



Courtesy of **Andy Ebon**, The Wedding Marketing Authority

The world's biggest convention and trade show dedicated to teaching you how to make money in the wedding business begins **8:00 AM Tuesday, September 21, 2010** and concludes **Thursday, September 23, 2010** at noon. One low, all-inclusive registration fee provides admission to all Wedding MBA General Session Seminars, Break-Out Events, and the Trade Show at the Las Vegas Convention Center.

Register by Friday, August 27 & **save \$160** per person with your Early Bird Price! Your Buddy may be from ANY company.

REGISTRATION

Your Early-Bird Registration: **\$299** After 8/27/10: **\$399**
Your Buddy's Early-Bird Registration: **\$279** After 8/27/10: **\$379**

CONTACT INFORMATION

First Name: _____ Last Name: _____
Company Name: _____
Email Address: _____
Web Site: _____
Street Address: _____ Suite/Apt #: _____
City: _____ State: _____ Zip: _____ Country: _____
Phone: _____ Mobile Phone: _____ Fax: _____

GENERAL INFORMATION

How many years have you been in the business? Thinking about it < a year _____ years
What is your wedding category? _____
How did you first hear about us? Web Magazine Association Mail Email Friend Other _____

BUDDY INFORMATION

Buddy's First Name: _____ Buddy's Last Name: _____
Company Name: _____
Email Address: _____
Web Site: _____
Street Address: _____ Suite/Apt #: _____
City: _____ State: _____ Zip: _____ Country: _____
Phone: _____ Mobile Phone: _____ Fax: _____

CREDIT CARD AUTHORIZATION

Payment in FULL must accompany your registration application. FAX completed form with CREDIT CARD information to: 480-361-5128 Or mail with check or money order to Wedding MBA, 14176 E. Kallil Drive, Scottsdale, AZ 85259

Payment Type: VISA MasterCard Discover American Express
 Check [enclosed with mailed registration - not valid for fax]
 Money Order [enclosed with mailed registration - not valid for fax]

CREDIT CARD SECURITY CODE
Credit cards cannot be processed without this code. The code is located on the back of your VISA, MasterCard and Discover and on the front of your American Express card.

Card: _____ Exp: _____ Security Code: _____

Name on Card: _____ Authorized Signature: _____

New registrations only. Early-Bird Offer expires 8/27/10. No refunds. Registration may be transferred or rolled over to next convention.

HOW TO DOUBLE YOUR WEDDING BUSINESS!

LEARN FROM THESE INTERNATIONAL WEDDING INDUSTRY POWERHOUSES:

*The Knot • WeddingChannel • Brides Magazine
Martha Stewart Weddings • Wedding Wire • WedSpace
Perfect Wedding Guide • Premier Bride
The Wedding Vendor • Get Married*

*Association for Wedding Professionals International
Association of Certified Professional Wedding Consultants
The Wedding Planners Institute of Canada
American Disc Jockey Association
Great Bridal Expo
Wedding Marketing Network
Bridal Association of America*

Discover the Secrets of Wedding Profits at these Must-See seminars:

- **Platinum Weddings** – Finding Your Bride in a Crowded Market
- **Rich Bride Poor Bride** – Overcoming Price Objections
- **Martha Stewart's 2011 Trend Projections**
- **Legally Wed vs Legally Dead** – Protect Your Business
- **Winning Your Bride One Tweet at a Time**
- **Myths of Selling to the Bride** – Fantasy vs Reality
- **The Ultimate Reveal** – Top Wedding Trends for a New Decade
- **Convert Searches to Sales** – Your Path from SEO to Cash
- **Today's Marketing is Tomorrow's Success**
- **Facebook for Wedding Professionals**
- **Collateral Damage** – Update Your Literature, Print Ads, & pdf's
- **Show Me the MONEY!** - Close the Bride in the First Five Minutes!
- **Make Every Bride a Celebrity** - Award Winning Reception Ideas
- **Netting Profits from Networks** - How To Set Up Your Own Association
- **Making the Cut** – How You Can Get on Preferred Vendor Lists
- **Don't Gamble Your Bottom Line** - Stop Leaving Money on the Table
- **Mobile Money** - How to Turn Your Cell Phone into a Credit Card Terminal
- **Growing Up Digital** - How the New Bride Plans Her Wedding
- **How To Double Your Wedding Business**
- **Your Domain Name** – Keyword .coms Supercharge Your Business
- **How To Create a Killer Bridal Show Booth**
- **Youtube** – How To Post for Profit
- **Wedding TV** – What You Can Learn from Reality Wedding Shows
- **Extreme Wedding Business Makeover** – LIVE On Stage!



