

FOR IMMEDIATE RELEASE

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**FIRST ANNUAL GREATER EUREKA SPRINGS
WEDDING SHOW TAKES SHAPE FOR FEBRUARY 2007**

(EUREKA SPRINGS, AR) – The First Annual Greater Eureka Springs Wedding Show, “Romancing the Springs” will be held beginning Friday, February 23, through Sunday, February 25. The show will target prospective brides and grooms from Arkansas, Missouri, Texas, Tennessee, Louisiana and Oklahoma.

“Members of the Greater Eureka Springs Chamber of Commerce with assistance from the city Advertising & Promotion Commission have traditionally attended various wedding shows in those areas,” commented Roanna McDaniel, chair of the chamber’s Wedding Committee. “One of the challenges in interacting with future brides and grooms and their friends and families in remote venues has been to be able to get across the beauty of the Greater Eureka Springs area, and the variety of locations and services available. It is hard to do with just pictures, publications or video. The Wedding Committee thought it was a perfect time to bring prospective brides and grooms to Eureka Springs and show them first-hand, the perfect destination for their wedding or even honeymoon and anniversary. They will be able to interact with many vendors face-to-face, and not just with one or two general representatives from the area. It will allow much more opportunity for the vendor to “close the sale” at the time of the visit. An additional benefit to the city will be realized, as these visitors will seek lodging and dining, as well.”

In addition to a fashion show and scavenger hunt during the weekend, a grand-prize giveaway of a Eureka Springs dream wedding will be awarded to a lucky bride and groom-to-be. The dream wedding will include just about everything from a bachelor and bachelorette party, to wedding flower preservation, all done Eureka style.

The Eureka Springs Wedding Show “Romancing the Stone” is but one of the cornerstones in the Chamber’s wedding marketing plan for 2007. In addition to the wedding show, the Wedding Guide is being produced in a magazine size format, rather than the digest size of the past.

“Chamber members were telling us that response from the Wedding Guide was either good or lukewarm in recent years. In changing the size of the guide, we are working toward being able to add editorial content, more pictures, and achieve status similar to Arkansas Bride,” commented Jeff Feldman, president of the Chamber, speaking on behalf of the Wedding Committee.

The Wedding Guide will be published with a distribution plan in place as well. Distribution will include seven or more wedding shows in the travel area, and be delivered to retailers and service providers in the area like bridal shops and jewelry stores. The Wedding Guide will continue to be the dedicated response piece for wedding inquiries received by the Chamber and CAPC through telephone and Internet contact by visitors.

The Wedding shows for 2007 have been set for Springdale, Tulsa, Joplin, Memphis, Little Rock, Ft. Smith, and Springfield. Volunteers from the Wedding Committee have selected the shows that they will attend and represent Eureka Springs. Anyone interested in attending the shows should contact the Chamber. Attendees are allowed to represent their own establishment at the show as well as all of Eureka Springs.

As a final cornerstone to the wedding marketing plan, the Chamber’s Internet site will be changed to better promote the wedding market and vendors in Eureka Springs.

“We have a great product (weddings) in Eureka Springs,” said McDaniel. “We should make great strides this next year in getting the word out about how Eureka Springs has it all for a “Distinctive Destination” wedding. We also want to drive home that Eureka Springs is the place for honeymoons, anniversaries, vow renewals and of course, Romance.

For additional details about the Chamber's Wedding Marketing plan, please visit www.eurekaspringschamber.com and click on the Weddings tab, then Romancing the Springs.

A reservation form for booth space for the show can also be accessed from the Chamber website. Click on e-news/media, locate the Romancing the Springs story. At the end of the release is a link to the reservation form.



Publications Committee and
Wedding Subcommittee

Presents

The Romance and Wedding

2007

Marketing Plan

DRAFT ONLY

CORNERSTONE # 1

The Eureka Springs Wedding Guide

2007 Production

- Larger (8 ½ x 11 format)
- More editorial content
- Wedding planner
- Keepsake
- Quantity 17,250 versus 15,000 last year
- Expanded distribution plan

The Romance and Wedding

2007

Cornerstone #1

Marketing Plan

**The Eureka Springs
Springs Wedding
Guide
Production**

CORNERSTONE # 2

The Eureka Springs Wedding Guide

2007 Distribution

- **Quantity 17,250 versus 15,000 last year**
- **Wedding Shows in travel area (7-8)**
- **Dedicated response piece – Wedding Shows**
- **Dedicated response piece – Wedding inquiries**
- **Direct mail to vendors in travel area ...**

CORNERSTONE # 2

The Eureka Springs Wedding Guide

2007 Distribution

Direct mail to vendors in travel area:

- Florists
- Bakeries
- Hospitals
- Jewelry Stores
- Shopping Malls
- Ob/Gyn Offices
- Grocery Stores
- Dentists
- Hair Salons
- Bridal Salons
- Party Rentals
- Sororities
- Universities

