

The
Ultimate *Bridal Show*



Spring 2010

Ultimate Brides Magazine



Interactive Wedding Planning

The Living Arts Centre

April 18, 2010

The Ultimate Bridal Show Produced and Managed By



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From Concept to Reality...

This journey began when Boca Publishing Group launched their first trade show “Create Your Distinctive Style” followed by “Pulse 2009” at the Living Arts Centre in Mississauga. As Wedding Planners, we’ve mastered the art of attending bridal shows and processing the information, however this proved to be quite a challenging task for some brides and could be overwhelming collecting business cards, brochures, viewing exhibitors products and services and then at the end of the journey, they are tasked with remembering who, what, where and when?

Planning a wedding should be exciting, intimate, elegant, entertaining and informative, the original concept upon which we successfully launched our business trade shows. Brides today are looking for “Distinctive Styles,” one which allows them to **EngageYour5Senses**©, TASTING, SEEING, TOUCHING, SMELLING and HEARING in order to make informed decisions about their special day. How did we go from concept to reality for the Ultimate Bridal Show?

We expanded the concept of “Create Your Distinctive Style” and kept doing what we’ve successfully done for the past 2 years. We focused on wedding professionals that will help the bride and groom plan their Ultimate Wedding Day by engaging their 5 senses. The Ultimate Bridal Show is the only bridal show in Ontario that pre-screen the exhibitors on behalf of the couple and select the best wedding professionals with a maximum of 3 service providers per category. Simplicity, elegance, informative, intimate, interactive and entertaining is the trademark of our trade shows. We create an atmosphere where brides will gain insights and ideas to help plan their wedding by sampling products and services before negotiating a contract.

A hallmark of distinction, we are the only bridal show in Ontario where the happy couple is invited to “**Be a Guest at The Ultimate Wedding**” fashion show. We are delighted to host you on April 18, 2010 at the Living Arts Centre in Mississauga and look forward to seeing you.



Avril Riley

Producer of The Ultimate Bridal Show

Publisher of Ultimate Brides Magazine

Date

Sunday, April 18, 2010

Venue

The Living Arts Centre
4141 Living Arts Drive, Mississauga ON
www.livingartscentre.ca

FREE PARKING UNDERGROUND

Admission

FREE

Voluntary donation accepted on behalf of
Acorn to Oak Youth Services



Wedding Exhibition Showtime

10:00AM to 6:00PM (Staging Room)

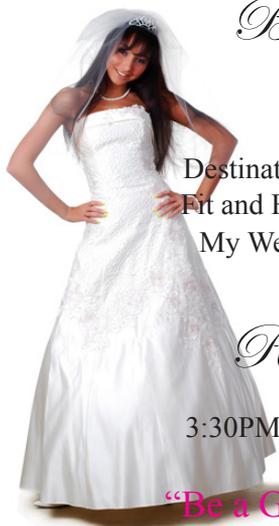
Bridal Seminar Series

1:00 - 2:00PM (CN Room)

Destination Weddings - Jamaica Tourist Board
Fit and Fabulous - Personal Trainer Ryan Lynn
My Wedding Day - Boca Wedding Planners

