

Love 2 Love *Wedding Expo*

Katie Emerick, Katie Grandstaff, Vanessa Leon, Nicole Mavraganis, Jaden Mueller,
Meghan Peterson, Katie Vojahosky

Expo Overview

Our wedding expo, Love 2 Love, will be held on Sunday, November 6, 2016 at McCormick Place in Chicago, Ill. Our event will be from 11:30 a.m. to 4 p.m. and there will be a \$15 entrance fee. Early registrants will pay \$10. We welcome anyone and everyone from your wedding party including family and friends to come and meet potential vendors including but not limited to gown stores, tux stores, jewelry stores, venues, florists, bakers, caterers and photographers. Our app will offer an interactive experience, making sure you connect with each type of vendor. In addition, our virtual map will allow you to see the location of the vendors, and view their contact information.

Target Market of Expo

When taking a look at the target market of the Love 2 Love wedding expo we really wanted to focus on the wants of the attendees. Attendees of a bridal show are in search of multiple types of vendors. We want to provide an easy way for attendees to check out the different vendors and see if our show offers what they are looking for. As our bridal show is located at the largest exhibition space in North America, the McCormick Place in Chicago, we are looking to market our app to Chicago, and its suburbs. We would like to demographically target middle class working citizens of Chicago. Our age range spans from early twenties to late thirties. We are looking to target couples and their families. Our psychographic characteristics target Generation Y individuals. This generation values individualism but they also like being involved. They lead a quiet life by hanging with friends but

enjoy the rapid pace of an environment. Online convenient shopping like Amazon and Ebay excite this generation because they like to have things at the click of a button. This generation is influenced by technology and without them they won't be showing up somewhere. The attitudes and values are specifically targeted in the direction of a Chicago based wedding. The behaviors seen at typical bridal shows include excitement, stress, anger, competitiveness and hopefulness. In designing this app we hope to focus everyone's energy into a positive vibe in which the environment is stress free and fun for all guests and their family members.

Expo Marketing Plan

Love 2 Love's marketing plan will contain various mediums and outlets to raise awareness about the expo towards the marketed community. Love 2 Love aims to market diverse wedding options. Generating an efficient marketing plan will assist in earning support and revenue to continue this expo in the future.

Marketing for Love 2 Love will be announced eight months prior to the expo and be carried out through various media outlets leading up to the expo. Love 2 Love will seek out Chicago based publications to help market the event towards the target market. Chicago Magazine markets to those in the Chicago based area covering a broad spectrum of topics including events. Chicago Style Weddings targets those interested in wedding planning resources. Press releases and blog posts will announce information concerning the event, as well as future updates surrounding Love 2 Love as the expo date gets closer. Registration for the expo will

commence eight months prior to the expo and allows participants to register at a discounted price of \$10. After early registration the marketed price for registration will be \$15 and will remain that price up until November 6, 2016 at the Love 2 Love expo.

Members will receive emails, texts, and postcard mailings promoting the event and can also keep track of Love 2 Love information via the expo's social media pages (Facebook & Twitter), which will be activated the same day as the expo announcement. Participants can access essential information additionally through the Love 2 Love application by downloading it free to their mobile device. On the app participants will be able to register or sign up for any of the direct marketing or promotions taking place and stay updated through the course of the event.

Element	March 2016 8 months before show	April 2016 7 months before show	May 2016 6 months before show	June 2016 5 months before show	July 2016 4 months before show	August 2016 3 months before show	September 2016 2 months before show	October 2016 1 month before show
Advertising								
Television								
Radio								
Magazine	Chicago Magazine				Chicago Magazine	B96 Chicago	B96 Chicago	B96 Chicago
Trade publication	Chicago Style		Chicago Style	Chicago Style		Chicago Style	Chicago Style	Chicago Style
Public Relations								
Press release	Press release #1 Expo Announcement		Press release #2 Expo Update		Press release #3		Press release #4 Expo Update	Press release #5 Expo details
Blogging	Blog Created. First post	Blog cont.	Blog cont.	Blog cont.	Blog cont.	Blog cont.	Blog cont.	Blog cont.
Press conference		Press conference #1				Press conference #2		Email blast #3
Crisis management (as needed) Press kit		Mailed to media						
Sales Promotion								
Discounts								
Premium								
Sweepstake/contests	Early Registration Begins	Early Registration	Early Registration					
Coupons								
Other				Contest #1		Contest #2		
Direct Marketing								
E-mail blast	Email blast #1			Email blast #2		Email blast #3		
Postcard mailing		Mailing #1 to members			Mailing #2 to members		Mailing #3 to members	
Direct/targeted texts			Text to members					Text to members
Social Media/Electronic								
Website	Website announcement	Website Launch	Active Website	Active Website	Active Website	Active Website	Active Website	Active Website
Social media element #1 (Facebook)	Love 2 Love active Facebook	2-3 posts a day	2-3 posts a day	3 posts a day	3-4 posts a day	4 posts a day	4-5 posts a day	4-5 posts a day
Social media element #2 (Twitter)	Love 2 Love active twitter	3 posts a day	3 posts a day	4 posts a day	4-5 posts a day	5 posts a day	5 posts a day	5 posts a day
App	Expo App Available	Expo App Available	Expo App Available	Expo App Available	Expo App Available	Expo App Available	Expo App Available	11/11/15

