on how to set up your booth. It will include all the wonderful things you and your booth can do. **A bridal show with no Limits!** Not limited to booth or table size, as an exhibitor you create a working atmosphere of your own size and design allowing customers to experience your business and make decisions on the spot.

Complete this portion when paying with credit card.



CREDIT CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

AMOUNT AUTHORIZED\* \_\_\_\_\_

**\*When paying with credit card, payment MUST be in full.**

**Save money when you pay by check-  
Credit Card payments incur a 3%  
processing fee and must be paid in full.**

