



Southside Spring Bridal Expo

Sunday, March 25, 2018, 2:00pm to 5:00pm

Chesapeake Conference Center Directions: 757-382-2500

900 Greenbrier Circle, Chesapeake, VA 23320

Return to: Showbride, 4588 South Plaza Trail, Suite 102, Va. Beach, VA 23462
(757) 222-0234 fax or info@showbride.com

EXHIBITOR REGISTRATION FORM

Business Category i.e. Beauty, Cakes, Catering, Decor, DJ, Favors, Fitness, Florists, Insurance, Jewelry, Photographer, Rentals, Travel, Venue, Planner

Company Name AND Website

First Name, Last Name AND Email Address

Business Phone AND Mobile Phone

Business Street Address+Zip (above) **Mailing Street Address+Zip** (below if different)

EXHIBITOR INVESTMENT

10x10 Booth \$600 or 8x8 Booth \$550 or 6x3 Table \$500 | _____ |

Pipe & Drape Booth incl. 8' backdrop, 3' side rails, 7x44 sign, 6x2 draped table, 2 chairs and wastebasket.

Foyer Draped Table incl. 7x44 sign with chair in 8x8 area (no pipe and drape).

+Add \$50 to submit per 100 bag stuffers given at registration..... | _____ |

Swag bag stuffers can be unique promotional items, 8x11 flyers, or large postcards (no business cards please)

+Add \$50 to choose your location. To apply, go to: www.showbride.info | _____ |

A multiple category business may be beside you. Locations assigned on first come, first serve basis. \$50 refund if unavailable.

+Add \$60 for 120 volt electrical service or \$120 requested week of event (page 3)..... | _____ |

+Add \$55 for analog internet service or \$80 if requested week of event (page 3) | _____ |

+Add \$100 to get bridal registrants emailed one week after event..... | _____ |

+Add \$350 for double booth (twice the size of booth area)..... | _____ |

This option is not recommended but available for the requesting exhibitor in demand for this selected area.

Please note: This is also available for fashion show vendors requiring 8x8x2 booth area \$550 plus bridal registrants \$100 totaling \$1000
Formalwear vendors provide dresses/tuxes for fully coordinated fashion show with one store manager assisting in dressing room.

— Deduct \$50 if no table needed (space only) | _____ |

— Deduct \$350 for site sponsored booth or \$250 for category sponsored booth | _____ |

For **category** \$100/month **site** sponsors (-\$350) or \$50/month (-\$250) in good standing. To apply, go to: www.showbride.biz

Complete Final Total to the right, or exclusive option below...

Final Total | _____ |

Exclusive Vendor Registry \$1200 providing onsite day of assistance, email blast, grand prize trip & ring vouchers ... | _____ |

EXHIBITOR AUTHORIZATION

Exclusive vendor receives year long exclusivity in receiving bridal registrants at end of event day.

CARD NUMBER

FOR FULL PAYMENT _____

EXPIRATION DATE _____

I confirm to the selection(s) above and represent signature below with terms and conditions on page two. I agree that forms returned by fax or otherwise is deemed to be an original document and enforceable. By signing below, I am abiding to submitted information.

SIGNATURE of AUTHORIZED REPRESENTATIVE _____

PRINTED NAME ON CARD _____ **DATE** _____

TERMS AND CONDITIONS

DOOR PRIZES: Giveaways or door prizes are strongly recommended. A ballot box with printed sign is available. We suggest you use raffle tickets or a similar method at your booth, as long as you can determine the winner before brides leave. We ask that you promote your door prize the first two hours of the expo and determine a winner after the fashion show so brides can revisit you to see if they won.

PAYMENT: Full payment is required to confirm participation and to secure table location. If reservation is made on or after the balance due date, the total amount must be made at that time to confirm participation and secure booth space location at the same time. Any and all returned checks will be assessed a \$35 charge the first time they are returned and a \$30 charge if returned a second time. If the balance is paid more than one week past the due date, a \$15 late charge will be added to the total amount due, unless payment arrangements are made.

