BEVERLY CLARK'S

# Elite Wedding Collection

## 2008 Membership Information

WEDDINGS • HONEYMOONS • ROMANTIC TRAVEL

EXCELLENCE PUNTA CANA

DREAMS LOS CABOS SUITES GOLF RESORT & SPA

SHERATON MOANA SURFRIDER

*~ Dedicated to increasing your wedding and honeymoon profits ~*

# Beverly Clark's Elite Wedding Collection™ Delivers Pre-Qualified Leads That Convert into Events that Yield More Revenue

### 1. PROSPECT

The Elite Wedding Collection program reaches more than a million brides actively planning their event.

### 2. LEAD

**#1 Objective: Delivering Pre-Qualified, REAL TIME Leads.**
We strongly encourage our member properties to respond to Real Time leads in one day or less to increase conversion.

### 3. CONVERSION

Post Inquiry, the Beverly Clark Certified Training Program Educates Staff on Efficiently Converting Leads > **YES**

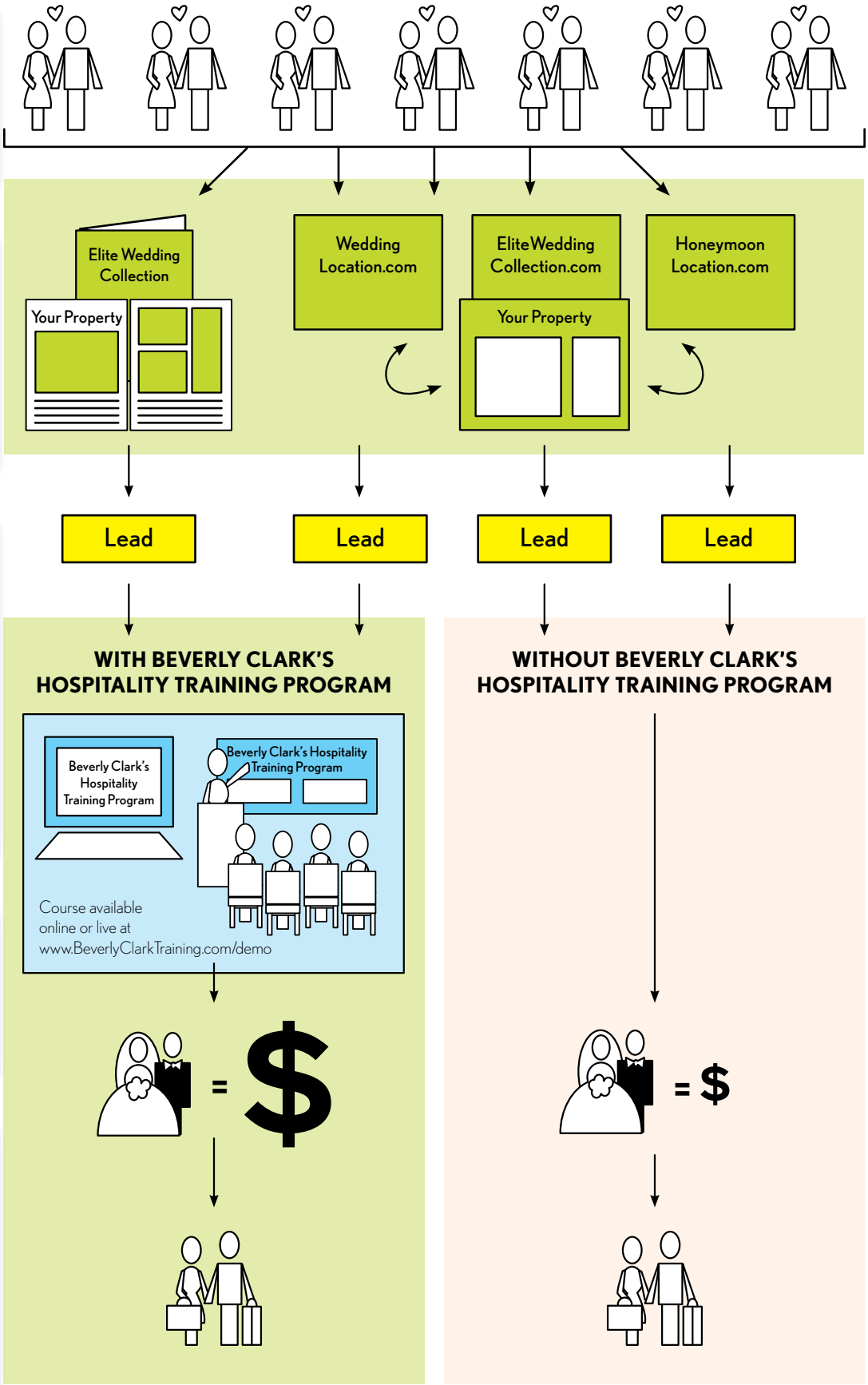
From **YES** > Wedding Day is the #1 Up-sell Opportunity in Hospitality. **A Bride is the world's #1 Consumer.** The Training Program offers up-sell ideas that will yield maximum event revenue.

