



2019
bedazzle
B R I D A L E X P O



Dear Bridal Exhibitors,

The Wyandot Chamber is ready to take exhibitors for the 2019 Wyandot County Bedazzle Bridal Expo to be held **Sunday, February 17, 2019**. Doors open at 11:30 a.m. and the Expo will run 12:00 - 2:30 p.m. Held at the Wyandot County Fairgrounds, 10171 State Hwy 53 North, Upper Sandusky, Ohio 43351 in the Masters Building, and Annex next door, which is beautifully draped in white and backlight for effect. Our 2018 Bedazzle Exhibitors will have until March 30, 2018, to reserve your spot by returning your payment and contract. After March the exhibit hall is open to all exhibitors on a first come first serve basis. Payment is the only way to guarantee your location. Please register early for best space selection at the premier bridal show in the heart of Ohio.

A copy of the 2019 contract enclosed. Exhibitor space is assigned upon receipt of your payment and signed contract. Please review the layout & mark the form with your first, second, and third choice. Your selection cannot be guaranteed; however, we will make every effort to accommodate all requests. You may also register online at WyandotChamber.com. Exhibitor space is open on a first come basis on April 1. Please do not delay.

Be sure and like the [Bedazzle Bridal Expo](#) Facebook page to get the latest updates.

If you have questions, please do not hesitate to contact us at 419.294.3349 or c:419.674.6722, or by email Kathy@WyandotChamber.com

Sincerely,

Kathy Grasz, CEO & President
Wyandot Chamber of Commerce

Enclosures:

- 2019 Bedazzle Contract
- Bedazzle Floor Plan



Sunday, February 17, 2019
12:00 p.m. – 2:30 p.m.
Masters Building Wyandot Co. Fairgrounds
EXHIBITOR REGISTRATION AND AGREEMENT FORM

COMPANY: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____ WEBSITE: _____

EMAIL: _____

SERVICE/PRODUCT: _____ **Please provide a business card for the program**

BOOTH RESERVATION: Each Exhibitor Receives: Two exhibitor passes with box lunches, Program Business Card Ad (\$50 value), Gift Bag Items Service 250 quantity (\$20 value) and a business card ad on the Bedazzle website page (\$50 value) of the entire year.

Required: Each Exhibitor is required to provide a Door prize for attendees. The gift, service or product must have a minimum retail value of \$50 and cannot be contingent on the purchase of any item or service.

_____ Single 8' x 10' Corner Booth (2 open sides) \$185
 _____ Single 8' x 10' or 10' x 8' Booth \$170
 _____ Single 8' Gallery Table (previously half booth) \$95
 _____ Annex 11x11 Booth \$125 \$ _____

Additional exhibitor passes \$8 each _____ Quantity \$ _____

Checkmark each you require: _____ White Tablecloth _____ 2 Chairs _____ Electric outlet (Not Guaranteed)

Additional Advertising Opportunities: Please select the advertising option(s) you would like to participate in. We will contact you with additional details or review page 4.

_____ Radio Tag \$20 _____ Facebook Post \$20
 _____ Program Ad _____ Additional Program Ad Space \$50
 _____ Website Bridal Reference Listing \$50

Total Due \$ _____

Agreements, Checks/credit card authorization, and Business Cards are mailed to P.O. Box 223, Upper Sandusky, Ohio 43351
The undersigned authorized Exhibitor hereby agrees to all terms and conditions contained in Pages 1 through 4 of this Agreement and Registration Form and further authorizes Bedazzle and the Wyandot Chamber of Commerce to publish their business information on their website and in the bridal show program.

Exhibitor Signature _____ **Date** _____

EXHIBITOR AGREEMENT

Signed Agreement: This contractual agreement between Bedazzle and the Wyandot Chamber of Commerce (hereinafter referred to as "Host") and the participating Exhibitor is effective immediately upon signing by the Exhibitor and receipt of agreement and full booth reservation payment by Host. The individual that signs this agreement is stating that he/she is authorized to do so and agrees that Exhibitor shall be legally bound to all terms and conditions contained in this agreement. Exhibitor further agrees to follow all rules of the show contained herein, and Host has the right to issue additional rules as deemed necessary. Host further reserves the right to change or modify details of the show without notice.

Payment and Cancellation Policy: Entire payment is due upon submission of booth reservation. Payments to be made by check, money order, or credit card. Cancellations by Exhibitor after payment of reservation fee are not subject to refund and are forfeited. Exhibitor shall not assign or transfer their booth reservation to another business. Host reserves the right to cancel this agreement for any reason, and if Host cancels this agreement, the liability of Host to Exhibitor shall be limited to the return of any amounts paid by Exhibitor without interest or penalty.