DISPLAY SPACE: Each booth with table option may be a 6'x2' table, two chairs and white linen, skirted, in accordance with the venue's policy. Extra tables and chairs are not permitted unless a special arrangement has been approved. Backdrops and side rails may be provided in a full booth option. Show management has the right to relocate your space without any notice, for the benefit of the exhibitor, or for the betterment of the exposition. Furthermore, we may relocate display areas or reject any vendor based on their type of business. All demonstrations, sales activities, and distribution of circulars and promotional material must be confined to the limits of your booth. All items not a part of the display must be kept out of sight during the show.

USE OF BOOTH SPACE: Subletting and sharing of booths are not allowed. The size of booth space depends on where it is located. The most common size is the 8' x 8' space. The number of booth spaces is available on a first-reserved basis. The entire exhibit must be contained within the assigned space. No more than three representatives from your company will be allowed at the same time. Setup time may begin as early as four hours before doors open to the paying public. At this time, all displays must be up and ready for presentation. No exhibitor shall assign, sublet, or share the space assigned. Exhibitors are required to have booth space neat and orderly at all times. Exhibits which include the operation of radios, sound and/or motion picture equipment, public address systems, musical instruments, or any noise making machines must be operated so that the noise will not disturb others, and must be approved. Carpet brought in should be slip-resistant and lay flat. Attaching signs or anything else in any way to walls, posts, seating areas, columns or any other piece of structure property is strictly prohibited. Exhibitors or their representatives shall not injure or deface walls as well as floors, or any part of the exhibit building. This includes booth materials & equipment of another vendor. Spray paint, bubble machines and fog machines are strictly prohibited. When such damage appears, any exhibitor causing such damage is liable to the owner of the damaged property. Helium tanks are allowed but must be cleared by show producer first, and must be kept on its stand for quick exit. Open flame such as candles and incense is allowed but must be cleared by hosting venue and producers of bridal show.

BOOTH RESTRICTIONS: No vendor not assigned space in the expo will be permitted to solicit business within the exhibit area. The use of live models or performers for demonstrations or explanations is subject to approval. Electrical wiring must conform to National Electrical Code Safety Rules. Literature, business cards and any other material handed out at your booth must not include the name, phone number, address or any other vital information about any other company besides that represented by your booth, unless that company is exhibiting in the show. The only exception will be exhibiting magazines and newspapers. Show management will discard any company literature that is not in the show. If the literature continues to be handed out, exhibitor will pay an additional fee equal to the cost of the booth space. In addition, said company may be restricted from exhibiting in future bridal shows. No literature may be handed out outside the perimeters of your booth. Exhibitor must give full disclosure of every type of product or service that will be presented in the booth space, even if it is all listed under the exhibitor's company name. Power strips, cables and extensions are the responsibility of each vendor. Indicate the need for electricity below. Electrical connections are not recommended with tables more than 6 feet away from any wall or partition.

SHOW HOURS: Each booth must be staffed throughout show times. The producers of this bridal show are not liable for items lost or stolen. Show management reserves the right to clear out any tables not set up at start of show time. All booths must stay assembled until closing at the end of the show time. Show management reserves the right to withhold the mailing list of attendees from any company that breaks their booth down early. In addition, show producer may restrict exhibitor in future shows. Banners, signs, items on display and anything in or around the booth must stay intact until the show is over.

AMPLIFIED SOUND: Microphones, sound systems and other amplified sound are allowed within reason as well as televisions and computers, but all previously mentioned must be kept at a low level and should not be heard outside of your booth area.

LOADING/UNLOADING: Someone must be at the vehicle at all times until parked in a parking area. Neither the show producers nor the hosting venue has no responsibility on the issuance or revocation of tickets. Each exhibitor must check in at registration to confirm their arrival and escorted to their assigned booth location. Unconfirmed arrivals may be charged an entrance fee or subject for dismissal from entire venue throughout the show day.

INSURANCE: Exhibitor is solely responsible for any and all occurrences inside his or her booth. An off-premise liability insurance is strongly suggested. You may be asked to offer proof of that coverage to the show producers for such occurrences.

CANCELLATIONS: Should any contingency prevent holding of the exposition, show producers may retain such part of exhibitor's rental and shall not be required to compensate for expenses incurred up to the time such contingency shall have occurred. Show producers shall not be liable for any damages or additional expenses incurred by exhibitor in connection with the show or its cancellation or postponement.

MAILING LISTS: If you give, sell or loan the list to anyone not an exhibitor in the Expo, you and that company are liable for a fine of \$1,000 (one thousand dollars) per occurrence, per listed name and per use.



