

# GOLD CALENDAR.COM

*Search by Date is Transforming the Event Industry*



*"Your greatest asset is your earning ability.  
Your greatest resource is your time." — Brian Tracy*

To learn more, contact [EVENTS@GOLDCALENDAR.COM](mailto:EVENTS@GOLDCALENDAR.COM)

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Discover the newest must-have resource  
in the event planning industry.

How much time do you spend searching for available vendors for every wedding you plan?



What if there was a resource to help maximize your time and cut down on the back and forth?

Now there is. Gold Calendar is an easy-to-use online resource that revolves around available dates. Simply enter the date of the wedding into our website and *voila*, you'll instantly see venues, photographers, caterers and more for the exact date you need.

#### CHANGING THE WAY EVENTS ARE PLANNED .

Search by availability has transformed the travel, spa, auto, real estate and other consumer industries—making it easier than ever to find what you need—when you need it. Now, Gold Calendar offers the same level of on-demand search capability for any type of event you're planning, including weddings, private parties, charity events, corporate engagements and more.

## HOW IT WORKS



Type in the date & location of your event



See available vendors and add to your Gold List



Contact vendors and book for your party



We just saved you a lot of time!

Maximize your planning time so you can focus on what's really important—the events!



#### GET NOTICED .

You can embedd the handy Gold Calendar widget on your website so clients can check your availability on the spot.

**SAVE TIME , ENERGY , EMAILS AND PHONE CALLS .**  
Cut down on the time you spend searching for vendors and the back-and-forth you spend checking on availability.

#### TAP INTO PEER -RECOMMENDED VENDORS .

Do a quick cross search to expand your list of trusted vendors in every category: venues, music, florists, photography and more.

#### CREATE EVENT SPECIFIC PROFILES .

Communicate with all of your vendors for a particular event quickly and easily. No more texting back and forth to each of them.

#### LOOKING FOR NEW VENDORS OR SOMEONE LAST MINUTE ?

Our *top of the day* listings allow you to stay in-the-know on buzz worthy vendors and even find someone with last minute availability.

#### MAKE FUTURE SEARCHES EVEN EASIER WITH THE GOLD LIST.

Keep all of your preferred vendors and their contact information in a single place so you can get to them in just one click.



9,000 Unique Users  
35,000 Page Views  
2:15 Average Session Duration  
3.63 Average pages per View  
70% New Sessions

15% Bounce Rate  
42% Paid Search (11% Bounce Rate)  
36% Social (13.4% Bounce Rate)  
12% Direct (22% Bounce Rate)  
7% Referral (18% Bounce Rate)

66.6% Female  
15% 16-24  
25% 25-35  
25% 35-45  
20% 40+

TO LEARN MORE, CONTACT [EVENTS@GOLDCALENDAR.COM](mailto:EVENTS@GOLDCALENDAR.COM) OR VISIT [GOLDCALENDAR.COM](http://GOLDCALENDAR.COM)