The Romance and Wedding

2007

Cornerstone #1

**The Eureka Springs
Springs Wedding
Guide
Production**

Cornerstone #2

**The Eureka Springs
Wedding Guide
Expanded
Distribution Plan**

Marketing Plan

CORNERSTONE # 3

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

February 23, 24, 25

2007

Eureka Springs, Arkansas

**“A DISTINCTIVE DESTINATION
WEDDING”**

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

- **Brides and Grooms in Eureka Springs**
 - **Vendor Booths**
 - **Fashion Show**
- **Door Prize Give-aways**
- **GRAND PRIZE...**

**A Romantic
Eureka Springs
Dream Wedding
worth up to
\$10,000 !**

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

Sponsorship Opportunities

3 WAYS TO PARTICIPATE...

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

I.

If you are a: Chamber Member

You receive: A booth

Your Price: \$250

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

II.

If you are a: Chamber Member And a Wedding Guide advertiser

You receive:

- A booth at the show
- your business logo on all show advertising
- your business tip-in you provide that we insert in participant bags
- one year free “enhanced listing” on the Chamber website in the “wedding” category

Your Price: \$100

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

III.

If you are a: Chamber Member And a Wedding Guide advertiser And provide a *1 in X “grand prize” entry Or a door prize worth \$100 or more

You receive:

- A booth at the show
- your business logo on all show advertising
- your business tip-in you provide that we insert in participant bags
- one year free “enhanced listing” on the Chamber website in the “wedding” category

Your Price: \$0 (Yes... zero, zip, zilch, nada, nothing)

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

How the *1 in X “grand prize” entry donation works:

- The first X vendors to sign up for the Eureka Springs Wedding show and pledge to provide an item or service for the Grand Prize of a \$10,000 Dream Wedding in Eureka Springs will be eligible for the level three benefits and cost.
- The first X vendors must also provide product or services worth \$100 or more for door prizes. (See Prize Specs for details)

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

How the *1 in X “grand prize” entry donation works: (cont.)

- The winner of the Grand Prize Dream Wedding in Eureka Springs worth \$10,000 will select a vendor from each category included in the Grand Prize wedding.
- Suppliers chosen by the winner for the Grand Prize Dream Wedding will be featured in all publicity for the actual wedding.

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

Prize Specifications:

- Grand Prizes
- XXX must be valued at xxxx and include yada yada yada
- XXX packages must be valued at xxx and include yada yada yada

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

Prize Specifications:

- Grand Prizes (cont.)
- XXX must be valued at xxxx and include yada yada yada
- XXX packages must be valued at xxx and include yada yada yada

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

Prize Specifications:

- Grand Prizes (cont.)
- XXX must be valued at xxxx and include yada yada yada
- XXX packages must be valued at xxx and include yada yada yada

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

Prize Specifications:

- Grand Prizes (cont.)
- XXX must be valued at xxxx and include yada yada yada
- XXX packages must be valued at xxx and include yada yada yada

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

Prize Specifications:

- Door Prizes
- XXX must be valued at xxxx and include yada yada yada
- XXX packages must be valued at xxx and include yada yada yada

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

Major Sponsors:

- Major1
- Major2
- Major 3
- Minor 1
- Minor 2

The First Annual Eureka Springs Bridal Show

ROMANCING THE SPRINGS

Media & Support

- Regional 1 (ex. KHQZ)
- Local Area 1 (ex. ArkDemGaz)
- Local Area 2
- Local 1
- Local 2

