

Carolina Bridal Showcase

presented by



Jo-Lin's
Bridal and Formal Wear



July 22, 2012

Columbia Metropolitan Convention Center ~ 1pm-5pm

Columbia's only Summer Bridal Showcase. This will be a sell-out show!

SHOW ADVERTISING

- The show will be advertised heavily on 104.7 WNOK, 97.5 WCOS, and 96.7 WLTY through regular :60s commercials, liners, mentions, internet links and email blasts.
- Over 2,500 direct mail postcards to Midlands area brides.
- Posters distributed to all exhibitors for display in their establishments.
- Discount show tickets to each exhibitor for distribution to their clients.
- Print ads in The State Newspaper & Weddings with Style Magazine
- Internet advertising on BrideCity.com, WNOK.com & ColumbiaBride.com
- Social Media

For More Information, please contact Michael or Angela Koska, Show Producers
Phone: 803.865.9497 FAX: 803.865.6362
Email: mail@michaelkoska.com Website: CarolinaBridalShowcase.com

Carolina Bridal Showcase

CONTRACT FOR EXHIBIT SPACE - JULY 22, 2012

Company Name _____

Contact Person _____

Mailing Address _____

City _____ State _____ Zip _____

Phone # _____ Fax # _____

E-mail _____ Website _____

Booth Location Choices _____

*Note: Booth placement depends on availability, receipt of deposit & location of similar vendors.
You will find out your booth location on the date of the show.
Booths are not reserved without receipt of 50% (non-refundable) deposit and signed contract.*

Booth Reservations	Qty.	Price	Total
_____ Exhibit Package (Early registration on or before 4/22/12)	_____	\$ 450.00	_____
_____ Exhibit Package (Standard registration after 4/22/12)	_____	\$ 495.00	_____
Optional Add-On's			
_____ 8 ft. Skirted Table	_____	\$ 35.00	_____
_____ 6 ft. Skirted Table	_____	\$ 35.00	_____
_____ Electricity	_____	\$ 25.00	_____
_____ Website Link on BrideCity.com (Annual Fee)	_____	\$ 49.00	_____

CONTRACT TOTAL _____

50% DEPOSIT (Non-Refundable) W/ CONTRACT _____

Early Registration BALANCE DUE on or before 4/22/12 _____

If signing up after 4/22/12, PAYMENT IN FULL is due with contract

Payment: Check: payable to *Koska Productions* or Credit Card: MC, VISA, AmEx, Discover

Name on card: _____

Card #: _____ Exp. Date _____

Billing Street # / Billing Zip Code _____ / _____

Cardholder Signature: _____

EXHIBITOR SIGNATURE

*By signing, I agree to the payment terms listed above and I agree to abide by all show guidelines.
I understand that my credit card will be charged automatically for any balance due on April 22, 2012.*

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EXHIBITOR INFORMATION

Thank you for participating in the Carolina Bridal Showcase. Please read the following show information carefully, if you have any questions that are not answered in this information, please contact us at 803.865.9497.

Exhibit Set-up & Break-down

Sunday Show: Set up day of the show - 9:00am-12:30pm.

YOUR BOOTH MUST BE SET UP BY 12:30PM on the day of the show!

No break-down is to take place until 5:00pm. No exceptions.

Your Exhibitor Package Includes:

- * One 10' x 10' Exhibit Space at the Show
Exhibit space is defined by black, 3' side curtains and 8' rear curtain
- * Bridal Registry to include bride & groom names with addresses, phone numbers, and wedding date
- * Free Carpet - All areas of the show have carpeting!
- * Exhibitor name badges to be handed out during setup at the show.
If you wish to wear your company badges you are welcome to do so.
- * Free Parking for Exhibitors
- * Free Snack Voucher valued at \$3.00
- * Promotional posters to post at your retail location
- * Discount tickets for you to offer your own bridal clients

