



# "The Bridal Experience"

Pittsburgh Airport Area Bridal Show

Sunday, January 9, 2011

The Fez Banquet & Wedding Center in Hopewell Twp.

Show Time: Noon to 4:00 pm

We are pleased to announce the **Tenth Annual** production of "The Bridal Experience," scheduled for **Sunday, January 9, 2011.**

**Extensive advertising for our show** is planned that will ensure exposure of your services to brides from the entire Pittsburgh Airport area and beyond. I am sure you won't want to miss out on this annual opportunity to **capture the attention** of the large number of brides who will be beginning, and finalizing, plans for the years 2011 and 2012. We would like to invite you to participate in this year's show by filling out the attached reservation form and returning it to us. Each year we offer only the **Best** local businesses this valuable opportunity, and each year our exhibitors report that our show is their most profitable show.

**Don't let this opportunity pass you by.** If you're not there, you can be assured your competitors will be! Visit our website at [www.bridalexp.com](http://www.bridalexp.com) for further information, and for future updates. We expect this event to sell out fast as it does each year! Don't delay getting your reservation in early! If you have any questions, feel free to call **724-378-1810**, or email us [info@bridalexp.com](mailto:info@bridalexp.com)

- **Unique Opportunity to present Your Company's Goods and Services to Brides from the entire airport area!**
- **An Aggressive Advertising Campaign in both Allegheny & Beaver Counties!**
- **Exhibitors that sign up early will have their business name in all Advertising.**
- **Web Site with Your Business Listing [www.bridalexp.com](http://www.bridalexp.com)**
- **BRIDES ARE ALREADY REGISTERING FOR THIS EVENT.**
- **Show Registration Deadline December 27, 2010.**
- **Annual Show– Your Participation this year gives you First Opportunity for Next Year's Show!**
- **Our show is the ONLY area show that continues to refer your business to targeted customers for a full year!**

**TABLE SPACE IS LIMITED ... SO DON'T DELAY!**

## SHOW SPONSOR

**THIS OPTION IS AVAILABLE TO ONLY THREE BUSINESSES** and will give your business Maximum Exposure to the show and our attendees. Your business name and logo will be used across all media used to promote our show. *ie "The Bridal Experience sponsored by your company name,* You must be an established business with an outstanding reputation.

### SHOW SPONSOR INCLUDES:

- PROMINENT ADVERTISING POSITIONING IN ALL ADVERTISING. "SHOW SPONSORED BY" (your company name), ACCROSS ALL MEDIA. RADIO, NEWSPAPER, E-MAIL AND INTERNET.

### SHOW SPONSOR ALSO INCLUDES:

- ONE 8' SKIRTED TABLE EACH TABLE AREA IS 8' x 10' IN SIZE  
- TWO CHAIRS  
- ONE TABLE ID SIGN  
- MAILING LIST OF ALL REGISTERED BRIDES SHOW DAY.

**INVESTMENT COST . . . . . \$950.00**

## PRIME EXHIBITORS

Hotels, Caterers, Limos, Wedding Cakes, Photographers, Videographers, Floral, Tuxedos, Bridal Gowns, Party Rentals, Consultants, D.J. and Entertainment, Invitations, Engravers and Printers, Wedding related web sites.

### Table Display Area Includes:

- EACH TABLE AREA IS 8' x 10' IN SIZE  
- ONE 8' SKIRTED TABLE  
- TWO CHAIRS  
- ONE TABLE ID SIGN  
- MAILING LIST OF ALL REGISTERED BRIDES SHOW DAY.

**INVESTMENT COST . . . . . \$350.00**

## ASSOCIATE EXHIBITORS

Hair Salons, Tanning Salons, Nail Shops, Gift Shops, Travel Agents, Jewelry Stores, Banks, Real Estate and Insurance Agents

### Table Display Area Includes:

- EACH TABLE AREA IS 8' x 10' IN SIZE  
- ONE 8' SKIRTED TABLE  
- TWO CHAIRS  
- ONE TABLE ID SIGN  
- MAILING LIST OF ALL REGISTERED BRIDES SHOW DAY.

