



ONLINE MEDIA OPPORTUNITIES FOR THE IBMA

This proposal has been issued on behalf of and representing the majority of IBMA members.

Scope of Work

The International Bridal Manufacturers Association (IBMA) is accepting proposals from internet/online media companies for advertising promotions, packages and/or plans for the IBMA as a group. The purpose is to create additional visibility and revenues for both parties by providing IBMA members with cost effective advertising and promotion opportunities that are creative and innovative. This must be a standalone proposal, not linked to any other IBMA business.

Background Information

The International Bridal Manufacturers Association is a nonprofit organization comprised of wedding apparel, social occasion, Prom and accessory manufacturers. Our membership includes major manufacturers in the bridal industry, many of which are the leading companies in each category. The IBMA promotes products produced by its members that are intended for sale through full service bridal stores.

Deliverables

We are looking for the following outcomes:

- Better ad rates for IBMA members.
- Consumer awareness programs & ads for the IBMA.
- Volume level discounts.
- Promotions, contests and sweepstakes.
- Personalization.
- Value ads.
- Local advertising opportunities.

Terms of Contract

All proposals are subject to review by IBMA's legal counsel, and will be awarded upon signed agreement of contract that outlines terms, scope, budget and other necessary items. Proposals must be voted on and receive a majority vote from the board and general members.

Requirements for Proposal Preparation

Length and font size: Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal and fees and expenditures should not exceed 15 pages.

- Title Page
- Cover Letter acting as the letter of intent that includes a background of your company, verified traffic statistics, etc. (1-2 pages)
- Proposal that will include the deliverables, terms of content, plans (3-10 pages)
- Explain how your company will generate revenue for the IBMA (1 page)
- Fees and Expenditures.

Final review of proposals will be held on April 13, 2012, and will be voted on by the IBMA board and general members. Our priorities will focus on the overall benefit and cost of the bridal print media as well as what will be best for the IBMA and your organization going forward; we are looking for a mutual beneficial relationship.

Proposals that meet the mandatory requirements will be evaluated with the following evaluation criteria:

- Suitability of the proposal.
- Candidate experience and overall expertise.
- Value/pricing structure.
- Proposal presentation.

Process Schedule

Please have your proposal submitted to the IBMA on or before the week of March 12, 2012, no later than 5:00 PM EST Friday, March 16th. Proposals will be evaluated immediately thereafter and during this time, we may require other information regarding your proposal and its supporting avenues; you will be notified if this is requested. If requested, the second draft will be due on or before April 1st, 2012, and as previously mentioned, final selection will be made on April 13th, 2012.

Proposal presentations

Proposers with valid proposals, submitted on or before the aforementioned dates, will be invited by the board to present their proposals in person to the IBMA at our next bi-annual meeting on April 13, 2012, at the New York Athletic Club. Presentation time is limited to 20 minutes per presenter. A maximum of two representatives may present from each company. Copies of the proposal for each member may be distributed. Audiovisual equipment must be supplied by the presenter and arranged for prior to April 1, 2012.

Please mail all proposals to:

IBMA

C/O The Dessy Group

Attention: Alan Dessy

118 West 20th Street, 3rd floor

New York NY 10011

Contact:

Any questions or requests for more information please contact:

Alan Dessy

IBMA President

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