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Wedding Alliance Celebrates Successful Showcase

Ninety leads were generated from the Wedding Alliance of North Georgia Wedding and Special Occasions Showcase, which took place among flowers and evergreens in a ballroom at the Atlanta Marriott Alpharetta on Sunday, April 19. Fifty-five vendors, whose expertise covered everything from floral needs to hotel accommodations, catering and invitations to specialty gifting, event facilities to photography and entertainment, were available to meet with guests about weddings, anniversaries, birthdays, bar mitzvahs and bat mitzvahs.

“Being able to not only meet with vendors, but also visually see decorations, touch flowers, taste cakes and generally experience the products and services being sold makes our showcases one-of-a-kind,” says Candice Cocco, Alpharetta Convention and Visitors Bureau (CVB) Group Sales Market Manager and a founding member of the Wedding Alliance of North Georgia.



Vendors at the Wedding Alliance of North Georgia's Wedding and Special Occasions Showcase were available to answer questions and offer product demonstrations to those planning an upcoming event.

Adds President and CEO of the Alpharetta CVB, Janet Rodgers, “The Wedding Alliance of North Georgia has done a phenomenal job partnering with businesses in North Fulton to capture special occasion leads – which builds the social market and stimulates the economy in Alpharetta.”

The Alpharetta Convention and Visitors Bureau works with groups of all sizes – from 10 to 1,000. No event is too small to take advantage of the Alpharetta CVB’s array of complimentary wedding and special event planning services including: checking hotel availability and securing special rates for out-of-town guests; suggesting ceremony, reception, and rehearsal dinner locations, including facilities that allow outside catering services; referring caterers and other service providers; providing a FREE welcome bag for each hotel room booked, including discount coupons; providing entertainment and activity suggestions for guests to experience in and around Alpharetta during their visit. Call the Alpharetta CVB Group Sales Department at (678) 297-2811 for more information about these services.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit www.AwesomeAlpharetta.com for more information.

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