**INVESTMENT COST . . . . . \$275.00**

# EXHIBITOR AGREEMENT

## *"The Bridal Experience"*

2312 Brodhead Rd. Aliquippa, PA 15001

Ph. 724-378-1810 Fax 724-378-9173

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Company Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**Date: Sunday January 9, 2011**

**Hours of Exhibit: Noon to 4:00 p.m.**

**Location: The Fez Banquet & Wedding Center, 2312 Brodhead Road, Hopewell Township, Aliquippa, PA 15001**

Show Set-up Time is from

8:30 – 10:30 a.m.

Doors Open for Table Visitation and Walk-In Registration

12:00 – 3:30 p.m.

Grand Prize Drawing

3:30 – 4:00 p.m.

Last day to register for the show is December 27, 2010.

**\* ALL EXHIBITORS ARE REQUIRED TO HAVE A DOOR PRIZE GIVEAWAY.**

**Door Prize:** \_\_\_\_\_

Door Prize Giveaways will occur throughout the day. Please keep your door prize at your booth.

Winner will pick up prize directly from you.

**\* ALL EXHIBITORS ARE REQUIRED TO HAVE A SHOW SPECIAL.**

**Show Special:** \_\_\_\_\_

**Below are the table choices: (please check one)**

**SHOW SPONSOR \$950.00**

**PRIME VENDOR \$350.00**

**ASSOCIATE VENDOR \$275.00**

**If you require Electricity, you must let us know in advance. Charge is +\$10.00 per space.**

**I Need Electricity**

**I do not need Electricity.**

DOUBLE SIZE TABLES are available.  
Please call for details

"THE BRIDAL EXPERIENCE" will conduct a bridal show, and provide table space in connection therewith on the date and at the location contained herein. The client understands that this agreement between the undersigned and "THE BRIDAL EXPERIENCE" and that the undersigned agrees to all terms and conditions attached. The Client also understands that space reservations are not confirmed without full Booth Payment and that all cancellations are non refundable.

**Client Signature** \_\_\_\_\_

**Date:** \_\_\_\_\_

**TO CONFIRM YOUR TABLE RESERVATION MAIL THIS FORM AND A CHECK PAYABLE TO:**

***"The Bridal Experience"***

c/o THE FEZ

2312 BRODHEAD RD.  
ALIQUIPPA, PA 15001

[www.bridalex.com](http://www.bridalex.com)

## TERMS

**1. Dismantling of Displays.** Exhibit space will be accessible to exhibitors for setting up displays starting at 8:30 a.m., and are to be ready for display by 10:30a.m. Packing and removal may begin at the close of the show and must be removed by 7:00 p.m. or else exhibits will be placed in storage at the owner's risk and expense. Dismantling may not be prior to Shows conclusion at 4 p.m.

**2. Door Prizes: Each Vendor is required to supply a prize to be given away as a door prize to the brides. It is also required that each Vendor have a "Show Special". Door prizes should be indicated on your form so that they may be included in the advertising.**

**3. Location of Tables:** Table location will be assigned on a first-come, first-serve basis, but wherever possible, space will be allotted according to client's choice, as agreed upon by show management. Space assigned to an exhibitor may be changed by the show management to affect a balance against congestion, to avoid confusion in company names, to solve competitive conditions, or similar reasons. An exhibitor may not share or sublet space without permission of the show management. Management strictly makes all decisions about floor plans and table location with the client. Only management is permitted to discuss floor plans and other arrangements with The Fez.

**4. General Regulations:** Loud speaking sound displays are not permitted, and the show management reserves the right to refuse any exhibit which does not in their judgment, conform to the general tenor of the show. All exhibits, back walls, and decorations will be limited to 8' in height except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the show management.

No soliciting for business shall be permitted in aisles or at other exhibitor's tables. Samples, catalogs, pamphlets, publications may only be distributed by exhibitors strictly within the confines of their own tables. No exhibitor will be permitted to conduct any extreme promotional stunts without first obtaining permission from the show management.

Special sound usage must be cleared with management prior to the show, as to not interfere with other vendors. Exhibitors and photographers may not disrupt visitor traffic by clearing tables or aisle for photography during the regular show hours.

