

Without Question...

# Rochester's Best Bridal Shows!

## Wedding expo

OCTOBER 17, 2010

Fair & Expo Center/Dome Arena

**OUR SHOWS SOLD OUT LAST YEAR!!!**

RESERVE YOUR SPACE NOW FOR ROCHESTER'S 4 BEST BRIDAL SHOWS!!!

**ONLY \$50**

TO RESERVE YOUR BOOTH AT ONE OF THE SHOWS!

WITH YOUR RETURNED SIGNED CONTRACT AND MINIMAL DEPOSIT OF **ONLY \$50** FOR ONE SHOW OR **ONLY \$100** FOR TWO OR ALL FOUR, YOU CAN GUARANTEE YOUR BOOTH & PARTICIPATION AT THE MOST EXCITING AND SPECTACULAR BRIDAL EVENTS OF THE YEAR!!!

**ONLY \$100**

TO RESERVE YOUR BOOTH AT 2 OR ALL 4 OF THE SHOWS!

## Bridal expo

JANUARY 2, 2011

Fair & Expo Center/Dome Arena

If you are interested in participating in one, two, three or all four of these shows, please complete & return the attached contract.

Please note, final payment for each of these bridal shows is due as follows:

Bridal Expo - December 15, 2010

Spring Bridal Fair - February 15, 2011

Bridal Showcase - May 15, 2011

## bridal FAIR

MARCH, 2011

DoubleTree Hotel/Henrietta

**OVER 2,000**

FUTURE BRIDES REGISTERED FOR LAST SEASON'S BRIDAL SHOWS!

## bridal SHOWCASE

JUNE, 2011

DoubleTree Hotel/Henrietta

If you have any questions or for more information

call: 585.227.0044

fax: 585.227.7296

or email: [info@BestWeddingPlanner.com](mailto:info@BestWeddingPlanner.com)

# Wedding PLANNER

[www.BestWeddingPlanner.com](http://www.BestWeddingPlanner.com)

mail: Wedding Planner

PO Box 26498, Roch., NY 14626

wedding & bridal expo packages include:

- EXHIBIT SPACE WITH 1 DRAPED TABLE AND 2 CHAIRS!
  - 2 FREE LUNCH TICKETS. ADDITIONAL TICKETS MAY BE PURCHASED FOR \$14.00 EACH (OUR COST).
  - AGGRESSIVE MULTI-MEDIA ADVERTISING CAMPAIGN!
  - MULTIPLE DIRECT MAIL POST CARDS TO FUTURE BRIDES!
  - MULTIPLE E-MAIL INVITATIONS TO FUTURE BRIDES!
  - AGGRESSIVE WWW.BESTWEDDINGPLANNER.COM & ROCHESTERSLARGESTBRIDALSHOWS.COM PROMOTIONS!
  - COMPLETE MAILING LIST OF ALL REGISTERED BRIDES & GROOMS PROVIDED (EXCEL SPREADSHEET).
- Pre-Printed mailing labels are available for an additional \$30.00

bridal fair & bridal showcase packages include:

- EXHIBIT SPACE WITH 1 DRAPED TABLE AND 2 CHAIRS!
  - 2 FREE "MORNING BREAK" TICKETS. ADDITIONAL TICKETS MAY BE PURCHASED FOR \$10.00 EACH (OUR COST).
  - AGGRESSIVE MULTI-MEDIA ADVERTISING CAMPAIGN!
  - MULTIPLE DIRECT MAIL POST CARDS TO FUTURE BRIDES!
  - MULTIPLE E-MAIL INVITATIONS TO FUTURE BRIDES!
  - AGGRESSIVE WWW.BESTWEDDINGPLANNER.COM & ROCHESTERSLARGESTBRIDALSHOWS.COM PROMOTIONS!
  - COMPLETE MAILING LIST OF ALL REGISTERED BRIDES & GROOMS PROVIDED (EXCEL SPREADSHEET).
- Pre-Printed mailing labels are available for an additional \$30.00

