

Bridal Show Exhibitor Application



The Hilton Anaheim Bridal Show

777 W. Convention Way, Anaheim, Cal.

Sunday, October 1st 2017

EVENT HOURS: 11 am-3 pm

LOAD IN: 8 am

BREAKDOWN: 3 pm

SHOW COORDINATOR: MIKE ALTAN

PH: (213)272-0748 FAX: (818)762-5482

EMAIL: INFO@EXPOBRIDAL.COM

Exhibitor Info:

Exhibitor Options:

(descriptions below)

COMPANY NAME _____

____ 8x10 Corner Booth-\$495
(\$489-Pay by Check)

COMPANY ADDRESS _____

____ 8x10 Interior Booth-\$449
(\$439-Pay by Check)

CITY, STATE, ZIP CODE _____

____ 6' Table -\$315
(\$305-Pay by Check)

CONTACT PHONE NUMBER _____

EMAIL ADDRESS _____

____ Goodie Bag-\$99(150 pieces)

____ Internet Link-\$25 Monthly
(see details below)

____ Electrical hookup-\$15

What type of goods or services do you provide? _____

Will you be participating in our raffle during our gown fashion show? Y or N— (See participation details below)

Electrical Hookup (add \$15) Y or N (Please see details below)

Special Requests? _____

Sharing an Exhibitor Space: If you intend on sharing your exhibitor space with another vendor, it must be pre-approved by Expobridal Events beforehand as we set limits on the number of exhibitors in each category. We do not permit booth sharing in the Photography category.

If sharing exhibit space, please list add'l company info.
here: _____

Exhibitor Specifications and Details

****ALL EXHIBITORS WILL BE EMAILED ON THE WEDNESDAY PRIOR TO THE SHOW WITH FINAL LOAD-IN INSTRUCTIONS and IMPORTANT SHOW NOTES**

10'x8' Booth/Corner Booth Option: Booth dimensions are 10' wide, 8' long with an 8' high, silver-colored curtained backdrop with two 3' high curtained sides. Included is a 6' long by 30" wide rectangular table with tablecloth, 2 chairs and electrical access at just \$10 extra. We have a limited number of corner booths available for each show. Corner booths are adjacent to aisle ways, allowing you the option to modify your booth by removing one of the sides. Interior booths are flanked by booths on each side.



Examples of 10'x8' Interior booth, End Corner Booth and 6' table

6' Table Option (Non-Photography Category): Consists of a 6' rectangular table with tablecloth, 2 chairs and electrical access. These exhibit tables are generally placed side-by-side around the perimeter of the room, with the 10' x 8' booths situated in the center of the room. There is roughly 4' of space between the exhibit table and the wall behind it and approximately 2' between tables on either side. Exhibitors must contain their exhibit within this space and may not extend out into the aisles.



6' exhibit table set-up

Booth/Table Placement: Our floor plan is setup in such a way so no two vendors of the same category are situated next to each other. And unlike other companies, we make certain that there are activities occurring in every corner of the room so as to prevent any "dead spots" and so that all exhibitors have an equal opportunity to be exposed to all of the bridal traffic.

Goodie Bags: For a \$99 fee, any exhibitor may get additional advertising exposure by supplying us with a promotional item, (ie. flyer, postcard, cd) which will be inserted in the bridal shopping bags or "goodie bags" that are handed out to the bridal attendees upon their entrance to the show; 150 pieces are recommended.

Expobridal Website Sponsored Links: Our internet website attracts thousands of bridal registrants annually. For \$25 monthly and a 3 month minimum, we will create a graphical link for your company and place it in the *Sponsored Links* section of our website with a clickable link directed to your website.

Wedding Mailing Lists: Only exhibitors participating on the day of the show and staying until the close of the show will receive our bridal registration data excel spreadsheet compiled from all the attendees on the Tuesday after the show.

Electrical: Access is provided for \$10 and we recommend bringing an 8' extension cord with you.

Free Guests/Exhibitors: Each exhibitor is permitted as many as 4 people to work at their booth space or 3 people with the 6' exhibitor table. Exhibitor guests and assistants are not charged an admittance fee.

