

Gateway Bridal Show



Sponsored by Gateway Center & Perfect Wedding Guide
Thursday, January 25, 2018 from 5:00 PM until 9:00 PM
Sunday, August 5, 2018 from 1:00 PM until 4:30PM
 Gateway Center | One Gateway Drive | Collinsville, IL 62234
 P: 618-345-8998 | F: 618-345-9024 | www.gatewaybridalshow.com

perfect wedding guide | **bridal show**

PLEASE READ!

- 1: To complete this Vendor Application, you must fill out contact information, booth information, extras and cost information Pages. You must provide signature where requested. You must read and agree to the Rules and Regulations of the show.
- 2: Mail, email or fax application with payment to Gateway Center.
- 3: Gateway Center staff will contact you by email to confirm that we have received your application and that you have been approved as a Confirmed Vendor for the Show.
- 4: Booth space is sold on a first come, first serve basis. This means that all vendors who have paid and turned in a completed application will be accepted into the show before those who have not. Unless you are an Upgraded Vendor, there are no guarantees about booth location.
- 5: Only one company per booth! See Rules & Regulations.

THIS APPLICATION IS NOT VALID UNLESS IT IS SIGNED. ALL VENDORS MUST SIGN THIS FORM!
 My signature signifies that I understand and agree to adhere to the Gateway Bridal Show's Rules and Regulations.

Signature: _____

Date: _____

| | | | |
|---|--|-----------------------------|--|
| VENDOR INFORMATION: | | | |
| Company Name: | | | |
| Contact Person: | | | |
| Permanent Address of the business: | | | |
| City, State, Zip Code: | | | |
| Website: | | Email Address: | |
| Business Phone: | | Best Contact Number: | |
| How did you hear about the Gateway Bridal Show? | | | |
| WHAT TYPE OF COMPANY ARE YOU? Examples: Beauty, Cake, Wedding Planning | | | |
| Mandatory Attendance Prize: Minimum Value \$50 Prizes can be a discount on services that you provide or an actual gift/prize. Attendance prizes will be listed in the show programs and on show website | | | |

Complimentary Vendor Perks:

- All vendors will receive a Bride Lead List with Bride's contact information. *Small Business Booths are excluded from this perk.*
- Every booth includes the following equipment at no additional cost: up to two chairs, up to two 8' skirted tables, pipe and drape, a booth sign, and white table covering. *Small Business Booth will only have one chair and one 8' skirted table.*
- Company promotion via Gateway Center's website and show programs
- Opportunity to promote your company as an "expert" through the new **Ask the Expert** feature on Gateway Center's website: www.gatewaybridalshow.com
- Networking opportunities with potential clients as well as other wedding industry professionals.

Gateway Bridal Show Vendor Application

| Show Dates, Booth Sizes & Prices | | |
|--|--|------------------------|
| Booth Sizes: | Pricing: | ✓ what you want Below: |
| Show Date: Thursday, January 25, 2018 | | |
| Regular Booth: 10' by 10' | \$375 – EARLY BIRD DISCOUNT \$425 – Regular Price after 12/7/2017 | |
| Deluxe Booth: 10' by 20' | \$650 – EARLY BIRD DISCOUNT \$700 – Regular Price after 12/7/2017 | |
| NEW Small Business Booth: Subject to availability. Booth located outside of main exhibit hall. | \$200 – Only includes one 8-foot table and one chair | |
| Vehicle Booth: Companies who wish to bring a vehicle or Carriage into the building. Space is Limited! See Rules. | \$650 – EARLY BIRD DISCOUNT \$700 – Regular Price after 12/7/2017 \$1,000 – Exclusive Concourse | |
| Corner Booth Upgrade – Space is Limited (Add on to Regular or Deluxe Booth Space) | \$75 – Corner Booth Location | |
| Show Date: Sunday, August 5, 2018 | | |
| Regular Booth: 10' by 10' | \$375 – EARLY BIRD DISCOUNT \$425 – Regular Price after 6/7/2018 | |
| Deluxe Booth: 10' by 20' | \$650 – EARLY BIRD DISCOUNT \$700 – Regular Price after 6/7/2018 | |
| NEW Small Business Booth: Subject to availability. Booth located outside of main exhibit hall. | \$200 – Only includes one 8-foot table and one chair | |
| Vehicle Booth: Companies who wish to bring a vehicle or Carriage into the building. Space is Limited! See Rules. | \$650 – EARLY BIRD DISCOUNT \$700 – Regular Price after 6/7/2018 \$1,000 – Exclusive Concourse | |
| Corner Booth Upgrade – Space is Limited (Add on to Regular or Deluxe Booth Space) | \$75 – Corner Booth Location | |
| Booth Total: | | |