# RochestersLargestBridalShows.com



OCTOBER 17, 2010  
Fair & Expo Center/Dome Arena



JANUARY 2, 2011  
Fair & Expo Center/Dome Arena



MARCH 2011  
DoubleTree Hotel/Henrietta



JUNE 2011  
DoubleTree Hotel/Henrietta

exhibit space

<b>Single</b>	\$795 non WP advertiser	\$650* WP current advertiser	\$795 non WP advertiser	\$650* WP current advertiser	\$550 non WP advertiser	\$395* WP current advertiser	\$550 non WP advertiser	\$395* WP current advertiser
<b>Double</b>	\$1,500 non WP advertiser	\$1,275* WP current advertiser	\$1,500 non WP advertiser	\$1,275* WP current advertiser	\$850 non WP advertiser	\$700* WP current advertiser	\$850 non WP advertiser	\$700* WP current advertiser
<b>Quad</b>	\$2,700 non WP advertiser	\$2,400* WP current advertiser	\$2,700 non WP advertiser	\$2,400* WP current advertiser	\$1,600 non WP advertiser	\$1,300* WP current advertiser	\$1,600 non WP advertiser	\$1,300* WP current advertiser

\*To receive the WP current advertiser discount for the Wedding Expo, you must be running your ad in the September/October 2010 issue of the Wedding Planner® Magazine. To receive the WP current advertiser discount for the Bridal Expo, you must be running your ad in the January/February 2011 issue of the Wedding Planner® Magazine. To receive the WP current advertiser discount for the Bridal Fair, you must be running your ad in the March/April 2011 issue of the Wedding Planner® Magazine. To receive the WP current advertiser discount for the Bridal Showcase, you must be running your ad in the May/June 2011 issue of the Wedding Planner® Magazine

electric

<b>Electric</b>	+ \$20.00*	+ \$20.00*	N/C*	N/C*
<input type="checkbox"/> No, I do not require electric.		<input type="checkbox"/> No, I do not require electric.	<input type="checkbox"/> No, I do not require electric.	<input type="checkbox"/> No, I do not require electric.

\*Dome Arena rate per booth \$40.00, The Wedding Planner will absorb half the cost)  
One outlet will be provided per booth, don't forget to bring extension cords & power strips, they are not provided.

\*One outlet will be provided per booth, don't forget to bring extension cords & power strips, they are not provided.

lunch/morning break

<input type="checkbox"/> I need no additional tickets	<input type="checkbox"/> I need no additional tickets	<input type="checkbox"/> I need no additional tickets	<input type="checkbox"/> I need no additional tickets
<input type="checkbox"/> I need _____ additional tickets	<input type="checkbox"/> I need _____ additional tickets	<input type="checkbox"/> I need _____ additional tickets	<input type="checkbox"/> I need _____ additional tickets
<b>Extra Tickets</b>	+ \$14.00* each	+ \$14.00* each	+ \$10.00* each

\*2 FREE Lunch Tickets are included in each Expo Package. Additional tickets MUST be pre-paid at \$14.00 each (our cost). Additional tickets are not available the day of the expos.

\*2 FREE Morning Break Tickets are included in each Bridal Package. Additional tickets MUST be pre-paid at \$10.00 each (our cost). Additional tickets are not available the day of the bridal shows.

grand prize sponsorship ad

<b>Sponsorship</b>	+ \$100   \$35.00* non-vendor participating vendors	+ \$100   \$35.00* non-vendor participating vendors	N/A	N/A
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\*As a grand prize sponsor, your ad cycles through at both ends of the stage on two huge 8' x10' screens! Your logo is included in the sponsor list in the corresponding issue of Wedding Planner®. Your logo and link are listed on the sponsor page at RochestersLargestBridalShows.com and included in promotional materials and Email Blasts right up to the day of selected Expo(s)! Your logo and phone number are listed in our Sponsor's Directory handed to each future bride attending the selected Expo(s)!