Exhibitor Space and Tenancy: Booth size and number are limited and available on a first-come, first-serve basis. No booths will be assigned until payment is made, and no requests for specific locations will be guaranteed. Like exhibitors, in all efforts, will not be placed adjacent to each other, except for food booths with kitchen access. The Exhibitor shall not share or sublet space or promote any other business at the show without the written consent of Host. Exhibitors may occupy their space after 8:00 a.m. on the day of the show. All Exhibitors shall use designated unloading areas and remove the vehicle from the area immediately upon unloading. If the Exhibitor does not occupy the space by 10:30 a.m. on the day of the show, space will be forfeited or occupied as deemed best for the show. No refunds will be given for spaces not occupied. Exhibitors must vacate the premises by 3:30 p.m. on the day of the show. The host will not be responsible for items left behind. We hold the discretion to move you at any time without notice for any reason.

Exhibitor Benefits: Each Exhibitor will receive two (2) admission passes for admittance of Exhibitor and their assistant to gain entrance into the show. Exhibitor will also be provided two (2) free box lunches with the purchase of booth space. Should Exhibitor wish to staff their booth with additional assistance, there will be an additional fee of \$8.00 per person for admission to the show and a free box lunch. Reservations for additional assistant admission passes must be made and paid for no later than seven (7) days prior to the show date. Any requests for assistant registrations made less than seven (7) prior to the show must be paid for in advance, and no bag lunch will be provided with the registration. Each exhibitor receives a business card size ad in the program, opportunity to place promotional items in attendee gift bags and an ad on the Bedazzle website.

Exhibit Functions: Exhibits must be designed and operated in a manner that respects the rights of the other Exhibitors and visitors, and any displays must be free standing and fire safe. All activities must be confined to the space assigned to the Exhibitor, and the Exhibitor shall distribute and solicit business from their assigned booth. Excess use of the aisle ways that interfere with other Exhibitors shall be prohibited. Exhibitor shall keep their booth attended throughout the show hours; shall not allow trash to accumulate; shall not play any electronic device with audio capabilities at a level that disturbs other Exhibitors and visitors (as determined solely by Host); shall ensure that their displays are presented in a professional and neat manner; shall leave the booth in the same condition as when first occupied; and shall not maintain displays that are objectionable or exceed their booth boundaries (as determined solely by Host). In the event that Exhibitor closes their booth and commences tear down prior to the show closing at 2:30 p.m., they shall be assessed a fine of \$100.00 and will be prohibited from participation in future shows. Exhibitors are responsible for payment of fees, royalties or fines for the use of work that is protected by copyright, patent or trademark, and shall further be fully and exclusively responsible for the safety of their exhibit and for protecting its property from theft, loss or damage while on the premises of the show.

Electrical Requirements: Electrical capabilities will be available on a first-come, first-serve basis, and Host will not be held responsible for any power failure or insufficient power service. Electric availability is not guaranteed.

Show Restrictions: Host reserves the right to determine the eligibility of any company to exhibit in the show, and further reserves the right to reject or cancel any application and/or limit the number of exhibitors in any business category. Exhibitors will be permitted to demonstrate their products and services, solicit orders, and distribute their advertising materials only from their assigned booth space. No Exhibitor shall promote or provide advertising material for a non-participating business or promote another event on show premises.

Publicity/Use of Photos or Video: Exhibitor agrees that Host may utilize your image, likeness, actions & statements in any photographic, live or recorded audio, or video display or other transmission, publication or reproduction made of, or at, the event in any medium or contact without your further authorization or compensation.

Show Delay, Rescheduling or Cancellation: In the event of adverse weather conditions, fire, casualty, disaster, Acts of God, acts of War, Terrorism, or any other emergency situation beyond the control of Host, and the show must be canceled, Host will at its discretion, reschedule the show. Exhibitor agrees that the terms and conditions set forth in this agreement shall apply to any rescheduled show or location. Host shall not be held liable for any loss or damages suffered by Exhibitor by reason of such rescheduling and/or relocation of show.