Runway Fashion Show

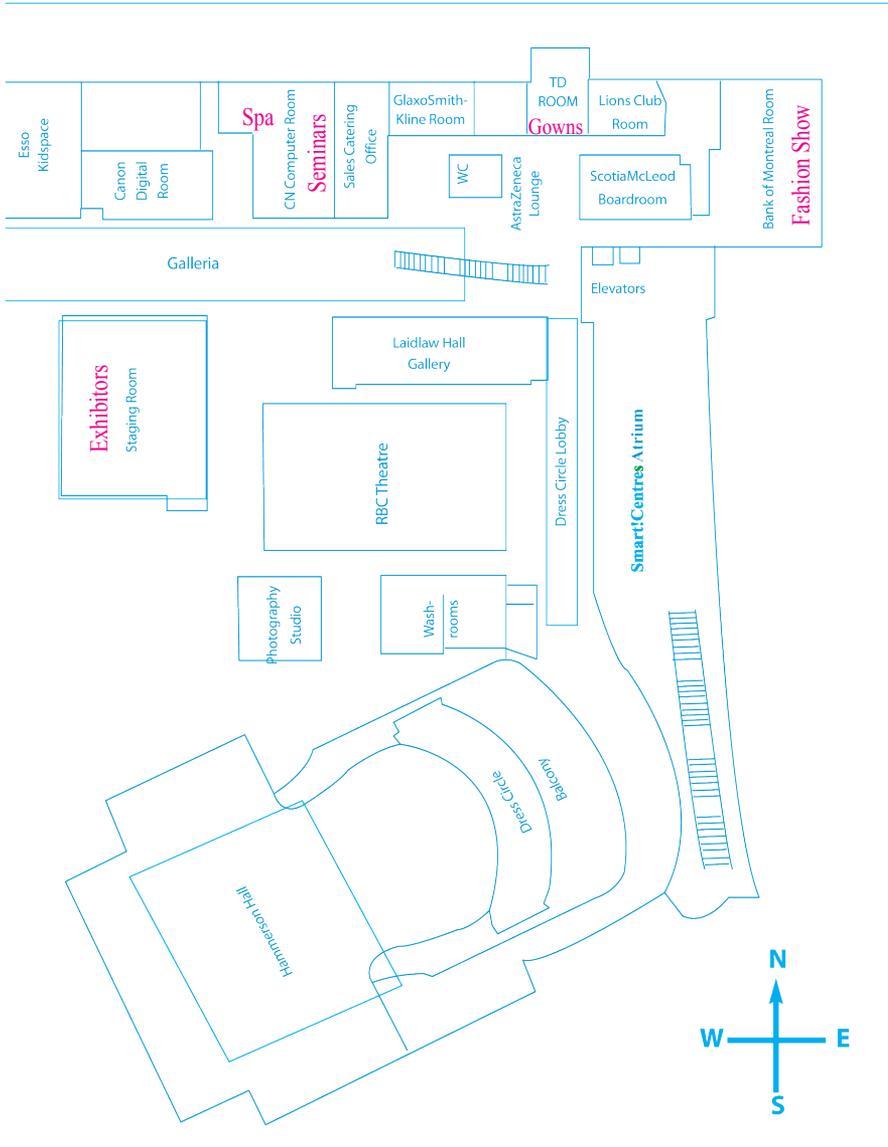
3:30PM & 4:30PM (Bank of Montreal Room)



“Be a Guest at The Ultimate Wedding”

Show Floor Plan

SECOND LEVEL



Engage Your 5 Senses© Features

“Be a Guest at The Ultimate Wedding” and engage your five senses in an interactive, elegant, intimate, entertaining and informative setting. Brides will spend consultative time with a maximum of 3 professionals per category. Real Questions! Real Answers!

See

- Be transformed with mini-make overs, hair touch-ups and waterless pedicures
- Exquisite decor and floral designs
- Photo journalistic images captured in wedding storybooks and many albums



Touch

- Record your personal message at the Wedding Kiosk screen
- Try on exquisite jewelry and later see the elegance they add to your wedding dress at the fashion show
- Go ahead, try on your favorite wedding gown and touch the details that makes that dress so special
- Custom made wedding invitations



Smell

- The intoxicating aroma of the floral arrangements, favors and wedding cakes

Taste

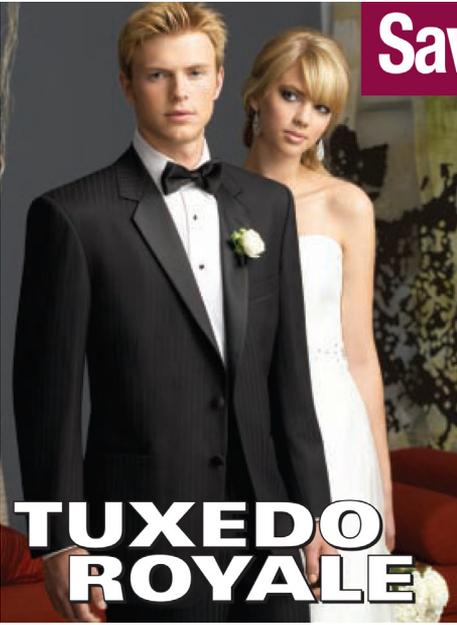
- Sumptuous wedding cakes and favors



Hear

- The melodious sounds of the DJ and the Paganini Strings playing LIVE. Request your favorite song to be played





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Lights! Camera! Action on a Budget!