### 4. EVENT

All systems go. All that needs to be done is the flawless execution of the most important day in her life ... no pressure.

### 5. POST-EVENT

Now that they're married don't forget to invite them back. The revenue a wedding couple represents post-event will often eclipse their wedding event expenditure. Anniversaries, vow renewals, romance travel, reunions, family travel ....



# Beverly Clark's Elite Wedding Collection™
# Integrated 9-Point Performance Program

## ANNUAL DIRECTORY

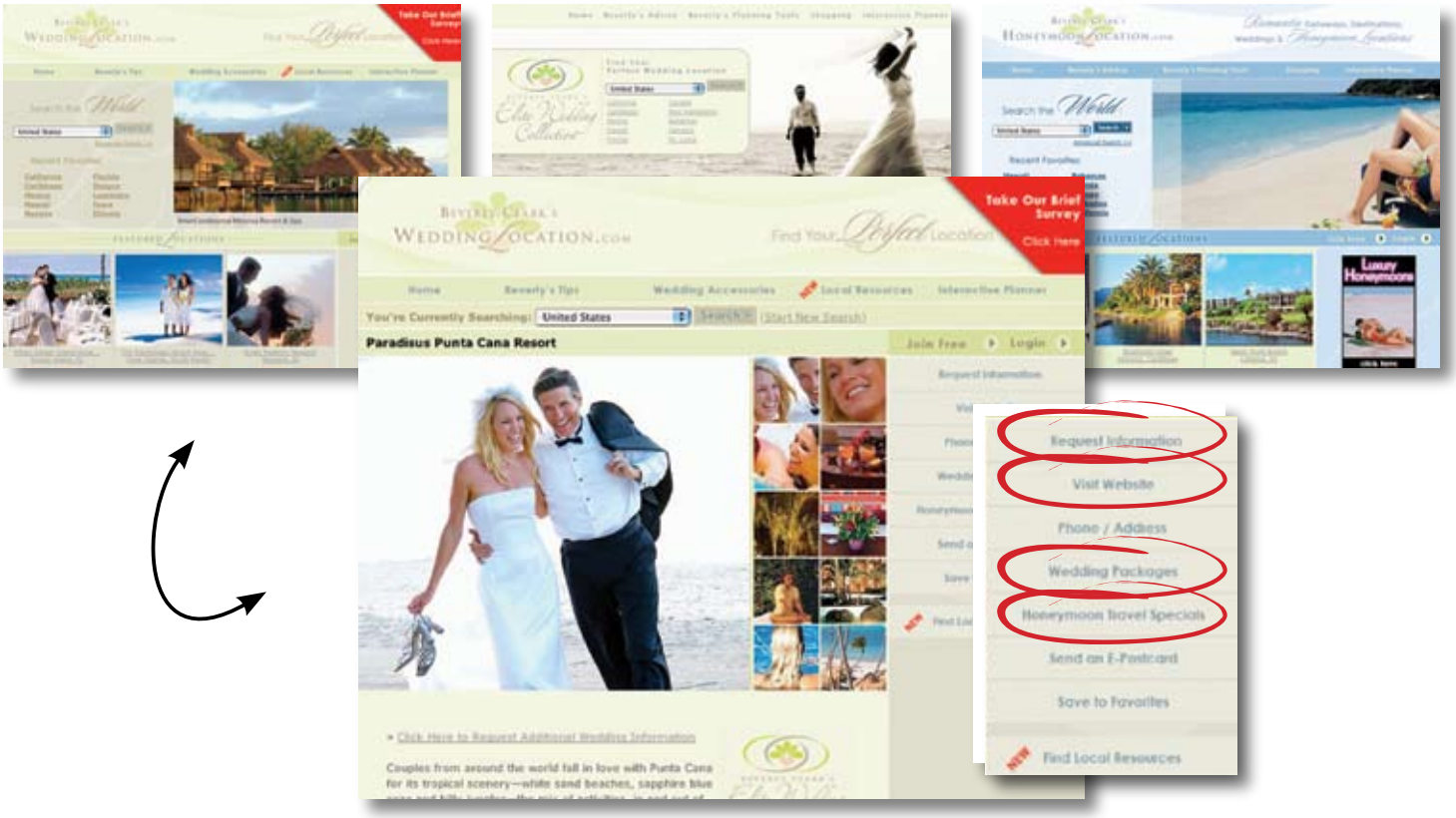
Nationally Distributed, Featuring the World's Finest Resorts & Hotels

