



PRINT MEDIA OPPORTUNITIES FOR THE IBMA.

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

Statement of Purpose

The International Bridal Manufacturers Association (IBMA) is accepting proposals from bridal print publishers for advertising promotions, packages and/or plans for the IBMA as a group. The purpose is to provide IBMA members with cost effective print advertising and promotion opportunities that are creative and innovative; that work to build membership benefits, and that provide increased visibility for the association's goals.

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 of 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.

Scope of Work

Create new print media opportunities for IBMA voting members, or enhance existing print advertising relationships, for the IBMA membership. Offer premium pricing for IBMA members. Support the IBMA mission and generate awareness. Create a revenue stream for the IBMA. Assist with concepts and design, and work with the IBMA on new ideas for the benefit of the IBMA and the industry as a whole. *This must be a standalone proposal, not linked to any other IBMA business.

Deliverables

We are looking for the following outcomes:

- Better print ad rates for IBMA members.
- Consumer awareness ads for the IBMA.
- Volume level discounts.
- Promotions, contests and sweepstakes.
- Variable printing services.
- Increased value ads.
- Local advertising opportunities.

Terms of Contract

The IBMA will negotiate contract terms upon selection. All contracts are subject to review by IBMA's legal counsel and a proposal will be awarded upon signed agreement or contract, which outlines terms, scope, budget and other necessary items.

Requirements for Proposal Preparation

Length and Font Size: Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover lever, 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, distribution, etc. (1-2 pages)
- Proposal that will include the deliverables, terms of content, plans (3-10 pages)
- Fees and Expenditures.

Final review of proposals will be held on April 13th, 2012 and will be voted on by the IBMA board and general members.

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

- 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. Audio visual 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

Any questions or requests for more information please contact:

Alan Dessy

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