

# CENTRAL & WESTERN NEW YORK'S LARGEST BRIDAL SHOWS

Increasing your visibility is our top priority.

## Each Booth Space Includes :

- An 8ft X 6ft area with 6ft table with linen / skirting & 2 chairs
- Electricity & WiFi
- 2 vendor lunches ( additional lunches may be purchased )
- Assistance with load in / load out
- Listing under participating vendors on BuffaloBridalShows.com, RochesterBridalShows.com or SyracuseBridalShows.com
- Complete list of registered brides within days of the event
- Bridal show bag program : all show participants may include their promotional piece in our bridal show bags handed out to every attendee

## Comprehensive Bridal Shows :

- Set appointments
- Take Deposits
- Sign Contracts
- Make face to face contact with motivated couples
- Introduce your business to 100s of new customers in 1 day
- Let brides see / touch / feel and / or taste your product
- Network with other local wedding professionals

## All Inclusive Bridal Show Marketing :

- Google ad word campaigns
- Text message campaigns
- Several varied email campaigns
- Direct mail show postcards
- Online show promotions via banners & individualized show listings for 6+ months on BuffaloWedding.com, RochesterWedding.com or SyracuseWedding.com
- Multiple double page print ads for 6+ months in Buffalo Wedding Magazine, Rochester Wedding Magazine or Syracuse Wedding Magazine
- Mini billboards
- Social media spotlights
- Facebook ad campaigns & boosted posts
- Instagram ad campaigns

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

1066 Gravel Rd. Suite 100  
Webster, NY 14580

Fax # 1.888.908.4518

Phone # 716.898.8193

Info@WeddingInNewYork.com



# BUFFALO WEDDING Bridal SHOWS

1.26.2020 Buffalo Grand Hotel	BW Advertiser Rate	Non BW Advertiser Rate
<input type="checkbox"/> 8' x 6' - Single Booth	<input type="checkbox"/> \$745	<input type="checkbox"/> \$945
<input type="checkbox"/> 16' x 6' - Double Booth	<input type="checkbox"/> \$1245	<input type="checkbox"/> \$1445
<input type="checkbox"/> 24' x 6' - Triple Booth	<input type="checkbox"/> \$1790	<input type="checkbox"/> \$1990
<input type="checkbox"/> 32' x 6' - Quad Booth	<input type="checkbox"/> \$2240	<input type="checkbox"/> \$2640
<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 11.1.2019		
<input type="checkbox"/> Fashion Show Exclusive: Additional +\$600		
<b>COMPLETE SHOW TOTAL</b> \$ _____		

3.29.2020 Statler City	BW Advertiser Rate	Non BW Advertiser Rate
<input type="checkbox"/> 8' x 6' - Single Booth	<input type="checkbox"/> \$595	<input type="checkbox"/> \$795
<input type="checkbox"/> 16' x 6' - Double Booth	<input type="checkbox"/> \$1095	<input type="checkbox"/> \$1295
<input type="checkbox"/> 24' x 6' - Triple Booth	<input type="checkbox"/> \$1540	<input type="checkbox"/> \$1740
<input type="checkbox"/> 32' x 6' - Quad Booth	<input type="checkbox"/> \$2190	<input type="checkbox"/> \$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 1.2.2020		
<input type="checkbox"/> Fashion Show Exclusive: Additional +\$600		
<b>COMPLETE SHOW TOTAL</b> \$ _____		

5.31.2020 The Columns	BW Advertiser Rate	Non BW Advertiser Rate
<input type="checkbox"/> 8' x 6' - Single Booth	<input type="checkbox"/> \$595	<input type="checkbox"/> \$795
<input type="checkbox"/> 16' x 6' - Double Booth	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1445
<input type="checkbox"/> 24' x 6' - Triple Booth	<input type="checkbox"/> \$1690	<input type="checkbox"/> \$1940
<input type="checkbox"/> 32' x 6' - Quad Booth	<input type="checkbox"/> \$2390	<input type="checkbox"/> \$2890
<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 3.1.2020		
<b>COMPLETE SHOW TOTAL</b> \$ _____		

9.27.2020 Buffalo Grand Hotel	BW Advertiser Rate	Non BW Advertiser Rate
<input type="checkbox"/> 8' x 6' - Single Booth	<input type="checkbox"/> \$645	<input type="checkbox"/> \$895
<input type="checkbox"/> 16' x 6' - Double Booth	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1445
<input type="checkbox"/> 24' x 6' - Triple Booth	<input type="checkbox"/> \$1590	<input type="checkbox"/> \$1940
<input type="checkbox"/> 32' x 6' - Quad Booth	<input type="checkbox"/> \$2040	<input type="checkbox"/> \$2890
<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 7.1.2020		
<input type="checkbox"/> Fashion Show Exclusive: Additional +\$600		
<b>COMPLETE SHOW TOTAL</b> \$ _____		

11.15.2020 Samuel's Grande Manor	BW Advertiser Rate	Non BW Advertiser Rate
<input type="checkbox"/> 8' x 6' - Single Booth	<input type="checkbox"/> \$645	<input type="checkbox"/> \$895
<input type="checkbox"/> 16' x 6' - Double Booth	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1445
<input type="checkbox"/> 24' x 6' - Triple Booth	<input type="checkbox"/> \$1690	<input type="checkbox"/> \$1940
<input type="checkbox"/> 32' x 6' - Quad Booth	<input type="checkbox"/> \$2390	<input type="checkbox"/> \$2890
<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 9.1.2020		
<b>COMPLETE SHOW TOTAL</b> \$ _____		

## IMPORTANT TERMS:

**BW Advertiser Rate:** Rate for those that  
advertise with Buffalo Wedding Magazine

**Non BW Advertiser Rate:** Rate for those that  
**DO NOT** advertise with Buffalo 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, 3rd show etc... on THIS specific form

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

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

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

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

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

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

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

☐ Charge full amount now ☐ Charge full amount on early pay date/s

☐ Charge \$200 deposit now (remaining balance will be automatically charged 30 days prior to show date)

CSV: \_\_\_\_\_

Overall Show Total: \_\_\_\_\_ Printed Name: \_\_\_\_\_

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

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

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

## 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 BuffaloBridalShows.com
- Complete List of all Registered  
Brides Within Days

\*\*\* Show payment is due no later than 30 days prior  
to the show date. If registering less than 30 days prior  
to the show, full payment is due at time of registration.  
Payment may be made by check or credit card \*\*\*

## 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 or if producer cancels for any reason - including acts of God, like weather: NO refund will be given and booth amount will be due immediately if not already paid