## BEVERLY CLARK'S THREE-SITE INTEGRATION

WeddingLocation.com

EliteWeddingCollection.com

HoneymoonLocation.com




Your Property Showcase Integrated Across 3 Sites

# Beverly Clark's Elite Wedding Collection™ Integrated 9-Point Performance Program

## ADDITIONAL PROGRAM COMPONENTS

Assuring Maximum Impact and Brand Extension

1 Custom Cover Reprints *(Multi-languages available)*

2 National Co-op Advertising

3 E-Marketing

4 Plaque

5 Beverly Clark's Hospitality Training Program *(Includes certification with diploma upon course completion)*

5 BEVERLY CLARK'S HOSPITALITY TRAINING *Program*

BEVERLY CLARK CERTIFIED WEDDING PROFESSIONAL ON STAFF

**www.BeverlyClarkTraining.com/demo**

### THE POWER OF RECOGNITION MARKETING

As America's leading wedding brand, Beverly Clark enjoys the status that only 20 years as an industry innovator can afford. The credibility of Beverly Clark permeates the Elite Wedding Collection program at every level, allowing participating properties to complement their brands while attracting convertible bridal leads.

### THE NUMBERS

- 2.3 million weddings forecasted in 2008, generating more than $80 billion
- 74% use print and web for wedding planning
- 66% first time weddings
- 25% second time weddings
- 9% vow renewal and romantic travel
- 52% household income $75,000+
- 56% pay for all or part of wedding
- 87% will not pay for guests' hotel reservations
- 45% plan on getting married in the Caribbean
- 34% plan on getting married in Mexico
- 20% plan on getting married in Hawaii
- 33% will invite 26-55 guests
- 25% will invite 56+ guests

*Source: 2007 Beverly Clark Enterprises Web Survey*

# Annual Membership Benefits, Fees and Production

## Property Showcase

### DIAMOND • $19,500 net

- Guide: 3-Page Showcase Feature ..... 12 months
- www.EliteWeddingCollection.com..... 12 months
- www.WeddingLocation.com ..... 12 months
- www.HoneymoonLocation.com..... 12 months
- Opt-in eBlast – "Celebrations" ..... 4x
- Custom Cover Reprints..... 1000 English
- 2008 Recognition Plaque
- Logo Usage Rights ..... 12 months
- Beverly Clark Certified Wedding Professional Training .....2 online programs

### PLATINUM • $12,300 net

- Guide: 2-Page Showcase Article..... 12 months
- www.EliteWeddingCollection.com..... 12 months
- www.WeddingLocation.com ..... 12 months
- www.HoneymoonLocation.com..... 12 months
- Opt-in eBlast – "Celebrations" ..... 3x
- 2008 Recognition Plaque
- Logo Usage Rights ..... 12 months
- Beverly Clark Certified Wedding Professional Training ..... 1 online program