The Romance and Wedding

2007

Marketing Plan

Cornerstone #1

**The Eureka Springs
Springs Wedding
Guide
Production**

Cornerstone #3

**The First Annual Eureka
Springs Bridal Show**

**ROMANCING
THE SPRINGS**

Cornerstone #2

**The Eureka Springs
Wedding Guide
Expanded
Distribution Plan**

CORNERSTONE # 4

Wedding Shows in Our Travel Area 2007

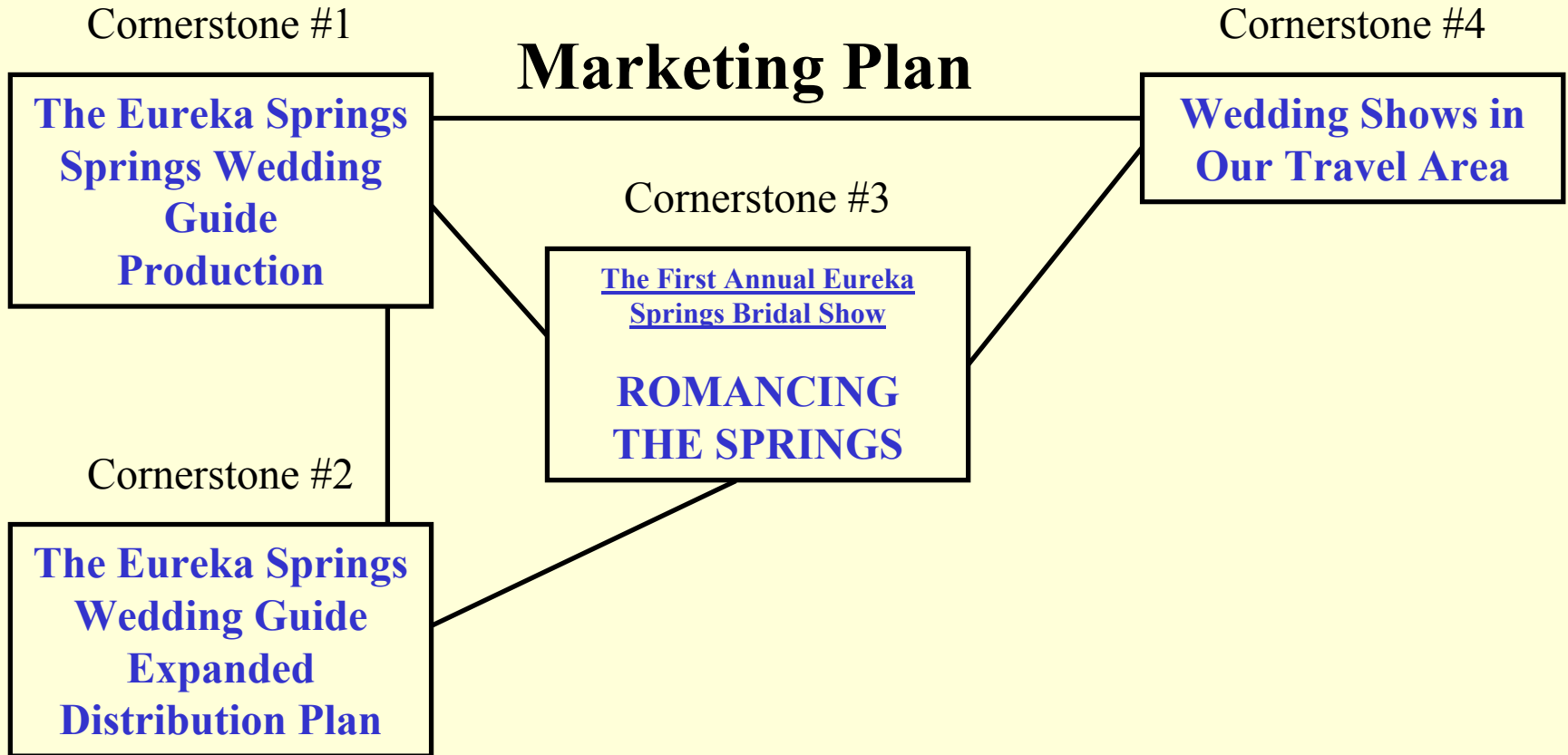
- **Tulsa**
- **Joplin**
- **Memphis**
- **Springfield**
- **Little Rock**
- **Ft. Smith**
- **Springdale**