Preserving your wedding memories is a non-negotiable expense item for all couples. Good news, you can have your wedding captured by a reputable company without spending a fortune. Seek out a top-notch photographer that offers flexible packages with your images on a high resolution CD/DVD. Here are some great tips to reduce your photography expenses:

1. Select a wedding package that excludes the album, prints and many other items that you can purchase at a later date, print or modify on your own. Most labs will allow you to print the images after your wedding day.
2. Focus on creating your perfect wedding make the and style of album the most appropriate story book, coffee albums etc.) that wedding story several have to make this  ing beautiful scenes of ding day and after the decisions on the type you will need. Select appropriate album (wedding fee table, traditional will best tell your wedding years later. You don't decision up-front.
3. Wedding Story Books are the latest buzz and although elegant they can be very costly. You can always leave this purchase for your 1st, 2nd 3rd or 5th anniversary. A great treat to mark your milestone without immediately emptying your bank account.
4. If you prefer to share your happy memories right after your wedding with family and friends and would like to still keep your expenses low? Then contract a photographer that offers secured online photo gallery. Alternatively, post images of your wedding on MySpace, Facebook and instantly your memories can be viewed by family and friends.

If keeping your photography budget expense low is not a priority, then have an experienced photographer help you create those beautiful memories without waiting a few weeks, months or years! Just remember you always have options.

Rufus Riley, Creative Photographer

Rileys Photography email: rufus@rileysphotography.com

Contest & Giveaways

(Cannot be redeemed for cash, transferred or exchanged)



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Traditional or Airbrush Makeup Trial
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Compliments of Quality Inn Airport West



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Compliments of Carm Flowers & Gifts

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Paganini Strings



They are a sensational youth group, captivating, mesmerizing and smooth. They will have your guests on their feet as they play hits such as “My Heart Will Go On” by Celine Dion. Paganini Strings specializes in weddings/receptions, private functions, charity and corporate events. Whether you require background music or a more prominent role, the group is sure to fulfil your wishes.

The members are also performers with the Brampton Symphony Youth Orchestra with regular performances at the Brampton Rose Theatre and Mayoral Soiree events. Paganini Strings will be performing LIVE during the bridal fashion show - they invite you to be “**A Guest at Your Ultimate Wedding**” with them.

For bookings email: paganinistrings@gmail.com

Ultimate Wedding Advice

Music adds a beautiful, emotional element to your wedding and reception. The music and songs selected will make the ambiance and the wedding uniquely yours. During the ceremony, play soft, romantic songs and for the reception play dancing and entertaining music and also add an appropriate selections of romantic songs.

Wedding Trends *Tribute Kiosk*

Tribute Kiosk is a wonderful way to keep a momento of your wedding and is a unique feature that your guest will greatly enjoy. The kiosk works like a “speakers corner” where guest can leave the couple their personal well wishes at their own leisure. Video messages can be captured in HD quality through the kiosk and all the recordings will be automatically be updated on your wedding website. Its elegant and sleek look will fit into any wedding decor and can be placed at a convenient location at the reception venue. There are many benefits beyond recording personal greetings:



- 1 **Slideshow.** A wonderful way to display your own love story with personal pictures of the happy couple, family and friends playing continuously on the kiosk when it is not in use
- 2 **Guest Seating.** Create your own seating plan on the kiosk. Guest can then type in their name on the kiosk and be easily directed to their table
- 3 **Credit Card Processing.** Allows a worry-free way for guest to give their monetary gift by credit card right at the venue! No need for money boxes or concern about having a safe place to secure your money
- 4 **Personalized Wedding Website.** You can create your own personalized website through Tribute Kiosk and you don't need to rent a kiosk. The site allows for online RSVPs, wedding details, seating plans, photo album, guest book and many more features

Your wedding day is a great celebration with family and friends and Tribute Kiosk offers a way for your guests to show their appreciation and love with messages that you will enjoy over and over after the wedding day

For rentals contact Afi Aflatooni @ 416.730.0711

Receive 10% discount on kiosk rental fees

"Be a Guest at the Ultimate Wedding"

3:00 - 3:30PM Seating of the Bride, Groom and Bridal Party

3:30 - 3:40PM "Ballroom Dancing" by TOUTAVAIL

3:40 - 5:00PM **Act 1: Charlene's Closet & Bridal Boutique**

Scene 1 - Show Stopper Bridal Gown

Scene 2 - Bridal Gowns & Bridesmaid Dresses

Scene 3 - Tuxedo Royale Men's Formals

Scene 4 - The Ultimate Wedding Featuring

Groom, Bride and the Bridal Party

Scene 5 - "You May Kiss the Bride"

Entertainment by Paganini Strings

Act 2: Dress People Ltd.