Unethical conduct or infraction of rules on the part of the exhibitor or his representatives or both will subject the exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further the organizers of the event will not be liable for any damages to expenses incurred as a result of said dismissal.

The serving of alcoholic beverages and/or foods by exhibitors in any part of the show premises is permitted, but you must obtain written permission in advance, and advise the show management of all and any item(s) that you will include at your booth.

Materials client is providing for the brides should be kept at your booth for distribution. **Immediate notification of any special door prize is necessary so that it may be included in the publicity.**

It is fully agreed that the list of attendees that will be supplied by the show's promoter is to be used for the sole purpose of promoting the contracted exhibitors business, and in no way is to be transferred, shared, or sold for the benefit of anyone not participating as an exhibitor of the contracted show at hand.

Exhibitors are required to keep an attendant at their tables during all open hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of the show management.

**5. Damages:** Exhibitors, or their agents, should not cause any damage to the walls or floors or ceiling of the show premises, or the equipment of the show premises. When such damage occurs, the Exhibitor is liable to The Fez Banquet & Wedding Center for damages. FFS, INC. and or The Fez Banquet & Wedding Center does not assume any responsibility for damage to exhibitor's property, lost shipments either coming in or going out, or for moving costs. Any damage due to inadequately packed property is exhibitor's own responsibility Exhibitors should carry insurance against these risks.

**6. Cancellation or Default** In the event of cancellation by the client thirty days prior to the show, after paying for the show, client understands that this fee will not be refunded, but will be credited to the next show. If the cancellation occurs less than thirty days before the show, no credit or refunds will be made. If some unforeseen natural crisis occurs, so that the show doesn't occur on the above date; show will be rescheduled and funds transferred for that show date. If the exhibitor fails to occupy space contracted for the show, organizers are entitled to the full amount of the space rental. If table space is not occupied by this vendor, the show management will have the right to use such space as it sees fit to eliminate blank spaces in the show. In the event that the show is not held for reasons beyond the control of management, management will return to the exhibitor all monies paid for space rental, less the exhibitor's pro rata share of the organizers out-of-pocket expenditures incurred for the production of the show. In the event that the show is not held for any other reason, all monies previously paid by the exhibitor will be refunded. In either of the aforementioned events, the exhibitor does hereby waive any claim of damage, compensation or refund of money paid to the show organizers, except to the extent of such reimbursement.

**7. Miscellaneous:** Each exhibitor must name at least one person to be its representative in connection with installation, operation and removal of exhibit. All exhibitors and their assistants are to register with show management upon their arrival at the show premises. Any and all matters or questions not specifically covered by the proceeding rules and regulations shall be subject to the sole discretion of show management.

**8. Risk of Loss:** Neither the owner of the show premises, nor any of its employees nor representative, can be responsible for any injury, loss or damage to the exhibitor, the exhibitor's employees or property, however caused. In addition the exhibitor must assume responsibility for damages to the show premises and property and indemnify and hold harmless the owner of the show premises for all liability that might ensue from any cause, whatsoever, including accidents or injuries to exhibitors, their agents or employees. The exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit which such accidents, injury or property damage is caused by the negligence of the exhibitor, his agents or employees. **The Bridal Experience** and all its employees shall be held harmless from all claims, damages, losses, and expenses, including reasonable attorney's fees, with respect to any liability, which is asserted against Bridal Show Spectacular or The Fez or its employees arising from any claim. Likewise, client agrees to hold Bridal Show Spectacular and The Fez, its employees harmless from any loss or injury that may arise at the show. Client agrees to the show rules and regulations listed in this agreement and signs below for acceptance of contract and participation. All remittances are made payable to "**The Bridal Experience**".

**9. Returned Checks:** Any checks issued to us that are returned by the Bank for any reason, will be subjected to a \$25.00 fee, and the possibility of recovery fees and other legal expenses.

The undersigned client wishes to participate, having exhibit space at the event, and by signing below agrees to comply with all rules and regulations as outlined in governing the show, and is subject to final approval and acceptance by show management.

Client Signature \_\_\_\_\_ Date: \_\_\_\_\_