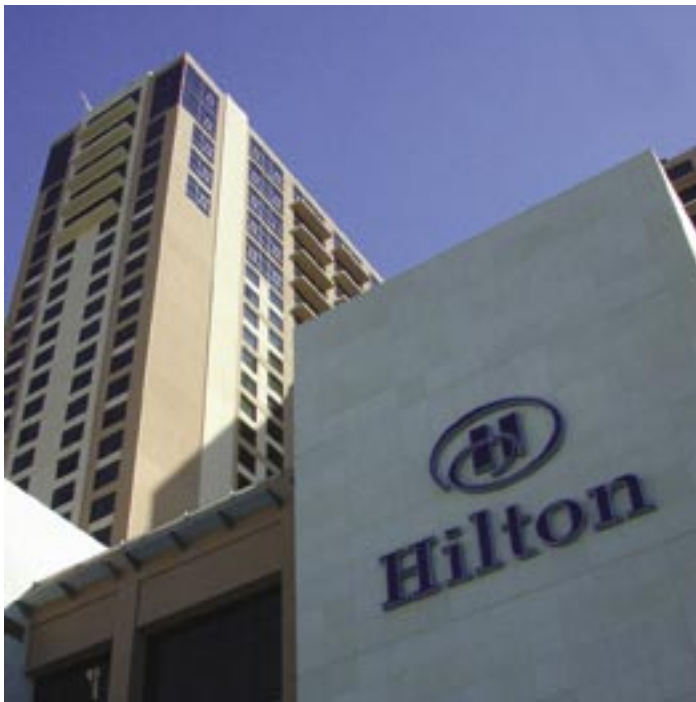


# The Austin & San Antonio Bridal Expos

Offering brides a different shopping experience!

Just about every bride attends at least one wedding trade show during the process of planning her wedding. Bridal shows can be a great way to meet with vendors from your area, sample products and even make buying decisions for your wedding all in one day. But what separates one bridal show from the next? And how can you make the most of the experience?



While it's true that all bridal shows are helpful, you may find that the style and appeal will vary from show to show. Remember this is a shopping experience and just like one consumer may prefer a particular department store over another, each bridal show can offer a different shopping experience. It is important to know what your expectations are to ensure the best possible experience. TexasWeddingMall.com hosts two unique Bridal Expos in Austin and San Antonio that offer visitors a different a change of pace and venue compared to other bridal events.

**The Austin Bridal Expo** presented by AustinWeddingMall.com is held at the Hilton Austin Downtown (500 East 5th Street) and is truly one of the most upscale and elegant large bridal events in Texas. The Austin Hilton provides a lavish setting with over 30,000 square feet of exhibitor space. Fully carpeted, the main ballroom of the Hilton is an ideal setting for meeting with wedding professionals from across the city. Both brides and vendors say that the elegant backdrop creates a comfortable, non-rushed shopping environment. Exhibitors and brides have more one-on-one time, which is important for certain industries such as photography where personally and rapport is a major factor when making a decision.

The Austin Bridal Expo is a large event with nearly 100 booths and includes a stylish fashion show. Just about everything you need for your wedding is represented, from the flowers to the wedding cake, photographers and facilities. If you're looking for a more manageable pace, elegant experience with several choices the Austin Bridal Expo at the Hilton would be an excellent event to attend.

**The San Antonio Bridal Expo** offers brides a distinctive shopping experience in the fun and lively atmosphere of Retama Park (just North of San Antonio in Selma, TX). Similar to the Austin Bridal Expo the San Antonio Bridal Expo offers brides a more manageable pace, allowing them more time to interact with wedding professionals. With over 80 exhibitors in attendance, this event offers ample selection in a non-traditional setting.

The Bridal Expo at Retama Park is divided into two levels- the first being track side in the air conditioned and carpeted Showplace Pavilion. Upstairs in the Clubhouse Level over 60 exhibitors wait to greet you. Both brides and exhibitors can enjoy the view from the Clubhouse Level overlooking the Retama Park track and sparkling lake below. Free parking, easy access and convenient to North San Antonio (and New Braunfels) all make the Bridal Expo at Retama Park a fun, uncomplicated and exciting experience. Although there is no live racing during the Bridal Expo, one can't help to appreciate the festive surroundings and "the sport of kings".

Both the Austin and San Antonio Bridal Expos feature over \$20,000 in prizes awarded at each event. Prizes include everything from wedding gowns to honeymoons and everything in between. Games and on stage competitions among couples entertain all in attendance and make for some "priceless" moments. The Bridal Expos are also a great way to save money. Many exhibitors provide "show specials" and other money saving offers.

TexasWeddingMall.com

*Bridal Expo*  
THE AREA'S MOST ELEGANT BRIDAL EVENT

Here are some tips to remember when planning a visit to the Bridal Expo or other wedding show events:

**Wear comfortable clothes and shoes.**

There is a lot of walking, so be prepared to be on your feet.

**Bring bottled water.**

Often there are many food samples: including appetizers, entrees, wedding cake and (my favorite) chocolate covered strawberries. However, often there is a limited amount of beverage options. Having bottled water can save your from a thirsty afternoon or at least an overpriced soda!

**Look for free parking.**

Often bridal shows are held on Sunday, which means free parking at city meters or other public places.

**Bring a bag.**

Some brides find it helpful to bring a bag for carrying items such as brochures and business cards - however often times bags are provided at the show.

**Register for prizes.**

Be sure to register for prizes and pick up any free copies of planning tools such as Bride Magazine.

**Stay until the end.**

Be sure to stay until the end of the show - usually the best prizes are awarded in the last hour of the show and you must be present to win.

**Come ready to shop.**

Many vendors will be offering specials - if you're ready to do business at the show, then you will more than likely save some green.



Remember that when you attend a bridal show it should be an enjoyable experience for you and your party. Bridal shows are a great way to plan for your wedding and can be a lot of fun!

We would like to invite you to our next two upcoming Bridal Expos, so please mark your calendar:

**Austin Bridal Expo**

Sunday February 10, 2008  
1-5pm at the Austin Hilton Downtown  
(500 East 5th Street)

**San Antonio Bridal Expo**

Sunday, March 9, 2008  
1-5pm at Retama Park

*If you have any questions about the Bridal Expo please contact us at  
Info@TexasWeddingMall.com or call 800-693-6255 ext 4105.  
We look forward to seeing you there!*

*Travis White is co-founder and publisher of  
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