| Equipment, Power & Internet Needs: | | |
|--|------------------|----------------|
| Reg/Deluxe booth includes one or two chairs, one or two 8' skirted tables, pipe and drape, a booth sign, and white table covering at no additional cost. (Small Business Booth are excluded but, welcome to add tables/chairs) | January 25, 2018 | August 5, 2018 |
| Circle whether you want one or two complimentary chairs: | ONE OR TWO | ONE OR TWO |
| Circle whether you want one or two complimentary tables: | ONE OR TWO | ONE OR TWO |
| If you need additional equipment, please indicate so below. (Pricing is per show) | January 25, 2018 | August 5, 2018 |
| Extra Chairs are \$3 Each. How many do you need? | | |
| Extra Tables are \$10 Each. How many do you need? | | |
| Tall or Short Cocktail table are \$10 Each. How many do you need and what size? | | |
| Power is \$65. Do you need Power? | YES OR NO | YES OR NO |
| Internet is \$50. Do you need Internet? | YES OR NO | YES OR NO |
| Equipment, Power & Internet Total (if applicable): | | |

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| Extra Opportunities: (Pricing is per show) | | January 25, 2018 | August 5, 2018 |
|--|----------------------------|------------------|----------------|
| <p>NEW ATTENDEE SCAVENGER HUNT CARD: By opting into the attendee scavenger hunt the couple attending will be required to stop by YOUR booth and get information along with a signature from your booth to ensure they have stopped by. Once the card is full they are eligible for a double entry into the Prize Give-a-ways.</p> | \$50 | | |
| <p>SWAG BAGS: Include a product, a coupon, brochure, etc. in the Bride's Swag Bags that will be given to brides at the show. A quantity of 400 is due to Gateway Center within 5 business days prior to the show date.</p> | \$25 | | |
| <p>WEB LINKS: Increase your SEO with a link from our bridal show website directly to your company's website.</p> | \$25 | | |
| <p>ROAMING MODELS: An apparel store, bridal shop, tuxedo shop, beauty/hair salon, etc., may want to have roaming models. See Rules.</p> | \$50 Per Two Models | | |
| <p><u>SPONSORSHIP OPPORTUNITIES:</u> Show Sponsor * Subject to Availability 1) 10' by 20' Booth Space in a prime location, YOU PICK THE LOCATION! 2) Equipment: power, internet, tables, and chairs 3) Search Engine Marketing Ads 4) Logo included on print, email, and online advertising! 5) Three E-Blasts to PWG & Gateway Center's database of brides 6) Advertising on the Gateway Center and Gateway Bridal Show web site in the form of an advertisement with a link. 7) Promotion on Social Media 8) Opportunity to put your company's promotional items or marketing materials in 400 Bride Swag Bags 9) 1/2-page ad in the event's program (produced in-house in black and white) 10) Company logo prominently displayed on event programs and slideshows 11) Entry into the Attendee Scavenger Hunt Card</p> | \$1,000/show | | |
| <p>ADVERTISING OPTIONS:</p> | | | |
| <p>1/2 page ad in event program (produced in-house in black and white)</p> | \$100 | | |
| <p>Gateway Bridal Show Website Ad</p> | \$100/month | | |
| Extras & Upgrades Total: | | | |

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| | |
|--|--|
| Booth Total: | |
| + Equipment, Power, & Internet Total: | |
| + Extras Opportunities Total: | |
| TWO SHOW INCENTIVE! If you sign up AND PAY NOW for both of the Gateway Bridal Shows, we will give you a FREE Web Link per show. That is a \$50 Value! | |
| TOTAL AMOUNT DUE: | |

PAYMENT: Pay by cash, check, or credit. MC, Visa, American Express and Discover are accepted. If you wish to pay via credit card, you can either call 618.345.8998 to make payment over the phone or write the information below. Checks should be made out to *Gateway Center*.

NAME ON CREDIT CARD: _____

ACCOUNT NUMBER: _____ **EXPIRATION DATE:** _____

CVC #: _____

GATEWAY BRIDAL SHOW'S EXHIBITOR RULES AND REGULATIONS

GATEWAY BRIDAL SHOW AGREES TO:

1. Conduct the Gateway Bridal Shows at Gateway Center on January 25, 2018 from 5:00 PM until 9:00 PM & August 5, 2018 from 1:00 PM until 4:30 PM. Provide normal janitorial service, heating, air conditioning, and/or ventilation, normal utility and lighting services.
2. Abide by our *Rain or Shine Policy*. In the event of severe weather conditions, the shows will not be cancelled. Vendor's booth payments will not be refunded.
3. Provide the exhibitor with the booth package for which he/she pays for.
4. Advertise the show through various media.
5. Provide each paid exhibitor with a Lead List of all registered bride's contact information including email addresses.
6. Furnish the brides-to-be with programs and swag bags at the show.
7. Provide ample time for set-up and teardown of booths.
8. Gateway Center reserves the right to refuse any vendor for any reason.
9. Show Management retains the right to change the location of the exhibitor's booth at any time at its sole discretion.

