

# SYRACUSE WEDDING

# Bridal

# SHOWS

PLEASE FAX, EMAIL OR MAIL YOUR CONTRACT TO OUR MAIN OFFICE

1066 Gravel Rd. Suite 100 Webster, NY 14580

Fax # 1.888.908.4518

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Info@WeddingInNewYork.com

\*\*\*RETURNING TO ONCENTER LOCATION IN 2019\*\*\*

1.21.2018 NYS Fairgrounds		SW Advertiser Rate	Non SW Advertiser Rate
<input type="checkbox"/>	8' x 6' - Single Booth	\$745	\$945
<input type="checkbox"/>	16' x 6' - Double Booth	\$1145	\$1345
<input type="checkbox"/>	24' x 6' - Triple Booth	\$1690	\$1890
<input type="checkbox"/>	32' x 6' - Quad Booth	\$2290	\$2690
<input type="checkbox"/>	Extra Table: Additional + \$50		
<input type="checkbox"/>	Multiple Show Discount: Deduct - \$25		
<input type="checkbox"/>	Early Pay Discount: Deduct - \$25 ONLY if Paid by 11.1.2017		
<input type="checkbox"/>	Fashion Show Exclusive: Additional +\$600		
<input type="checkbox"/>	Bringing Limo INTO Fairgrounds: Additional +\$750		
COMPLETE SHOW TOTAL		\$	

3.25.2018 Holiday Inn Liverpool		SW Advertiser Rate	Non SW Advertiser Rate
<input type="checkbox"/>	8' x 6' - Single Booth	\$545	\$795
<input type="checkbox"/>	16' x 6' - Double Booth	\$945	\$1195
<input type="checkbox"/>	24' x 6' - Triple Booth	\$1390	\$1640
<input type="checkbox"/>	32' x 6' - Quad Booth	\$1890	\$2390
<input type="checkbox"/>	Extra Table: Additional + \$50		
<input type="checkbox"/>	Multiple Show Discount: Deduct - \$25		
<input type="checkbox"/>	Early Pay Discount: Deduct - \$25 ONLY if Paid by 2.1.2018		
<input type="checkbox"/>	Fashion Show Exclusive: Additional +\$600		
COMPLETE SHOW TOTAL		\$	

10.14.2018 Holiday Inn Liverpool		SW Advertiser Rate	Non SW Advertiser Rate
<input type="checkbox"/>	8' x 6' - Single Booth	\$595	\$895
<input type="checkbox"/>	16' x 6' - Double Booth	\$995	\$1295
<input type="checkbox"/>	24' x 6' - Triple Booth	\$1440	\$1740
<input type="checkbox"/>	32' x 6' - Quad Booth	\$1990	\$2590
<input type="checkbox"/>	Extra Table: Additional + \$50		
<input type="checkbox"/>	Multiple Show Discount: Deduct - \$25		
<input type="checkbox"/>	Early Pay Discount: Deduct - \$25 ONLY if Paid by 8.1.2018		
<input type="checkbox"/>	Fashion Show Exclusive: Additional +\$600		
COMPLETE SHOW TOTAL		\$	



### IMPORTANT TERMS:

**SW Advertiser Rate:** Rate for those that advertise with Syracuse Wedding Magazine

**Non SW Advertiser Rate:** Rate for those that DO NOT advertise with Syracuse Wedding

**Extra Table:** Table to be used behind your main table. NOT to be placed side by side with your main table

**Multiple Show Discount:** ONLY to be applied to your 2nd and 3rd show on THIS specific form

### EACH BOOTH SPACE INCLUDES

- 6ft table with Linen & Skirting
- Electricity - WiFi - 2 Vendor Lunches
- Bridal Show Bag Program
- Assistance with Loading In & Out
- Listing Under Participating Vendors on SyracuseBridalShows.com
- Complete List of all Registered Brides Within Days

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Billing Address (if different): \_\_\_\_\_

Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ CSV: \_\_\_\_\_ Overall Show Total: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

\*\*\* Show payment is due no later than 15 days prior to the show date. If registering less than 15 days prior to the show, full payment is due at time of registration. Payment may be made by check or credit card \*\*\*

Signatory agrees to the above terms as well as those set forth in the Bridal Show Rules & Guidelines