Table 1: Marking Plan

Application Requirements

Full Multi-Show App Title:

Love2Love Bridal Expo 2016

Button Icon Title:

Love2Love

Button Graphic:



Tablet Launch Graphic:



Official Name of the Event:

Love2Love Bridal Expo: Chicago Illinois 2016

Button Icon Abbreviated Event Name:

Love2Love

A brief description for App Store:

The Love2Love Bridal Expo will include all your basic and high-end needs of your wedding. On November 6, 2016, located at the Chicago McCormick Place, Love2Love will be hosting an event that attracts every vendor imaginable. Whether you need it or want it, our expo will have someone who provides it. Using this app will allow you to purchase your tickets and book your hotel. We've linked the McCormick Place online scheduling system with our app to make booking

accessible. The app includes a detailed schedule of the event, in addition to a virtual map showing you the layout of the venue. Our virtual map will allow you to select a booth number providing you access to that business' information. Making that "must see list" as easy as the click of a button.

App Store Keywords for Search:

Chicago, Bridal, Bridal Expo, Bridal Expo 2016, Chicago Bridal Expo, Chicago Bridal 2016, McCormick Place, Bride, Bride 2016, Groom, Groom 2016, Wedding Expo, Wedding Expo 2016, Wedding, Chicago Bride, Chicago Groom, Chicago Wedding, Illinois Bride, Illinois Groom, Illinois Wedding, Midwest Bride, Midwest Groom, Midwest Wedding, Love2Love, Love2Love Bridal Expo, Love2Love Bridal Expo 2016, Love2Love Expo, Love2Love Expo 2016, Love2Love 2016, Love McCormick, McCormick Bride, McCormick Groom, Mother of Bride, Mother of Groom, Father of Bride, Father of Groom

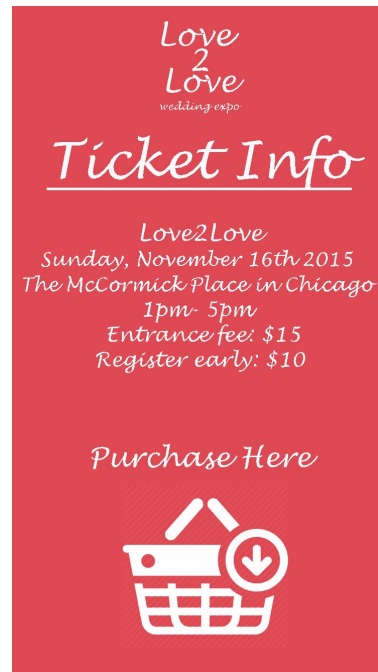
Map of Mobile Application

Our app's launch page has icons to purchase tickets, find nearby hotels, an interactive game, a map of our venue and exhibitors, social links to connect to others, a list of vendors at the expo, directions to get to the expo location, a list of speakers and sessions as well as a contact page. There is place to scan a code at different vendors to get their info and potentially win a coupon book from all of the vendors attending. Below is a quick look as to what our app will look like.

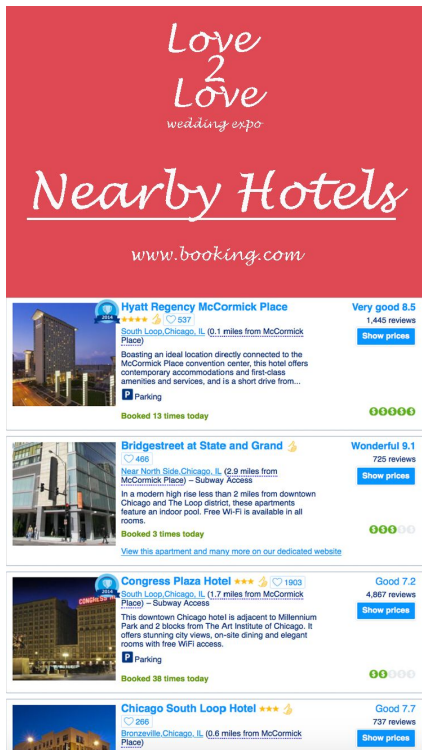
App Menu:



