

Welcome to l'Evento

What is an Event Resource Boutique? It is a special marketing opportunity for all event-related businesses. Whether you are a one-person shop or represent a multi-store operation, l'Evento can help you reach your target market: people planning events. Weddings, Anniversaries, Bar & Bat Mitzvahs, Milestone Birthdays... all of life's grandest events must be planned. By creating a convenient resource for the consumer - a "one stop shop" - the process is simplified and streamlined, and your business is easily introduced to a whole new stream of potential clients.

Beyond the Ad...

If a picture is worth a thousand words, how much is a book of them worth? By presenting your goods or services in a portfolio, you are able to go beyond the typical print ad. You can explain, describe, enchant and capture the prospective client through photos, text, testimonials - even by including a video tour of your business. Your portfolio tells a prospective client so much more than any print ad ever could.

The Boutique

Any Realtor will tell you: location, location, location. And for many businesses, this is just as true. Our prime location in downtown Carmel will assure that many of the metro area's most affluent residents will be aware of this exciting resource. Beautiful inside and out, the space is also welcoming and accessible, able to serve a wide variety of clientele.

Reaching the Client

We understand that for you, the event professional, to receive maximum benefit for your l'Evento membership, we must ensure potential clients come through our doors. This will be accomplished through a multi-layered marketing approach, including traditional and new-media marketing methods.

Print ads...mailings...email newsletters...blogs...bridal expos...facebook...open houses...educational seminars...and more

Print Advertising Outlets:

Perfect Wedding Guide • Your Wedding Indianapolis Magazine

Online Advertising Outlets:

Perfect Wedding Guide • Your Wedding Indianapolis • Eventective • WeddingWire... and more

Additionally, when potential clients express an interest in your business, you will be provided with their contact information.* We encourage you to utilize this opportunity to follow-up with them! *Certain Membership Packages Only.

Our Mission

The mission of l'Evento is to create a comfortable and welcoming atmosphere so that each guest may be provided with an experience of extraordinary hospitality and service, while offering event professionals the opportunity to connect with potential clients.

l'Evento Professional Categories

So, where do you fit in? Check out our newly expanded professional categories, and choose the one that fits you and your offerings best. For multi-service businesses, dual memberships at a discount are available. **Only 10 total businesses per category ~ only one Elite Member per category!

Beauty (Hair, Make-up, Nails, Image Consultation, Spa, Fitness, Tanning)

Ceremony (Independent Officiants, Locations, Chapels)

Edibles: Sweets (Bakeries, Cupcakeries, Chocolate Fountains, Candy Buffets)

Edibles: Catering

Edibles: Beverages & Other (Bar Services, Ice Sculptures)

Fashion: Attire (Bridal Shops, Formalwear, Alterations, Cleaning/Preservation, Lingerie)

Fashion: Jewelry

Floral

Music (DJs, Bands, Combos, Soloists, Dance Instruction, Entertainment)

Party Facilities (Bowling Alleys, Mini Golf, Go Karts)

Photography: Packages start under \$2000

Photography: Packages start at or over \$2000

Planning (Event Coordinators/Consultants/Planners/Designers)

Rentals (Tents, Chairs, Tables, Linens)

Rentals: Lighting & A/V Equipment

Stationery: Correspondence (All things paper)

Stationery: Favors & Gifts

Transportation (Limousines, Antique Cars, Carriages, Shuttles, Buses)

Travel (Honeymoons, Destination Weddings, Guest Accommodations)

Venues: Hamilton County

Venues: Downtown

Venues: North Indy

Venues: South Indy

Venues: Outside Marion County, excluding Hamilton

Videography

Rates & Services

All Professional Memberships with l'Evento are a six-month minimum commitment. After six months, your membership will renew for an additional six-month period. Following your first year as a l'Evento Professional Member, your membership will continue on a month-to-month basis.

Packages

All memberships include placement of one portfolio book under one category in the portfolio library. Additional memberships for multi-service providers may be purchased at a discount. **Each category limited to 10 businesses (excluding basic level memberships.)

Elite **Limited to one per category	\$150/month
<ul style="list-style-type: none"> • Top of category listing online and on-shelf • Premium business listing online with link • Referrals provided to you when clients express interest • Featured as "Event Professional of the Week" once per six months: online, featured on homepage; email, private eblast to full list 	<ul style="list-style-type: none"> • Portfolio marked "Elite" on spine • Seven slide images with logo on each • Your logo with link included on all regular e-newsletters (bi-weekly)
Premiere	\$80/month
<ul style="list-style-type: none"> • Top of category listing online and on-shelf, after Elite • Highlighted business listing online with link • Your logo included on regular e-newsletters (bi-weekly) 	<ul style="list-style-type: none"> • Five slide images with logo on each • Referrals provided to you when clients express interest
Preferred (the original)	\$40/month
<ul style="list-style-type: none"> • Next in category listings, after Elite & Premiere • Regular business listing online with link 	<ul style="list-style-type: none"> • Three slide images with logo on each • Referrals provided to you when clients express interest
Associate.....	\$30/month
<ul style="list-style-type: none"> • Next in category listings, after first three levels • Regular business listing online without link 	<ul style="list-style-type: none"> • One slide image with logo • Your information provided to person planning event only
Basic *Available only to certain business categories	\$15/month
<ul style="list-style-type: none"> • Two-page spread in shared portfolio book • General business listing online without link 	<ul style="list-style-type: none"> • One shared slide image of representative logo or image for whole book • Your information provided to person planning event only

Space Rental

Private Meeting Room (per hour, members)	\$10.00
Private Meeting Room (per hour, non-members)	\$20.00
Private Meeting Room After Hours (per hour, members)	\$20.00
Private Meeting Room After Hours (per hour, non-members)	\$40.00
Entire Boutique Rental, After Hours Only (1 hour, members)	\$50.00
Entire Boutique Rental, After Hours Only (1 hour, non-members)	\$75.00
Entire Boutique Rental, After Hours Only (2 hours, members)	\$75.00
Entire Boutique Rental, After Hours Only (2 hours, non-members)	\$112.50
Additional Hour, Entire Boutique Rental (per hour, member/non-member)	\$30.00

Extras

Window Display (per month, one 6'x7' window)	\$100
Window Display (per month, two 6'x7' windows)	\$150
Portfolio Layout/Design (one time charge)	\$500
Graphic Design Services (e.g. logo, brochure)	\$75/hour