

Kasalang Filipino 2010 ^{5th run}

co-presented by
kasal.com
The essential Filipino wedding guide.



The premiere Philippine wedding & tourism fair roadshow.

March 29, 2010

Dear _____:

Greetings!

Key Cities Events/Marketing, in cooperation with **Kasal.com** and **ABS-CBN Regional Network Group**, invites you to be part of *Kasalang Filipino 2010 Sa Dumaguete: Maanyag Nga Mugna Bridal Fair and Exhibit*.

This one-of-a-kind premiere wedding fair in Negros Oriental is the 5th leg of Kasalang Filipino Bridal and Tourism Roadshow 2010, which ties (12) key cities in the Philippines with one objective of promoting the local wedding and tourism industry. The following are the 13 cities of the road show - Cabanatuan, Gensan, Lucena, Baguio, Dumaguete, Pampanga, Malolos, Davao, Tagaytay, San Fernando, Bacolod and Cagayan de Oro.

The event will showcase the best wedding suppliers of **Negros Oriental**, and interested exhibitors from other parts of the region. We will have a satellite exhibit at Bethel Guesthouse, and the Robinsons Place Dumaguete, from May 21 to 23, 2010, in time for the Kabulakan Festival of Dumaguete City. The 3-day exhibit will feature various talent presentations, trade talks, bridal make-up competitions and bridal fashion show featuring the designs from Classic to Haute Couture, done by talented local fashion designers.

This event will have national, quad media promotion and will be promoted globally via www.kasal.com

Attached to this letter is the **Exhibitor Packages** for your review.

Should you be interested to participate, you may reach us at Cell phone number **09175020054**, or you can call Glynda or Berna at **035-2255759**., or email **keycities@gmail.com**

Thank you and we look forward in welcoming you to *Kasalang Filipino 2009 Sa Dumaguete: Maanyag Nga Mugna Wedding and Tourism Fair!*

Sincerely Yours,

Ms. Glynda T. Descuatan
Key Cities Events/Marketing

Kasalang Filipino 2009: Maanyag Nga Mugna wedding fair Exhibit Packages

Package 1 - Exhibit with Accommodation Package (PhP 15,000)

1. Accommodation at **Bethel Guest House** for 2 Nights, with Breakfast for 2
2. 2mx 3m Exhibit Space for three (3) days
3. Company Listing in the Souvenir Directory to be given to couples-to-be in each show
4. Opportunity to be part of the Event's Program
5. Inclusion in Radio and Cable TV Ads
6. Inclusion in a One-Page Local Newspaper Ad

Package 2 - Exhibit Only Package (PhP 4,500 BOOTH NUMBERS 2-17 (PhP 3,500 BOOTH NUMBERS 18-24)

1. 2mx 3m Exhibit Space for two (3) days
2. Company Listing in the Souvenir Directory to be given to couples-to-be in each show
3. Opportunity to be part of the Event's Program
4. Inclusion in Radio and CableTV Ads

Package 3 - Product Display Package (PhP 3,000)

1. One (1) Product Exhibit
The event organizers will take care in displaying your product, together with 3 other products in a 4mx 6m exhibit space . Maximum of 500 pcs. flyers/business cards can be included.
Product to be displayed must not exceed 4 kilos (including flyers/business cards) and you will be responsible for its safe packing. The organizers will take all reasonable measures to ensure the safety of the package but will not be liable in the event that the package will be lost, damaged during transportation
2. Company Listing in the Souvenir Directory to be given to couples-to-be in each show

Package 4 - Flyer Distribution Package (PhP 2,500)

1. Flyer/Business Card Distribution. Maximum of 1,000 pcs. flyers/business cards can be included.

Notes:

- Exhibit Space is on a first-come, first-served basis. Maximum of 2 exhibitors can share Package 1 or 2.
- The event organizers will provide a snapshot of the product display for those who availed Package 3.
- Deadline of inclusion in the Souvenir Directory is **May 10,2010**.
- Payment is 100% upon contract signing. Please make check payable to: **KEYCITIES EVENTS AND MARKETING.**

Interested?

To confirm your participation, kindly fax this form at fax no. **035-2257690**

- Yes, I would like to join *Kasalang Filipino 2010 sa Dumaguete: Maanyag Nga Mugna Wedding and Tourism Fair:***

Package Type: _____ Amount: _____

Company Name: _____ Tel. Nos.: _____

Contact Person: _____ Fax Nos.: _____

Position: _____ E-mail Address: _____

Web Address: _____

Signature: _____ Date: _____

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PROMO: Full payment received on or before **APRIL 20, 2010 entitles you to 10% discount on package rates!**

LAYOUT GUIDE

1. The standard booth size is 2mx3m, with the 3m side facing the aisle to allow suppliers wider space to showcase their exhibit
2. Exhibitors are given **bare space**, marked with tape for identification. There is NO BOOTH STRUCTURE OR PANELING, to allow suppliers the freedom to innovate on their booth designs. Organizers, however, can provide 1 table and 2 chairs for each booth, if the exhibitors so desire. EXHIBITORS ARE ENCOURAGED TO BE AS CREATIVE AS CAN BE IN THEIR BOOTH SET-UP. **Prizes will be given out to the specific booth categories.**
3. There are no spaces in-between adjacent exhibitors. .
4. Exhibit spaces on the lobby area or near entrances are considered prime spaces and are reserved for co-presentors, media partners, sponsors.
5. There will be live music on the platform, within the duration of the exhibit. Mini Fashion Shows, Cultural and Talent Presentations will also be conducted within the duration of the exhibit days.