



EXHIBITOR REGISTRATION FORM

Southern Elegance Bridal Expo, Sunday, November 19, 2017, 2:00pm-5:00pm
The Founders Inn and Spa, 5641 Indian River Road, Virginia Beach, VA 23464
For directions: 757-424-5511
Return to: 757.222.0234 fax • info@showbride.com • www.showbride.biz
Showbride, 4588 South Plaza Trail, Suite 102, Virginia Beach, VA 23462-7792

EXHIBITOR INFORMATION

Business Category (Ex. Cakes, Catering, Decor, DJ, Favors, Fitness, Florists, Insurance, Jewelry, Photographer, Rentals, Skin Care, 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

\$300 Sponsored Booth or Table 1-48 Pipe/draped booth+table, Venue draped table, or Booth space only

- +Add \$50 to choose up to three booth locations
+Add \$100 to get bridal registrants emailed one week after event
+Add \$50 to submit 100 bag stuffers given at registration
+Add \$50 for use of electricity (or \$100 if requested day of show)
+Add \$200 for double 16x8 Booth (Twice the size of 8x8 booth) - Deduct \$50 if no table/sign needed (space only)
Note: For current monthly category and site sponsors only. To apply, go to: www.showbride.biz

Full Booth/Space Total | _____ |

\$500 Foyer 6x3 Table 38-48 Venue draped table/chair (or space) ready ready by 1pm

- +Add \$50 to choose up to three booth locations
+Add \$100 to get bridal registrants emailed one week after event
+Add \$50 to submit 100 bag stuffers given at registration
+Add \$50 for use of electricity (or \$100 if requested day of show)
(no double booth/table option here) - Deduct \$50 if no table/sign needed (space only)

Foyer Table/Space Total | _____ |

\$600 Full 8x8 Booth 1-37 Pipe & draped 8' backdrop, 3' side rails, 6x2 draped table/chair (or space) & wastebasket

- +Add \$50 to choose up to three booth locations
+Add \$100 to get bridal registrants emailed one week after event
+Add \$50 to submit 100 bag stuffers given at registration
+Add \$50 for use of electricity (or \$100 if requested day of show)
+Add \$200 for double 16x8 Booth (Twice the size of 8x8 booth) - Deduct \$50 if no table/sign needed (space only)

Full Booth/Space Total | _____ |

\$1000 Fashion Show 16x8 Booth Pipe & draped 8' backdrop and 3' side rails near Fashion Show Area

vendor provides: Formalwear or Gowns to Fully Provided Fashion Show with one store manager assisting in dressing room
vendor receives: Bridal Leads & walk-in Registrants

Double Full Booth Total | _____ |

\$1200 Exclusive Vendor Registry with Onsite Assistance Day of Show

vendor provides: Email Blast, Viva Grand Prize Trip, and 4 Ring Vouchers

vendor receives: Year long exclusive in receiving bridal registrants & walk-in attendees at end of event day

Vendor Total | _____ |

EXHIBITOR AUTHORIZATION

CARD NUMBER

FOR FULL PAYMENT _____

SECURITY CODE CVV _____

NAME ON CARD _____

EXPIRATION DATE _____

I represent signature below and agree to the terms and conditions included. I agree that forms faxed or emailed shall be deemed to be an original document and thus enforceable. By signing below, I agree to abide by all information submitted.

SIGNATURE OF AUTHORIZED REPRESENTATIVE _____

PRINTED NAME _____ DATE _____

Return to: Showbride, 4588 South Plaza Trail, Suite 102, Virginia Beach, VA 23462-7792 or 757.222.0234 fax or info@showbride.com

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 will 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 LIST: Exhibitor will not 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.

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- Similar exhibitor categories are spread out to the best of our knowledge
- Multiple category businesses cannot guarantee similar vendors nearby
- Booth tables ar 72” x 24” draped tables
- Venue tables are 72” x 36” draped tables
- Locations determined on first come, first serve basis
- Final floor plan not finalized until week before show

Add \$50 to choose up to three booth locations.
 \$50 refund if unavailable.
 Indicate up to three now.

choice #1 _____

choice #2 _____

choice #3 _____

Unpaid locations not accepted.