### GOLD • $7,600 net

- Guide: 1-Page Showcase Article..... 12 months
- www.EliteWeddingCollection.com..... 12 months
- www.WeddingLocation.com ..... 12 months
- www.HoneymoonLocation.com..... 12 months
- Opt-in eBlast – "Celebrations" ..... 2x
- 2008 Recognition Plaque
- Logo Usage Rights ..... 12 months
- Beverly Clark Certified Wedding Professional Training ..... 25% savings from any online program

## Production

### ANNUAL GUIDE

**2008 Commitment Deadline**
November 2, 2007

**2008 Materials Deadline***
November 9, 2007

**2008 On Sale Dates**

**Spring/Summer 2008**
February 14, 2007 - July 13, 2007

**Fall/Winter 2008**
July 13, 2008 - February 14, 2009

**Production Fees (Updates Only)**
$125 per hour

* Member properties will have the opportunity to update their feature articles for the Fall/Winter edition

### INTERNET

Online showcases on all 3 sites go live within 5 business days of article approval.

**BEST PRACTICE TIP:** Receive months of FREE Internet coverage by simply committing to the 2008 program early. Ask your Regional Manager for details.

---

"The online **Beverly Clark Hospitality Training Course** was great! It provided easy-to-read and understand information that I am applying to all kinds of group sales in my hotel."

*Ana Zollo, Sales Representative, Sheraton Buganvilias Puerto Vallarta, MX*

"The **Beverly Clark Hospitality Training and Certification Program** took me to the next level beyond previous wedding training I had taken. And the final exam was very helpful in making me understand how all that information could be put to use in my work. I highly recommend it."

*Hillary Byrne, Senior Event Manager Catering Sales, CWP, Palm Desert, CA*

## Beverly Clark Certified Wedding Professional Training

*A unique training and certification program created by wedding and lifestyle expert Beverly Clark and our team seasoned industry professionals, the Beverly Clark Hospitality Training Program™ is specifically designed for social catering professionals to better understand today's brides, generate more weddings and increase per event revenue. Course Outline available at* **www.beverlyclarktraining.com/demo**

| | 1 - 3 CERTIFICATIONS | 4 - 6 CERTIFICATIONS |
|---|---|---|
| Online Certification (Logon via Password) | $800 per | $725 per |

For custom online programs, live trainings. seminars and workshops contact us at **info@BeverlyClarkTraining.com**

Beverly Clark's Hospitality Training Program

Beverly Clark Certified Wedding Professional on staff

# 2008 Distribution Model

**Total Distribution:** 125,000 (Guide) • **Internet:** 3,362,000 Average Visitor Sessions

## 1. Newsstand

*(partners include Barnes & Noble, Borders, Waldenbooks)*

## 2. Beverly Clark Retailers

Our #1 Line of Wedding Accessories is distributed at more than 7,000 retailers nationwide. The Elite Wedding Collection is exclusively distributed via Retail Partner Programs.

## 3. Luxury Bridal Shows

We are highly selective about which shows distribute the Elite Wedding Collection. For instance, we partner with the Wedding Salon, which has raised the bar on bridal shows, charging $75 per couple and attracting the affluent bride.

The Wedding Salon

**Show Locations**

- Gotham Hall – New York City, NY
- The Palace at Somerset Park – Somerset, NJ
- The Four Seasons – Los Angeles, CA
- The Biltmore – Miami, FL

## 4. Specialty Distribution

We compliment our distribution by strategically partnering with other like minded brands. As an example, the Dessy Designs and Encore Studios Elite Wedding Collection partnership distributes publications to bridal fashion and boutique retailers nationwide.

Beverly Clark Enterprises
Wedding Marketing Solutions

Beverly Clark's Elite Wedding Collection

Beverly Clark's Wedding Location.com

Beverly Clark's Honeymoon Location.com

Beverly Clark's Hospitality Training Program

Beverly Clark Enterprises, LLC
*Offices* Santa Barbara, CA (Headquarters) • Honolulu, HI • Cancún, MX • Mexico City, MX
Toll-Free in U.S.: 800.933.3434 • T: 805.560.3604 • F: 805.560.3606 • www.BeverlyClarkEnterprises.com

recycled stock