Spotlight Your Company: During our Gown Fashion Show, exhibitors will have an extra opportunity to have the MC bring additional attention to their company via our bridal gift raffle which basically serves as a 30 second commercial on your company. Just present your item, its description, and a short bio on your company to us on show day.

Risk Vs. Reward: Each of our 4 annual bridal shows vary in attendance. Some shows are very busy, some slow but since 2008, our attendance on average is consistent. We can't guarantee numbers from show to show so; you should consider this fact before signing up. Our average bridal list consists of 175 registrants with anywhere from 50-150 brides actually attending with about 200 people in total.

Load-In on Show Day

We require all exhibits to be completed by 10:45 am or forfeiture of your space may occur! Vehicles must be unloaded and immediately moved to parking area prior to you setting up your exhibit space. **Exhibitors must stay for the length of the show and are not allowed to break down exhibits until after the show has ended at 3:00 pm.** Doors open promptly at 11 a.m. Exhibitors can arrive as early as 8 a.m. to begin setting up. All decorations, lighting, activities, solicitations, property and/or distributed materials must be contained within exhibit space with no overflow into the aisles. Music, noise and announcements must be kept at a minimum volume level and if deemed to loud, will be requested turned down. In the event of any problems, questions or concerns, please immediately bring it to the attention of a show representative for resolution.

Payment Instructions

Regardless of your payment method, please immediately **fax** or **email** completed application in order to reserve your exhibit space. We will email you with confirmation within 24 hours of receiving your application. All payments must be received within 7 days of receipt of application to secure exhibit space.

If you are paying with a check, simply write “**Mailing in Check**” below in the credit card number area. Make sure you also include your application with your check and mail to the address below.

If Paying With Check, Include Application and Make Payment To:

EXPOBRIDAL EVENTS
4205 CAHUENGA BLVD #305
TOLUCA LAKE, CA 91602

CREDIT CARD PAYMENT

Name on Card: _____
(please print)

Street Address _____ City, State, Zip _____

Credit Card # _____ Expiration Date _____ 3 digit code _____

Cardholder
Signature _____ Date: _____

Legal Terms and Disclaimer

“Expo Bridal” herein referred to as “Coordinator” and exhibiting tenant herein referred to as “Ex”. Ex will not transfer or cancel any or all of its’ rights herein. Ex will not combine, share or promote any other entity other than as described herein without written permission by Coordinator. Coordinator warrants its’ authority to use all materials submitted. Coordinator warrants contractual authority and personally guarantees compensation per terms above. Coordinator will not be held liable for errors in materials supplied/ approved by Ex. Coordinator will not be held liable for reasonable delays from strike, accident, fire or acts of God.

Coordinator will not be held liable for any amount above contract amount for damages from errors or omissions. Ex shall indemnify, protect, defend and hold harmless Coordinator, its subsidiaries, affiliates, employees, agents, officers, directors, members, partners, representatives, and their respective successors and/or assigns against and from any and all damages (including without limitation diminution in value), losses, liabilities, obligations, fines, penalties, claims, causes of action, litigation, demands, deficiencies, interest, defenses, judgments, suits, proceedings, liens, encumbrances, costs, disbursements, or expenses of any kind, including without limitation, reasonable attorney’s fees and all amounts paid in defense or settlement of the foregoing whether or not arising out of third-party claims, know or unknown, foreseen or unforeseen, contingent or otherwise, which may at any time be imposed upon, incurred by or asserted or awarded against such parties or the property or any portion thereof by any other party or parties, (including any governmental entities), in connection with all claims connected with this Agreement, the Services provided by Coordinator, the event at which the services are provided or any related act or failure to act by Coordinator, except due to the gross negligence or intentional misconduct of Coordinator. **All bridal show venues in which Coordinator contracts with will typically reserve the right within the contract to cancel the event date with less than 30 days notice. In the rare event that this occurs, any monies paid by Ex to Coordinator will not be lost, surrendered or refunded but instead, credited towards a future announced or unannounced bridal show event of Ex’s choosing.** This indemnification shall survive the termination of this agreement and be indefinite. All agreements are written herein.

Exhibitor Signature: _____ Date: _____

Exhibitor Printed Name: _____