EACH EXHIBITOR AGREES TO:

1. Exhibitors will have access starting at NOON for set-up on January 25, 2018 & 9:00 AM for set-up on August 5, 2018.
 2. Exhibitors will have the booth(s) manned during all show hours.
 3. Exhibitors will not dismantle or breakdown booths until the end of the show.
 4. Exhibitor agrees to completely remove booth(s) from show site by the final move-out time limit, which is two hours after the end of the show, or be subject to penalty fees.
 5. Additional booth equipment is available on a first come, first serve basis. Day-of orders are subject to availability.
 6. Exhibitors that purchase wireless internet need to test the connection prior to the show starting in order to allow time for troubleshooting. All Internet connections at Gateway Center require a password.
 7. Gateway Center's equipment has weight limitations. Please be mindful during set-up not to overload the tables.
- (Exhibitors Rules continues to the next page. Please keep reading.)

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8. Provide a gift certificate or merchandise with a minimum value of \$50.00 to be given away by Gateway Center as a Vendor's Attendance Prize.
9. One company per booth. One company will utilize the exhibitor space. If multiple representatives of the same company wish to share the booth space, this will be permitted. However, please notify show management prior to the show date. The exception to this is when the same individual owns multiple companies.
10. Exhibitors will not display items from any other business nor distribute any other business' materials at the show without Gateway Bridal Show permission.
11. Decorate the designated booth space with appropriate items and materials of interest that are related to the products or service sold by the exhibitor.
12. If an exhibitor sells merchandise from their booth, it is the exhibitor's responsibility to collect tax at the proper rate, pay the tax collected, and report the tax for the correct location. To obtain the correct tax rate or for forms and information on how to file, please contact the Illinois Department of Revenue Special Event Coordinator at Rev.SpecialEvents@illinois.gov or call 847-294-4475.
13. Exhibitors must not interfere with the neighboring booth's visibility or infringe on their area. Display of wares must be kept within the confines of the contracted exhibit space.
14. Roaming Models, which cost \$50 per two models, must stay within the confines of the aisles and lobby areas in the facility. Models must not disturb vendors or distract attendees while conversing with other vendors.
15. Bands, loudspeakers, radios, television sets, and/or the operation of any machinery or equipment which is of sufficient volume to be annoying to neighboring exhibitors will not be permitted.
16. Vehicle Booths: Vendors wanting to bring in vehicles must receive permission from show management. Only one company will be granted permission to bring vehicle on concourse. Space for all vehicle locations is limited. One vehicle inside per company.
17. Understand Gateway Center has a No Outside Food or Beverage Policy. However, sample size portions of food/drink are permitted. Alcoholic beverages are not allowed.
18. Understand that Gateway Center will not allow open flame in the building. Candles with glass protection surrounding the flame are permitted. Open flame candles (candles that do not have glass protection) will be extinguished.
19. Exhibitors shall exclusively use the given list of registered brides. Exhibitors will not lend-out, sell, barter or allow any unauthorized usage, or permit any reproduction thereof.
20. The exhibitor is entirely responsible for the exhibit space allotted and shall be liable for any loss or damage to the premises and for any loss or damage to any equipment.
21. Exhibitors must protect the Gateway Center's equipment, walls, columns and floors from damage. Exhibitors will be held responsible and charged for any damage, or for any clean-up necessitated by paint, grease, oil, abrasives, or excess debris left in the exhibitor's space.
22. Gateway Center will exercise all reasonable care for the protection of exhibitor's materials and displays. Exhibitors wishing to insure their goods must do so at their own expense. Exhibitors are charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, customs and public safety while participating in the show.
23. Insure yourself against any claims resulting from the exhibits. The Gateway Bridal Show and Gateway Center will not be responsible for any personal injury, damage or loss to exhibits by fire, theft, pilferage, malicious action or accidents.
24. Upon signing completed Vendor Application, the exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless the Gateway Center, Gateway Bridal Show and their managers, board members, show sponsors, and employees, against any and all claims, liabilities, losses, theft, damage, costs and expenses (including attorney's fees) arising from or in connection with the exhibitor's participation in the show or from exhibitor's activities conducted upon Gateway Center property.
25. Exhibitors must comply with the Americans with Disabilities Act. *AMERICANS WITH DISABILITIES ACT*: Exhibitor will ensure that its exhibit and product/service information comply with the regulations and guidelines of the Americans with Disabilities Act (ADA). The ADA requires that exhibits be accessible by persons with disabilities. While Gateway Center is responsible for ensuring accessibility for the general trade show areas, the exhibitor is responsible for controlling its booth.
26. Exhibitors must make payment with cash, check, or credit prior to the show. Make checks payable to the Gateway Center.
27. Understand and agree that this contract is firm with a non-refundable payment.
28. Exhibitors who violate the Gateway Bridal Show Rules & Regulations may be banned from participating in future shows and subject to penalty fees.
29. Gateway Center reserves the right to cancel contract with any exhibitor any time prior to or during the show.

Please Note: VENDOR'S SIGNATURE IS REQUIRED ON PAGE #1 OF THIS VENDOR APPLICATION.

Any questions please contact Ashley Pfitzinger at APfitzinger@GatewayCenter.com or at 618-345-8998 ext.109