## HOW WE PROMOTE OUR BRIDAL SHOWS

- Ad campaigns on Google
- Social media ad campaigns
- Ad campaigns on BuffaloWedding.com, RochesterWedding.com & SyracuseWedding.com respectively
- Ad campaigns on BuffaloBridalShows.com, RochesterBridalShows.com, SyracuseBridalShows.com respectively
- Email campaigns
- Text message campaigns
- Direct mail campaigns
- Print ads in Buffalo Wedding Magazine, Rochester Wedding Magazine & Syracuse Wedding Magazine respectively
- Billboards
- Road signs

## GUIDELINES

Wedding in New York Bridal Shows is owned and operated by Wheeler Communications. Wheeler Communications hereto referred to as Wedding in New York Bridal Shows.

Participant shall be responsible for any and all sales/use tax or other direct charges or fees levied, assessed or charged by the US Government, as well as any state, county, city or other taxing authority. Participant is responsible to pay all sales tax on items sold at Wedding in New York Bridal Show events.

Participant agrees to indemnify and hold harmless Wedding In New York Bridal Shows, its agents and fellow participants for any cause or condition.

Wedding In New York Bridal Shows may reject any contract for participation it so chooses. Submitting a contract does not guarantee your show acceptance. A submitted contract will only guarantee your participation if accepted.

As a show participant you, your staff and affiliates may have access to knowledge of Wedding in New York Bridal Shows operational systems, trade secrets, software applications and uniqueness. For this purpose, participant, your staff and affiliates agree NOT to compete in any way (ie: print advertising, website directory, internet advertising, and bridal shows) with Wedding In New York Bridal Shows or its affiliates for a period of five years from the date of this contract.

## BOOTH SPECIFICS

### BOOTH SIZE:

Each single booth is 8' x 6' with open sides (ie. NO pipe and drape is provided).

### SIGNAGE:

Each vendor will be provided with a laminated 8.5" x 14" sign with their company name. Vendors are responsible for any further signage.

### TABLES & CHAIRS:

A 6' table with linen and skirting in addition to two chairs will be provided per booth space. Vendors are responsible for any specific requirements (round tables, specialty linens, pipe & drape etc...).

### ELECTRICITY & WIFI:

Both will be provided at every booth space.

## REQUIRED BOOTH ETIQUETTE

### BOOTH SHARING:

Only one business may be represented per booth space. Vendors may **NOT** display or distribute information on behalf of any company that is not exhibiting in the show.

### BOOTH PARAMETERS:

Your staff must remain within the parameters of your both. Vendors are **NOT** permitted to solicit business in the aisles or elsewhere outside the assigned booth space.

### NON-EXHIBITING VENDORS:

If you notice a wedding professional who is not a vendor has entered the show to solicit business, please notify a bridal show staff member immediately.

## RULES & REGULATIONS

### BRIDAL SHOW LEAD LIST USER AGREEMENT:

The lead list databases contain private copyrighted information owned exclusively by Wedding in New York Bridal Shows. The information included in this database is protected by federal copyright laws. Only vendors who have paid the appropriate fees are allowed access to the leads database. Under no circumstances may any authorized users of this database/website allow other persons to use this copyrighted information. Authorized users may use the information to further promote their business represented at Wedding in New York Bridal Shows

**Under NO circumstances may a vendor utilize the leads database to promote other bridal shows, trade shows etc. Misuse of lead list information will result in a monetary damage penalty of \$5000.**

Participant agrees to pay such penalty if notified of violation and waives any rights to dispute or challenge.

### EARLY BREAK DOWN FEE:

A \$100 early break down fee will be assessed to any vendor who breaks down their booth / leaves prior to the specified time.

### DOOR PRIZE POLICY:

Each vendor is required to provide a door prize with monetary minimum value of \$25. Any provided gift certificate must not require any additional purchase. This is an excellent opportunity to gain valuable exposure to show attendees. Please ask us for our assistance if you are unsure of prize.

### INSURANCE:

Vendors are responsible for any damage they cause to their own property, property of other vendors or the exhibit hall.

### MISCELLANEOUS:

Vendors are responsible for abiding by all local Health, Fire & Safety regulations.

## CANCELLATION POLICY

1. 21 or more days prior to show date: full refund
2. 8 - 20 days prior to show date: a flat rate of \$200 will be assessed
3. 0 - 7 days prior to show date: NO refund will be given and/or booth amount will be invoiced