**Goal to Reach
5,000 Potential
Brides and
Grooms**

The Romance and Wedding

2007

Marketing Plan



CORNERSTONE # 5

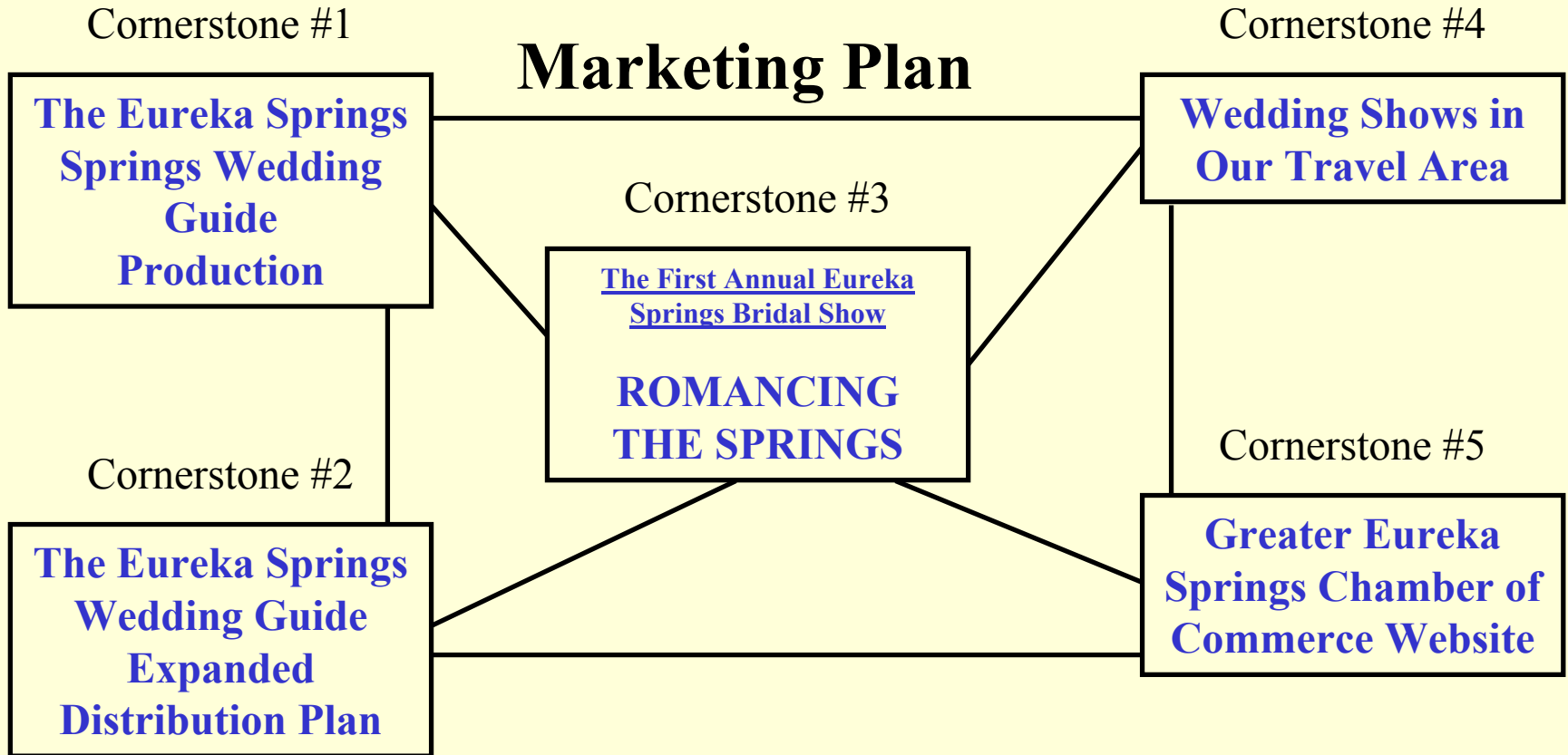
Greater Eureka Springs Chamber of Commerce Website

- **3rd on Google for search “Eureka Springs”**
- **Over 300,000 web site visitors 2006**
- **Home Page Banner Ad Expansion - 2006**
- **Enhanced listings in wedding category**
- **Being discussed for 2007 – “Featured” listings on website with Wedding Guide ad purchase.**

The Romance and Wedding

2007

Marketing Plan



“Romancing the Springs”
First Annual Eureka Springs Wedding and Romance Show
2007 Vendor Contract
February 23, 24 and 25, 2007
Inn of the Ozarks



Business Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ e-mail _____

Participation Level:

- 1. I am a Greater Eureka Springs Chamber Member and want a booth for the show for \$250.
- 2. I am a Greater Eureka Springs Chamber Member, a Chamber Wedding Guide advertiser, and agree to donate a door prize worth at least \$100.
In return, I receive a booth, an enhanced listing on the Chamber website for one year, my business name on Wedding Show promotional materials, and my business brochure or flyer in promotional bags given to participants of the show. My price is \$100.
- 3. I am a Greater Eureka Springs Chamber Member, a Chamber Wedding Guide advertiser, agree to donate a door prize worth at least \$100 and participate as a sponsor in the Grand Prize \$10,000 Eureka Springs Dream Wedding. In return, I receive a booth, an enhanced listing on the Chamber website for one year, my business name on Wedding Show promotional materials, and my business brochure or flyer in promotional bags given to participants of the show. If I am selected as a finalist in the Grand Prize Dream Wedding, my booth cost will be \$0 refunded to me after the drawing if selected, otherwise if I am not selected my cost will be \$100.
- 4. I am a NOT a Greater Eureka Springs Chamber Member but would like be to be a Sponsor for the show
Sponsorship Levels:
 - \$5,000 – Presenting Sponsor - Includes booth, advertisement as major sponsor at show and on all promotional materials, and billing as “Romancing the Stone” Presented by:
 - \$2,500 – Platinum Sponsor - Includes booth and advertisement as major sponsor at show and on all promotional materials.
 - \$1,000 – Gold Sponsor - Includes booth and inclusion on all promotional materials
 - \$500 - Silver Sponsor - Includes booth with donation of door prize worth at least \$100

TOTAL _____

PAYMENT _____

BALANCE DUE _____

Enclosed is my check or charge my credit card for \$ _____ to cover full cost of advertising.

Card # _____

Name on Card _____

Card Billing Address _____ City _____ State _____ Zip _____

Exp. Date _____ Signature (required) _____