

# **LETTER FROM THE PRESIDENT**

**As founder of WORLD OF BRIDES AND BABIES INC, I have extensive experience in the bridal and baby tradeshow industry having successfully managed 22 tradeshows in the GTA area.**

**I am extremely familiar with the demographics of businesses and attendees. Last year, I was recognized as an industry leader with the Canadian National Over-Achievement Award.**

**The concept of bridal and baby marketing is quite simple. Each company strives for repeat clients. Once rapport has been built with a client, word of mouth referrals follow. Additionally, flow through business occurs when brides become moms.**

**WORLD OF BRIDES AND BABIES INC. presents three dynamic target markets: bridal, baby and young families. Promotional opportunities are provided through the Internet and featuring on-line tradeshows.**

**Your business has the opportunity to be a part of this exciting time and step into the future of families. I welcome you to join the energy of my dynamic team.**

## **MISSION STATEMENT**

**"THE FAMILY LIFECYCLE BEGINS WITH YOU, WE STRIVE TO RECOGNIZE THE NEEDS OF EACH INDIVIDUAL"**

**Yolanda Belfrutto**

# **2004-2005 ON-LINE TRADESHOWS**

The Internet is rapidly expanding and remains the most flexible medium ever. Traditional advertising is potentially limited by either time or space. Why distribute promotional material to everyone? Choose your target market. The Internet expands to suit your ever-changing needs with 24-hour on-line marketing.

Advertising and media campaign promoted by  
**WORLD OF BRIDES AND BABIES INC.**

## **Show Dates and Extravaganza Day Draws\***

**November 1, 2004**

**May 1, 2005**

**November 1, 2005**

On November 1, 2004 Sandals is sponsoring an all inclusive vacation package valued up to \$7500.00 to Varadero, Cuba

***“INCREASE YOUR REVENUE BY  
PARTICIPATING IN EXTRAVAGANZA DAY  
DRAW!”***

# Women's Internet Rewards Club

Watch your business grow when utilizing our leads database. Weekly Advertising Available to our clients through our newsletters. Become a Corporate Member of the Women's Internet Rewards Club and you can become Exclusive!

## Your membership includes:

- ✓ **Exclusive Leads available. Choose from "Bridal, Baby and Women."**
- ✓
  - ✓ Leads available nationally
  - ✓ Choose your target market (Bridal, Baby or Women)
  - ✓ Enhance your business by providing a draw prize
  - ✓ Full contact information if provided includes phone number and Date of birth
- ✓ Full web page advertisement with company logo and graphic
- ✓ Showcase your company image utilizing on of the many design choices
- ✓ Direct e-mail link from web page advertisement
- ✓ Direct link to your web site
- ✓ Advertise through our weekly newsletters, provide informative articles

# EXTRAVAGANZA DAY DRAWS

- ✓ **It's easy for your business to participate in our extravaganza day draws!**
- ✓ This is **OUR** monthly on-line trade show  
Open to all Brides, Mothers and Women who register.
- ✓ Thousands of people will be registering. They can access **OUR** Trade Show regardless of weather, transportation or health. By Offering an **Extravaganza Day Draw**, you will ensure that registrants will see your company listing! You will also have a link to your webpage advertisement on our site.
  
- ✓ **Everyone views the WORLD OF BRIDES AND BABIES INC. directory showcasing your business.**
- ✓ **Think of ways to generate business for your company. For example, a photographer could give away 20 free portrait sittings as door prizes. When clients view the photos, they'll buy!**
- ✓ **Women love...free make-up applications, free hair up-dos, gift baskets (candles, bath products, lotions and chocolates etc.)**
- ✓ **How many times would you like your company name to be seen? Daily? Weekly? Monthly? HOW ABOUT 24 HOURS A DAY!**
- ✓ **You can make it work! The possibilities are endless for terrific for our on-line tradeshow.**

# WHY INVEST YOUR COMPANY WITH WORLD OF BRIDES AND BABIES ?

- ✓ **EXPOSURE, EXPOSURE, EXPOSURE - NATIONALLY!**
- ✓ **SELL YOUR PRODUCT OR SERVICE TO TARGETED AND MOTIVATED AUDIENCES.**
- ✓ **Promotional Opportunities through INTERNET and our EXCLUSIVE on-line TRADE SHOWS AND OUR EXTRAVAGANZA DRAW DAYS.**
- ✓ **COMBINATION OF BRIDAL AND BABY MARKET EXPOSURE.**  
Build rapport with bride, within three years, their new baby arrives and you'll have another **PAYCHEQUE**.
- ✓ **TREASURE CARD-** Treat all of your clients like V.I.P.'s with the **WORLD OF BRIDES AND BABIES INC.** treasure card. A savings card download at time of sign-up by our registrants. The treasure card is valid only at time of purchase/ booking and is subject to the terms and conditions of the retailer or facility honoring the card.