Tickets:



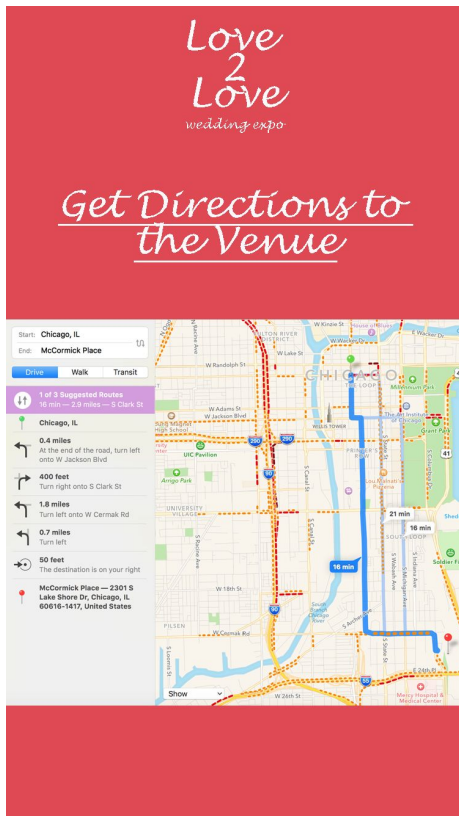
Hotels:



Social Media:



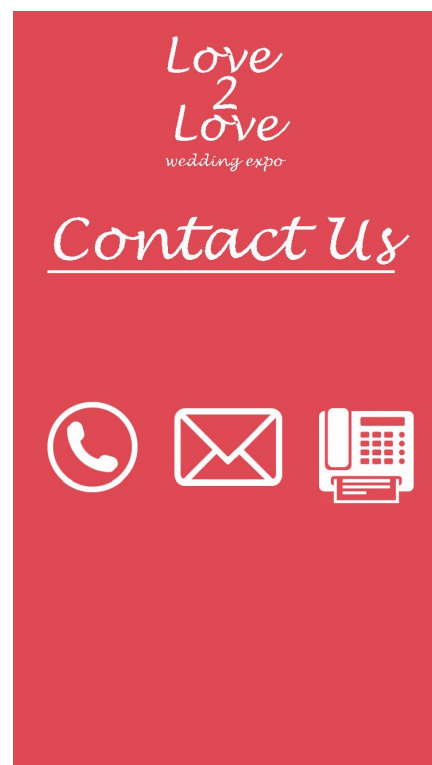
Direction:



Speakers:



Contact Us:



Excel Data Template

Session ID	Title	Location	Description	Date	Start time	End time	Attendees (who is most likely going to go to session)
1.00	Bridal Trends	W178a	Session on the trends of 2016	6-Nov-16	1:15pm	2:00pm	women
2.00	MOH Do's & Don't's	W178b	Helping the Maid of Honor be the best she/he can be	6-Nov-16	1:15pm	2:00pm	women
3.00	DIY Tips & Tricks	W179a	Everyone likes to be unique, this session will give suggestions on where the bride or groom can create their own wedding features	6-Nov-16	4:30pm	5:00pm	women
4.00	Getting the Groom(Bride) More Involved	W179b	Sometimes one is more excited than the other when it comes to the planning process, here attendees can learn how to get their partner more involved with the planning	6-Nov-16	1:15pm	2:00pm	men/women
5.00	First Dance	W180	Mini dance lesson for those who need a refresher, learn or just want to have fun	11/6/16	4:00pm	4:30pm	men/women
6.00	Cake Tasting	W177	Why not taste some cake samples while looking for other elements of your wedding	11/6/16	2:10pm	2:50pm	men/women
7.00	Wine Tasting	W176c	Help pair the perfect wine with the style food and theme of the wedding	11/6/16	2:10pm	2:50pm	women
8.00	Best Man Do's and Don't's	W176b	Helping the Best Man be the best he can for his groom	11/6/16	1:15pm	2:00pm	men
9.00	How to Pick the best planner	W176a	Finding yourself overwhelmed and not knowing where to go, this session will help picking the best planner for you	11/6/16	3:00pm	3:30pm	women
10.00	Bridezilla	W175c	We all know brides can become a handful when the wedding comes close, this session will give advice on how to please those bridezilla tendencies.	11/6/15	3:30pm	4:00pm	men/women
11.00	How to Pick the best Ordainer	W175b	With traditional trends slowing and a care free attitude towards weddings, this session will allow you to consider what type of ordainer fits with your needs and wants	11/6/16	1:15pm	1:45pm	men/women
12.00	Budget How to's	W175a	For those attendees who need to stick to a budget and need some assistance on sticking to their budget, this will be the session for them	11/6/16	1:30pm	2:00pm	men/women
13.00	Shower Trends	W181b	Session will show the trends of bridal shower for 2016 and 2017	11/6/16	3:00pm	3:30pm	women
14.00	How to Pinterest	W181c	Helping attendees create and maintain a pinterest during their planning process of the wedding ideas. What to bring to the planner to help create a beautiful day	11/6/16	4:00pm	4:30pm	women
15.00	How to Social Media	W182	Not everything belongs on social media but not all of your friends might not be able to make your special day, during this session there will be tips to select the right way to post about your big day	11/6/16	4:00pm	4:30pm	men/women