mailing list

<input type="checkbox"/> Pre-addressed mailing labels	+ \$30.00*	<input type="checkbox"/> Pre-addressed mailing labels	+ \$30.00*	<input type="checkbox"/> Pre-addressed mailing labels	+ \$30.00*	<input type="checkbox"/> Pre-addressed mailing labels	+ \$30.00*
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\*1 FREE CD with Excel Spreadsheet of registered brides & grooms included in ALL Exhibitor Packages (Pre-addressed mailing labels available for an additional \$30.00).

totals

\_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_

contact/billing information

Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Payment Method: (Check one)  Check  Credit Card  
 Cardholder Name: \_\_\_\_\_  
 Card #: \_\_\_\_\_  
 Visa  Mastercard Exp. Date: \_\_\_\_\_  
 Discover  American Express CSV: \_\_\_\_\_

subtotal

multi-show discount	- \$25.00	2nd show
save \$25 for each additional show selected with the signing of this contract	- \$25.00	3rd show
	- \$25.00	4th show

grand total

please check and initial

I have read and agree to the rules and regulations on page 2 of 2

\_\_\_\_\_ initial



Make checks payable to:

PO Box 26498 • Rochester, NY 14626  
 Phone: (585) 227-0044 • Fax: (585) 227-7296  
 Email: info@BestWeddingPlanner.com  
[www.BestWeddingPlanner.com](http://www.BestWeddingPlanner.com) [www.RochestersLargestBridalShows.com](http://www.RochestersLargestBridalShows.com)

door prize

please check and initial

Yes, I understand that I am required to provide a door prize. (Valued at no less than \$25.00)

initial

payment

please check both and initial

I understand that there are NO CANCELLATIONS and NO REFUNDS

I understand that I will not receive my list of registered brides and grooms if payment has not been made in full.

initial

rules and regulations

Exhibitor agrees to:

Provide a door prize valued at no less than \$25.00. Set up an exhibit space on October 17, 2010 (Wedding Expo) and/or set up an exhibit space on January 2, 2011 (Bridal Expo) between the hours of 8:30am and 10:30am and/or set up an exhibit space on March 2011 (Spring Bridal Fair) between the hours of 10:00am and 11:30am and/or set up an exhibit space on June 2010 (Bridal Showcase) between the hours of 10:00am and 11:30am. Exhibit space to be staffed from 10:30am to 4:00pm (Wedding Expo/Bridal Expo) and/or staffed from 11:30am to 3:30pm (Spring Bridal Fair/Bridal Showcase). Exhibit space to be disassembled no earlier than 4:00pm (Wedding Expo/Bridal Expo) and/or no earlier than 3:30pm (Spring Bridal Fair/Bridal Showcase). Display products and literature that pertain specifically to the contracted exhibitor. No wedding publication other than The Wedding Planner® can be displayed or distributed at the bridal show or on the premises of the Fair & Expo Center, 2695 E. Henrietta Rd., Henrietta, NY (Wedding Expo/Bridal Expo) or at the bridal show or on the premises of the DoubleTree Hotel, 1111 Jefferson Rd., Henrietta, NY (Spring Bridal Fair/Bridal Showcase). Exhibitor cannot solicit any bride or groom for any wedding service other than for the contracted exhibitor.

The mailing list of future brides and grooms (the "Mailing List") is for the exclusive use of \_\_\_\_\_ in the form of a single copy, and solely for the promotion of its own products and services at the Wedding Expo/Bridal Expo/Spring Bridal Fair/Bridal Showcase as appropriate. It may not be copied (other than printed hard copy of lists and labels for the Exhibitor's own use in the Exhibitor's own business in connection with the Wedding Expo/Bridal Expo/Spring Bridal Fair/Bridal Showcase). Neither the Mailing List nor any its contents may be made available to or used by or for any other person or entity. The Exhibitor may not sell, give, rent, lease, lend, modify, display, share or otherwise permit the Mailing List or any of its contents to be made available, in whole or in part, to anyone outside of the Exhibitor, whether or not for consideration. The Mailing List may not be used in, or in connection with, any solicitation of the goods or services of any other person or entity. Thus, for example only, it may not be used to promote any other bridal or honeymoon show, seminar or workshop, or any other event or purpose that gives exposure to businesses other than the Exhibitor's own. The Exhibitor acknowledges that once the Mailing List leaves the Wedding Planner Corp's facility the Exhibitor is in the best position to assure compliance with these restrictions and therefore agrees (and assumes all related risks) to be fully and strictly responsible for any incident or use not permitted by this paragraph, whether or not inadvertent and whether caused by the acts or omissions of the Exhibitor or others. The Exhibitor agrees, and each individual signing this Agreement on behalf of Exhibitor agrees individually in the event of nonpayment by the Exhibitor on demand, to pay The Wedding Planner Corp. the sum of Ten Thousand and NO/00 Dollars (\$10,000.00) per incident or use, as liquidated damages, for each incident or use of the Mailing List that is contrary to any provision of this paragraph, together with the attorneys fees and other costs and expenses of enforcement incurred by The Wedding Planner Corp.