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EXHIBITOR INFORMATION

General Guidelines

- ~ The Exhibit shall remain in place and intact and will be manned during the hours of the show from 1:00-5:00pm.
- ~ The Exhibitor will design booth to meet the Fire Marshal's guidelines.
- ~ The Exhibitor shall conduct any retail sales according to South Carolina law.
- ~ Solicitation of business outside your booth, in registration area, in concourses, etc. will NOT be allowed.
- ~ The Exhibitor shall not sublet or share any part of the Exhibit Space.
- ~ Exhibitors are free to arrange their exhibit space as desired, but displays must not extend beyond the allotted space and must not obstruct the view of an adjacent exhibitor's space. Displays may not extend above 8 ft. in height. Exhibitor's display may not impede or interfere with the flow of foot traffic. Booths may not be enclosed with any type of roof structure.
- ~ Exhibitors are prohibited from using, dispensing, or giving away of gas filled balloons or adhesive stickers.

Booth Locations

- ~ Carolina Bridal Showcase reserves the right to make all space, location, and floor plan decisions.
- ~ Booth assignments are based on availability, receipt of deposit & location of similar vendors.
- ~ Booth locations will not be considered final until the day of the event.

Loading/Unloading

- ~ Once you have unloaded your vehicle, please move to the parking lot.

Exhibitor Check-In

Upon arrival, exhibitors will be greeted by one of our staff members and directed to their booth location.

Rentals

Carolina Bridal Showcase does not provide tables or electricity. These items are available for rent. Simply complete the appropriate reservations on your show application. All rental items need to be pre-ordered and paid for by the date of the show.

Music

Music/Sound from your booth should be controlled not to disturb your neighbor. Show management reserves the right to control sound volume at your booth. THIS POLICY WILL BE ENFORCED.

Food

- ~ Only sample sized food may be distributed in your booth.
- ~ If you wish to provide food samples, please complete the Catering form included in this package and FAX to us at 865-6362.
- ~ Outside food and beverage are not allowed in the CMCC building. Should you like to have lunch from a nearby restaurant prior to show opening, you must consume your meal off premises. Security will be monitoring this and request that you dispose of your food and beverage before entering the building.

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EXHIBITOR INFORMATION

Cancellations/Refunds

Once the application has been signed, no refunds will be given. Deposits and all payments are non-refundable and non-transferable. Failure of the exhibitor to attend show still holds exhibitor liable for full payment of booth space.

Bridal Leads

~ A complete list of brides will be forwarded to you within 10 working days of the show. Computer disks or labels are also available for an additional fee.

~ Exhibitors in Carolina Bridal Showcase are asked not to provide the list to non-exhibitors. If any exhibitor provides database to outside companies, this exhibitor will not be allowed to exhibit in future shows. The list is coded to enable show management to monitor use of the list.

Non-Exhibitor Visitors

We will attempt to monitor non-exhibitor wedding professionals walking the show, trying to solicit business from brides. If non-exhibitors are walking the show, please let us know!

Discretionary Clause

~ Carolina Bridal Showcase reserves the right, in its sole discretion, to refuse to allow any merchant to participate in the Showcase on the grounds of taste, fairness to other Exhibitors, competitiveness, or any other reason satisfactory to the Showcase.
~ Upon exercise of such right, the Carolina Bridal Showcase shall return the deposit paid herewith and shall have no liability to the Exhibitor whatsoever.

Insurance/Liability

~ Any insurance or liability insurance desired by the Exhibitor will be obtained by the Exhibitor at its own cost and expense.
~ Carolina Bridal Showcase assumes no risk; by the acceptance of the contract agreement, the Exhibitor expressly releases the Carolina Bridal Showcase of and from any and all liability for any damage, injury, or loss to any person or goods from any cause whatsoever, including the negligence of Carolina Bridal Showcase, its principals or its sponsors.

Contact Information

Michael & Angela Koska, Show Producers
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Columbia, SC 29229

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