ELECTRICAL / INTERNET ORDER FORM

700 Conference Center Drive | Chesapeake, VA 23320
 757-382-2500 | FAX 757-382-2525

PLEASE READ:

No need to complete this form. Information requested here can be completed on the exhibitor form, where you consent and agree to the use of electricity and/or use of internet. After we make payment to The Chesapeake Conference Center the week before, floor order rates apply.

Company/Firm Name				Booth Number or Table Number	
Address	City	State	Zip	Telephone Number	
Credit Card Number		Exp. Date	v-Code	Authorized Signature	
Mailing Check on (date):			Email receipt to:		

ALL CHARGES ARE PER DAY

****ADD APPLICABLE TAX TO ALL CHARGES****

****ADVANCED ORDER DEADLINE: 10 Business days in advance of load-in; floor order rates apply thereafter****
No need to complete this form

<u>Electrical Service Connections:</u>	(Subject to 6% tax)			
	ADVANCED	FLOOR ORDER	QUANTITY	TOTAL
120-Volt, A.C., Single Phase, 60 Hz, 20-amp circuit	\$55	\$110		
220-Volt, A.C., Single or 3-Phase, 60 Hz, 30-amp circuit	\$125	\$250		
Client is responsible for supplying adapters, tools, cords, etc. If provided by the Conference Center, client will be billed accordingly.				

Nema Plug: HBL2813 30A 3ØY 120/208VAC

With your electrical order, two outlets will be supplied by the Conference Center. Any additional outlet requirements will incur an additional fee, based on requirements.

<u>Internet Connections:</u>	(Subject to 6% tax)			
	ADVANCED	FLOOR ORDER	QUANTITY	TOTAL
Regular Analog	\$50 (\$25 each additional day)	\$75		
ISDN Lines/High Speed (9 available) Cox Communications	\$250 (\$150 each additional day)	\$325		

Please contact the Conference Center for any additional items not listed.

(See Page 2 for additional important information.)

IMPORTANT CONDITIONS AND REGULATIONS

1. All exhibits must be wired in accordance with the National Electric Code.
2. Rates quoted for all connections cover only bringing service to the booth in the most convenient manner. This does not include connection of equipment or special wiring.
3. **THE EXHIBITOR IS RESPONSIBLE FOR PROVIDING HIS/HER OWN EXTENSION CORDS AND PLUG STRIPS.**
4. Displays, panels, and service rows must be available and accessible for inspection at all times.
5. Under no circumstances shall anyone other than the "House Electrician" make electrical connections to the house distribution system.
6. Special equipment requiring company engineers or technicians for assembly, servicing, preparatory work, and/or operation may be without the House Electrician; however, all service connections and overload protection to such equipment must be made by the House Electrician only!
7. Control over and approval of all connections and equipment shall remain with the Chesapeake Conference Center.
8. Wall, column, and permanent building utility outlets are not a part of the booth space and are not to be used by exhibitors without advance approval.
9. Exhibitors are responsible for providing all materials necessary to connect his/her equipment to the service. This includes both electrical and water service. To ensure adapter compatibility, please contact the Chesapeake Conference Center.
10. ALL MATERIALS AND EQUIPMENT FURNISHED BY THE CHESAPEAKE CONFERENCE CENTER FOR THIS ORDER SHALL REMAIN THE PROPERTY OF THE CONFERENCE CENTER. THE EXHIBITOR WILL BE CHARGED FOR ANY MISSING OR DAMAGED EQUIPMENT ASSIGNED TO HIS/HER SPACE.
11. Electrical service to table top shows must be ordered in advance. NO FLOOR ORDERS WILL BE ACCEPTED.
12. Electrical service to draped shows can be floor ordered, provided show manager allocates a utility easement behind each exhibit booth. (Common back walls must be double draped.)

ADVANCE ORDER DEADLINE: 10 BUSINESS DAYS IN ADVANCE OF LOAD-IN; FLOOR ORDER RATES APPLY THEREAFTER.

REVISED 2016/08/29

Once your payment is received, your consent and agree that use of electricity and/or internet is acknowledged. Showbride will then pay this venue week before this event. Floor order rates will apply after payment is made to The Chesapeake Conference Center the week before. Above conditions must be met upon payment for advance or day of order.