*The Business
Side of the
Wedding
Business*

**WEDDING MERCHANTS
BUSINESS ACADEMY**

SEVENTH ANNUAL CONVENTION

SEPTEMBER 21-23, 2010
Las Vegas Convention Center

480-636-1066

REGISTER ONLINE NOW FOR YOUR EARLY-BIRD DISCOUNT!

www.WeddingMBA.com



Alan Berg



Amy Wilkins



Andy Ebon



Bernadette Baillie



Bill Heaton



Brian Lawrence



Carley Roney



Chris Evans



Chris Watson



Danielle Andrews



David Katz



Deb Sadowski



Deborah Moody



Don Freedman

Uncover the Secrets of the Wedding

RICH BRIDE POOR BRIDE

Overcoming Price Objections
Will Hegarty & Shannon Underwood Wedding MBA

THE ULTIMATE REVEAL

Top Wedding Trends for a New Decade
Carley Roney, Co-Founder & Editor in Chief, The Knot

WINNING YOUR BRIDE ONE TWEET AT A TIME

Tim Chi & Sonny Ganguly, Wedding Wire.com

PLATINUM WEDDINGS

How To Find Your Customer in a Crowded Market
Peter Merry, Author

MARTHA STEWART'S 2011 TREND PROJECTIONS

Amy Wilkins, Senior Vice President, Publisher, Martha Stewart Weddings

THE MYTHS OF SELLING TO THE BRIDE

Fantasy vs Reality
Marc McIntosh, Showcase Productions

HOW TO CREATE A KILLER BRIDAL SHOW BOOTH

Without Breaking Your Bank Account
Bill Heaton, President, Great Bridal Expo

CONVERT SEARCHES TO SALES

Your Path from SEO to Cash
Jayne Hallock, Editor in Chief, WedLock

YOUTUBE

How to Post for Profit
Tim Chi & Sonny Ganguly, Wedding Wire

WEDDING TV

What We Can Learn From Bridal Reality Shows
Debra Sadowski, Premier Bride

FACEBOOK FOR WEDDING PROFESSIONALS

Andy Ebon, Wedding Marketing Network

TIMING IS EVERYTHING

When To Launch Each Marketing Phase
Jim Butler, Bridal Training & Marketing Systems

LIGHTS, CAMERA, ACTION!

Create Your Company Video in Five Minutes
Tim Chi & Sonny Ganguly, Wedding Wire

WHAT A BRIDE WANTS

The American Wedding Study
David Katz, Associate Publisher, Brides.com and Brides Local Magazines

LEGALLY WED VS LEGALLY DEAD

How Contracts & Copyrights Protect Your Business
Andy Ebon, Author

COLLATERAL DAMAGE

Your Literature, Print Advertising, & pdf's
Alan Berg, Vice-President, The Knot

SHOW ME THE MONEY!

How To Close the Wedding Sale in the First Five Minutes
Tammy Elliot, President, Perfect Wedding Guide

Register Today for your Early-Bird

Business at These Powerful Seminars

STRENGTH IN NUMBERS

How Today's Economy Affects the Bride
Bernadette Baillie, The Knot

THE BRIDE HAS LEFT THE BUILDING

How Bridal Show Follow-Up Can Double Your Results
Julia Markel, President Association for Wedding Professionals International

MAKING THE CUT

How You Can Get on Preferred Vendor Lists
Andy Ebon, Author

SAIL AWAY TO THE DESTINATION WEDDING MARKET

Danielle Andrews Sunkel & Tracey Manaiescu
The Wedding Planners Institute of Canada

MAKE EVERY BRIDE A CELEBRITY

Award-Winning Reception Ideas
Peter Merry, Author

MOBILE MONEY

How to Turn Your Cell Phone into a Credit Card Terminal
Michelle Baker, Marketing Manager, Intuit

NOT HER SISTER'S WEDDING

Fresh Ideas on an Old Tradition
Deborah Moody, President Association of Certified Professional Wedding Consultants

EXTREME MARKETING

Cost Per Click, Viral, PR
Tim Chi & Sonny Ganguly Wedding Wire

HOW TO DOUBLE YOUR WEDDING BUSINESS

In 12 Months
Chris Evans, Author

JUST MARRIED

All About Real Weddings
Stacie Francombe, President, Get Married

DON'T GAMBLE YOUR BOTTOM LINE

Stop Leaving Money on the Table
S.C.O.R.E.

WHAT'S IN A DOMAIN NAME

How Keyword .com's Supercharge Your Business
Brian Lawrence, Vice President, Encore Studios

NETTING PROFITS FROM NETWORKS

How to set up Your Own Association
Don Freedman, Triad Bridal Association

GROWING UP DIGITAL

How the New Bride Plans Her Wedding
Tiffany Stanonik, WedSpace

THE HOLLYWOOD EFFECT

Ben Stowe, NLFX Professional

EXTREME BUSINESS MAKEOVER

LIVE On Stage!
Alan Berg, Vice-President, The Knot

Above is a partial list of seminar topics covered.
All seminar topics and presenters subject to change.



Jason Hennessey



Jim Butler



John Goolsby



Julia Markel



Marc McIntosh



Peter Merry



Shannon Underwood



Sonny Ganguly



Susan Southerland



Tammy Elliot



Tiffany Stanonik



Timothy Chi



Tracey Manaiescu



Will Hegarty

Discount: www.WeddingMBA.com

Las Vegas

CONVENTION CENTER



WEDDING MERCHANTS BUSINESS ACADEMY

September 21-23, 2010

Las Vegas Convention Center

The Wedding MBA is simply the best investment you can make in your wedding business.



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EARLY BIRD
DISCOUNT EXPIRES SOON.



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Register Now at: www.WeddingMBA.com

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