Table 2: Speakers

Exhibitor ID	Name	Address	Website	Phone	Public email address	Description	Booth Number(s)
1001	Glamor Closet	209 W Illinois St, Chicago, IL	www.glamorcloset.com	312-245-2790	glamorcloset@glamorcloset.com	Elegant, unique, and sophisticated gowns with 25-75% retail prices	100
1002	Left Bank	1155 W Webster Ave, Chicago, IL	www.leftbankjewelry.com	733-929-7422	info@leftbankjewelry.com	Breath taking wedding gowns, jewelry, and shoes appealing to any brides' needs	101
1003	Weddings 826	826 W Armitage Ave, 1st Floor, Chicago, IL	www.weddings826.com	7735298871		A place to get all your gown and accessory needs. Offering day of wedding coordination services and the option to custom order gowns	102
2001	Formally Modern Tuxedo	2112 N Clybourn Ave, Chicago, IL	www.formallymodern.com	773-975-7700		Offering the latest fashion in tuxedos, offers last minute accommodations	103
2002	Tuxedo Junction-S Union	4300 S Union Ave, Chicago, IL	www.tuxedojunction.com	773-268-300		Customer service based, Tuxedo Junction offers unique colors and styles to match anyone's wants	104
3001	Lincoln Hall	2424 N Lincoln Ave, Chicago, IL	www.lincolnhallchicago.com	773-525-2501	confirm@schubas.com	Large open space allowing for creative minds to develop the space to their liking	105
3002	Salvatores Ristorante	525 W Arlington Pl, Chicago, IL	www.salvatores-chicago.com	773-528-1200	salvatoreschicago@gmail.com	We can accommodate a range of 25-230 guests and coordinators who are dedicated to ensuring a unforgettable night	106
3003	Catalyst Ranch	656 W Randolph St, Chicago, IL	www.catalystsranch.com	312-207-1710		Wanting to branch from the more traditional wedding styles? Catalyst Ranch offers a less traditional space for your needs	107
4001	Ashland Addison Florist Company	1640 W Fulton St, Chicago, IL	www.ashaddflorist.com	312-432-1800	info@ashaddevents.com	Family owned, that specializes in quality and service. Same day delivery offered and 24/7 phone and online ordering.	108
4002	Asrai Garden	1935 W North Ave, Chicago, IL	www.asraigarden.com	773-782-0680		Bringing beauty of flowers to any occasion. Bringing joy to all people involved	109
5001	Roesers Bakery	3216 W North Ave, Chicago, IL	www.roeserscakes.com	773-489-6900	info@roeserscakes.com	Specializing in custom cakes for all occasions	110
5002	Take Cake	1635 W Walnut St, Chicago, IL	www.chocolategourmet.com	312-860-4530	info@cake-chicago.com	Simplicity of ordering your cake online, choosing from 12 designs	111
6001	J & L Catering	1229 N North Branch St, Ste 1, Chicago, IL	www.landcatering.com	312-280-7900		Many years of food service experience, here to assist in creating the perfect day that much more perfect	112
6002	D'Absolute	5106 W Irving Park Rd, Chicago, IL	www.dabsolute.com	773-282-6106	info@dabsolute.com	Professional staff to ensure the specific needs for your event are met and exceeded	113
7001	Cristina G Photography	1819 W Wilson, Chicago IL	www.cristinagphoto.com	312-316-3631	cristina@cristinagphoto.com	Creating timeless photos with 250+ weddings under our belts and countless awards for our excellent creations	114
7002	Steve Koo	4636 N Ravenswood Ave, Chicago, IL	www.stevekoo photography.com	773-609-5559	steve@stevekoo photography.com	Wanting to capture the beauty found within a wedding with vibrant, timeless photos	115

Table 3: Vendor

Works Cited:

"Chicago (city) QuickFacts from the US Census Bureau." Chicago (city) QuickFacts from the US Census Bureau. Web. 9 Nov 2015.
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