Exhibitor further agrees to the following:

Exhibitors are not permitted to use amplifying equipment that we consider objectionable. No balloon popping, or noises that we consider objectionable are permitted from your contracted space. Exhibitors must confine their activities to their contracted space. Exhibitors will not be permitted to use strolling entertainment nor to distribute samples, souvenirs or literature except from their own exhibit space.

This contract cannot be cancelled and, once signed, Exhibitor/Company listed above, and/or signee is fully responsible for all charges as outlined herein of this agreement whether Exhibitor uses the contracted space or not. All payments and fees are due and payable in full as follows: The Wedding Expo Package by September 15, 2010, The Bridal Expo Package by December 15, 2010, The Spring Bridal Fair Package by February 15, 2011 and The Bridal Showcase Package by May 15, 2011. Any material draped from Exhibits must meet with local fire laws or they will be asked to be removed. There is no booth sharing. This contract is binding when signed, and it is received via fax transmission or an original copy has been received by Wedding Planner Corp. In the event of nonpayment, person signing below agrees to pay full rate of their contracted space, excluding any and all discounts plus all reasonable attorney's fees in the event collection is necessary.

The Exhibitor agrees that Wedding Planner Corp., its agents and employees, and the hosting facility or its employees: (a) Will not be responsible for any damage to or for the loss of destruction of the Exhibitors property or injuries to the Exhibitors, his representatives, agents or employees, all claims for any such loss, damage, destruction, or injury being expressly waived by the Exhibitor; (b) will be exempted from and defended and indemnified by the Exhibitor from and against any and all losses, damages and claims for death of or injury to the Exhibitor or any of its representatives, agents, employees, patrons, invitees or visitors, except that no such indemnification shall apply to any such death or injury to the extent resulting from the sole negligence of The Wedding Planner Corp. Wedding Planner Corp., its agents and employees, will not be liable for failure to hold the exhibition as scheduled. Wedding Planner Corp. reserves the right to shift space assignment after the contract has been signed if they find it necessary to do so. Wedding Planner Corp. reserves the right to change the Wedding/Bridal Expo venue and date due to events beyond the control of Wedding Planner Corp.

This contract shall be governed by the laws of the State of New York. Both the Wedding Planner Corp. and the Exhibitor agree that any disputes hereunder will be heard exclusively in the appropriate federal and state courts located in the County of Monroe, State of New York. Exhibitor agrees that the Exhibitor is transacting business in New York State and the Exhibitor expressly waives to the fullest extent possible any defenses based upon lack of personal jurisdiction to any cause of action brought to enforce the terms of this contract.

Wedding Planner Corp. may, without liability, delay performance or cancel this Contract on account of force majeure events or other circumstances beyond its control, including, but not limited to, strikes, acts of God, political unrest, embargo, failure of source of supply, or casualty. If any of these events are cancelled for any reason beyond our control, no refunds will be given.

I agree to all of the above rules and regulations:

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

Date: \_\_\_\_\_ Title: \_\_\_\_\_ Print Name: \_\_\_\_\_

I agree to all of the above rules and regulations:

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

(Personal Guarantee)

(Personal Guarantee)

(Date)