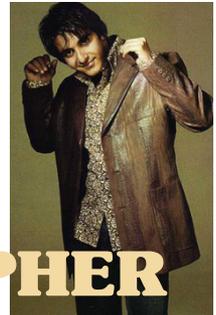
Scene 1 - Show Stopper Bridal Gown

Scene 2 - Bridal Gowns & Bridesmaid Dresses

Scene 3 - Tuxedo Royale Men's Formals

Finale - Bridal Show Sponsor Credits

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and
Bridal Boutique

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Mindless Sophistication Wedding & Event planning is a luxury wedding planning firm that offers full wedding planning, consulting, day of coordination and destination wedding services. They offer an exclusive service dedicated to

assuring that guests receive the same five star hospitality they would receive if the couple invited them into their own home. Wedding Concierge® is exactly what it sounds like. A personal concierge dedicated to your guests enjoyment. With a speciality of assisting out-of-town guests Wedding Concierge® provides visiting guests with all the extra assistance they



require while in town. Their concierge can pick up last minute wedding presents, arrange tours, make dinner reservations, and in general allow the couple time to enjoy the days or hours prior to their wedding knowing their guests are being well taken care of. Visit us online www.mindless sophistication.com

Ultimate Wedding Advice

How many invitations do you need? As you tally up your guest list keep in mind a few key facts. A couple, whether married, living or not living together, will need only one invitation. If a child is over 16, even if they are still living with their family, they must receive a separate invitation and if more than one child over 16 lives in the household, they may receive joint invitations with the name of the eldest listed first.

Don't forget to order invitations for yourself, your parents, your bridal party and your Officiant. You will want keepsakes!

Featured Hotel



Quality Inn Airport West

50 Britannia Rd., E.
Mississauga, ON, CA, L4Z 2G2
Phone: (905) 890-1200
Fax: (905) 890-5183

Introduction:

Welcome to the Quality Inn Airport West, a Mississauga hotel near the Mississauga Grand Banquet & Convention Center

The Quality Inn Airport West is ideally located just minutes from the **Toronto Pearson International Airport**. Destinations near this Mississauga hotel include the **Mississauga Grand Banquet & Convention Center**, **Hershey Centre** arena, **Derrydale Golf Course**, **Iceland Mississauga** ice complex and the **Playdium** fun center.

The Square One Shopping Centre and Heartland Town Centre mall provide shopping opportunities. Guests will enjoy a visit to the Living Arts Centre theater for a night on the town. Wild Water Kingdom and Woodbine Racetrack provide entertainment close to the hotel.

The International Centre provides additional convention space, just minutes from this Mississauga hotel. Downtown Toronto's many venues are also located in the area, including Air Canada Centre arena and Rogers Centre ballpark.

The Black Creek Pioneer Village, CN Tower, Casa Loma castle, Ontario Place entertainment complex and Paramount Canada's Wonderland theme park are additional area attractions.

The hotel offers **free wireless high-speed Internet access** and a **free weekday newspaper**. On-site leisure amenities include the **That's Aroma** restaurant, a **exercise room** and **sauna**.

Business travelers will appreciate a **business center** and two **meeting rooms**. **Packages** are available with **free airport shuttle service** and free parking for up to three weeks. Guests also have access to a **copy** and **fax machine**.

Rooms include cable television, hair dryers, coffee makers, irons, ironing boards and voice mail. Guests can request handicap accessible and non-smoking accommodations. Room service and access to a Nintendo game system are available for an additional charge.

Some rooms have **refrigerators**, **microwaves**, **whirlpool bathtubs**, work desks and multiple telephone lines. Robes are available. Valet cleaning service can be requested, and a currency exchange is also available.

