

# The Roanoke Valley Bridal Showcase

*"The Most Prestigious Bridal Show In Virginia"*

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**The Roanoke Valley Bridal Showcase** for 2009 was a huge success! This year will mark our seventeenth (17<sup>th</sup>) year of producing the finest bridal trade show in Virginia. The plans for the year **2010 Bridal Showcase** are already finalized and we look forward to another record setting event. It is with pleasure that I send you an Application and Agreement to participate in the **2010 Roanoke Valley Bridal Showcase**, which will be held at the Salem Civic Center on Sunday, February 21, 2010, from 11:00 AM until 5:00 PM.

**The Roanoke Valley Bridal Showcase** has become recognized as the finest bridal show in the Commonwealth of Virginia. We reach brides all the way from Abingdon to Greensboro, NC, to Northern Virginia. We encourage you to fully execute the enclosed Application and Agreement and return it along with your deposit. Booth location preferences are handled on a "first come - first served" basis, based on the date we receive your Application & Agreement and deposit. Faxed contracts will be treated as "PENDING" until the original document is received with payment.

Return your Application and Agreement as soon as possible, accompanied by a \$150 (non-refundable) deposit per booth space to be a participant in the **2010 Roanoke Valley Bridal Showcase**. Balances are due and payable by January 15<sup>th</sup>. We accept VISA, MasterCard and American Express for your convenience.

**The Roanoke Valley Bridal Showcase** is your best advertising medium! This year, we will again have both radio and television advertising partners. You will have the opportunity to participate in several radio and television promotional packages. The value of your participation will be further enhanced by this media coverage.

Thanks in advance for considering participation in **The Roanoke Valley Bridal Showcase**. Please feel free to call Miki Leftwich-Smith at 540/354-4999 with any questions, suggestions, or comments.

Sincerely,

*Robert Lewis Leftwich*

Robert L. Leftwich