Bridal List: A list of brides attending the show is distributed to all Exhibitors following the show. Exhibitor acknowledges that the Bridal List is the exclusive property and trade secret of Host and is provided for the sole use of the participating Exhibitors to use only as a direct service provider. It is further understood and agreed that Exhibitor shall not under any circumstances lend out, sell, reproduce, exchange, copy or share in any unauthorized manner the information provided in the Bridal List. If this information is used in an unauthorized manner, Host shall be entitled to seek relief in any court of competent jurisdiction, including but not limited to injunctive relief, actual and punitive damages, reasonable attorney's fees, costs and all other expenses.

Liability for Distribution of Edible Items: Distribution of samples of food, cake, or other edible items is subject to approval by Host and subject to any rules or restrictions set forth by the show facility. Distribution of alcoholic beverages is prohibited. A description of edible items to be distributed must be provided to Host at least two (2) weeks prior to the show. Exhibitors who distribute edible items agree to assume all liability and indemnify and hold harmless Host, its representatives, and the show facility for damage or injury which might ensue because of such distribution and must provide proof of liability insurance.

Liability and Indemnification: Exhibitor shall protect, indemnify, and hold harmless Host and its representatives from all claims, losses, costs, damages, or expenses of any kind or nature whatsoever arising out of the show. Neither host nor the show facility shall be responsible for the personal safety of the Exhibitor or its representatives from injury, nor the safety of the property of the Exhibitor from theft or damage. Exhibitor waives all claims of every kind against Host, the show facility, and representatives of both, including but not limited to damages based on personal property damages, destruction, loss or theft, personal injury or death, and any other act or failure to act of Host. Exhibitor agrees to indemnify Host and its representatives harmless from all claims, including expenses, damages, costs and attorney's fees by Exhibitor, Exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in the show, whether negligent or not.

Sales: Exhibitor represents that they have obtained all valid and necessary licenses, registrations and any other permits necessary to participate in Host's show and that Exhibitor will be responsible for all sales taxes and any other associated fees resulting from their participation in the Bedazzle show and shall hold Host harmless thereon.

Prizes: Exhibitors, their employees, and assistants, along with all Chamber volunteers shall not be eligible to win any prizes awarded at the show.

ADVERTISING OPPORTUNITIES

***Bridal Door Prize** - During the show, we will be raffling a bouquet of prizes for our registered brides. The bouquet will contain a certificate for services or products with a retail value of no less than \$50.00 and cannot be contingent on the purchase of any item or service. Each exhibitor is required to offer a door prize.

Minimum retail value of certificate or item - \$50

Radio Tag Line - Promote your business with a personalized advertisement in the Bedazzle radio campaign. We purchase radio space on four local radio stations where you may have your business mentioned as a Bedazzle show participant in our 30 sec ads. Your Business name will be mentioned during Bedazzle Bridal Expo Ads as an Exhibitor.

\$20 per name

Facebook Post – Bedazzle pays for Facebook advertising to promote the show. You can have your business included in the paid ads to our target market (Women ages 18-45 within a 50-mile radius). Ads begin in December through show day.

\$20 per Post

Entrance Displays – The Bridal Show Team is looking for businesses that would like to decorate the entrance of the Bridal Show. Our show location offers an enclosed entrance available for showcase décor. No decorations may be affixed to the walls or other building structure without prior approval of Bedazzle. The cost for this opportunity is free to Exhibitors with a paid booth. Display areas are limited to only two and will be allocated on a first come, first serve basis. Please contact the Chamber if you have an interest in decorating for the Entrance.

\$75 Value

Program Ad – Be sure your audience has your contact information by placing your ad in the show program. Each attendee will receive a program as a show reference guide and place to take notes and share with others. This program is not limited to just traditional bridal resources, as we encourage all businesses to participate as an opportunity to reach this market of next-generation consumers.

We encourage you to place a coupon in the program along with your free business card ad, or in lieu of and there is no minimum on the value of your coupon. Send camera-ready ads to. Maximum 500 pixels by 500 pixels Size 3.5" X 2" Your ad will also be displayed on WyandotChamber.com for the entire year with a link to your website or Facebook page.

\$50 Value

Gift Bag Items Service - We provide the first 250 paid attendees with a gift bag to carry all of the valuable information they will be receiving during the show. Gift bags are a great opportunity for you to advertise your business with a pen, pad of paper, pencil, keychain or other advertising product. To avoid duplication of these types of gifts, we request that you consult with us in advance and reserve your unique item. We are preparing up to 250 bags for the show and would require 250 of your advertising item.

250 advertising items - \$20 Value

Website Business Card Ad – We host a bridal page on WyandotChamber.com. Consider having your business card displayed for additional exposure to your target market. Our site average over 2000 views per month.

\$50 for full year