Proximity to destinations in the Mississauga area and excellent service provided by the friendly and knowledgeable staff will complete a relaxing stay at the Quality Inn Airport West.



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Host Bar vs. Cash Bar

The reception is one of the memorable moment on the wedding day for all couples. Their desire is have their guests to be treated with the best of everything, from fine dining to entertainment. However, when it comes to budgeting for this special day, the topic of “cash bar” vs. “host bar” can sometimes be quite a challenge. According to wedding etiquette a cash bar is distasteful and rude. Couples who decide to break this rule and go with a cash bar should consider the potential impression as a cash bar is a signal of a cash flow problem and could trigger inappropriate comments. If this does occur and is brought to your attention, remain calm because the rule of wedding etiquette was in fact broken.

There is no easy way out but there are alternatives. A couple can choose to be socially responsible and discourage excessive drinking by providing adults with drink tickets (max 2) as an enclosure in their invitations. This will definitely reduce your expenses and ensure your guest does not consume excess alcohol. You will be viewed as the socially responsible couple (vs. the cheap couple).



Optionally, you can have a limited host bar by putting a separate insert “Host bar 5-6PM, thereafter a cash liquor bar is available” in the invitation package. This type of host bar is usually offered during the hours of the reception and guest may choose to purchase their own liquor beyond the reception hour. This option combines the concepts of cash and host bar and also provide advance warning to your guest.

For whatever reason, some couples will still have a cash bar and this must be handled appropriately by advising your guest in advance of the reception. It is considered tacky if this is indicated on the invitation card, however a simple and socially acceptable way is to indicate on the RECEPTION card the words “cash bar”. Your guests will be prepared and you would have break the social rule of wedding etiquette in a graceful manner.

Whatever the final decision is cash or host bar never overlook key points such as the type of guests, family traditions and ethnic customs.

Avril Riley, Boca Wedding Planners
email: avril.riley@bocapublishing.ca

Exhibitors Directory

Floral Designers

Carm Flowers & Gifts
www.carmflowers.ca

Frankda Floral Designs
647.296.5559

Wedding & Event Planners

Boca Wedding Planners
www.bocapublishing.ca

Visionz
www.visionzevents.com

Mindless Sophistication
www.mindless sophistication.com

Music and Entertainment

Kreation Entertainment Group
www.djkreation.com

Toutavail Dance Service
www.toutavail.com

Paganini Strings
paganinistrings@gmail.com

Gowns and Dresses

Dress People Ltd.
www.dresspeople.ca

Charlene's Closet & Bridal Boutique
www.charlenescloset.com

Photographers

Rileys Photography
www.rileysphotography.com

1KW Photography
www.1kwphoto.com

Wedding Cakes and Favors

CHERRS
cherrob@rogers.com

La Creme Cakes
www.lacremecakes.com

FavorsIDesign
www.favorsidesign.com

Spa and Fitness

RT Training and Nutrition
www.rttrainingandnutrition.com

Deelux Mobile Spa
647.283.8785

Limousine

A & C Limousine Services
www.aclimoservices.ca

Mortgage and Finance

Verico - Matrix Mortgage
416.371.5692

Exhibitors Directory

Travel and Cruise

Expedia Cruise Ship Center
www.cruiseshipcenters.ca/
cherylwalker

The Wedding Travel Team
www.theweddingtravelteam.com

Decor Designers

J and J Designs
www.jandjdesigns.ca

Stephanie Thompson Wedding Designs
www.stephaniethompson.ca

Invitations

PZAZ Invitations
lepzaz_events@yahoo.com

Jewelry

M&P Exquisite Jewelry
905.565.7291

Gem and I
416.702.8350

Make-Up & Hair

Florence Esho
www.modelmayhem.com/FLOE

Colourations
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XtremeLash Canada
www.xtremelashcanada.ca

Cosmetics

Mary Kay Cosmetics
www.marykay.ca/mgood

Ultimate Wedding Advice

Most wedding professionals will have standard contracts. If they don't ensure you get the terms of your agreement written in a letter. The contract should describe at a minimum the details of the services, products or merchandise, the agreed upon costs, the delivery dates, cancellation/refund policies, number of hours, contact person, address and contact phone. Protect your investment!

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