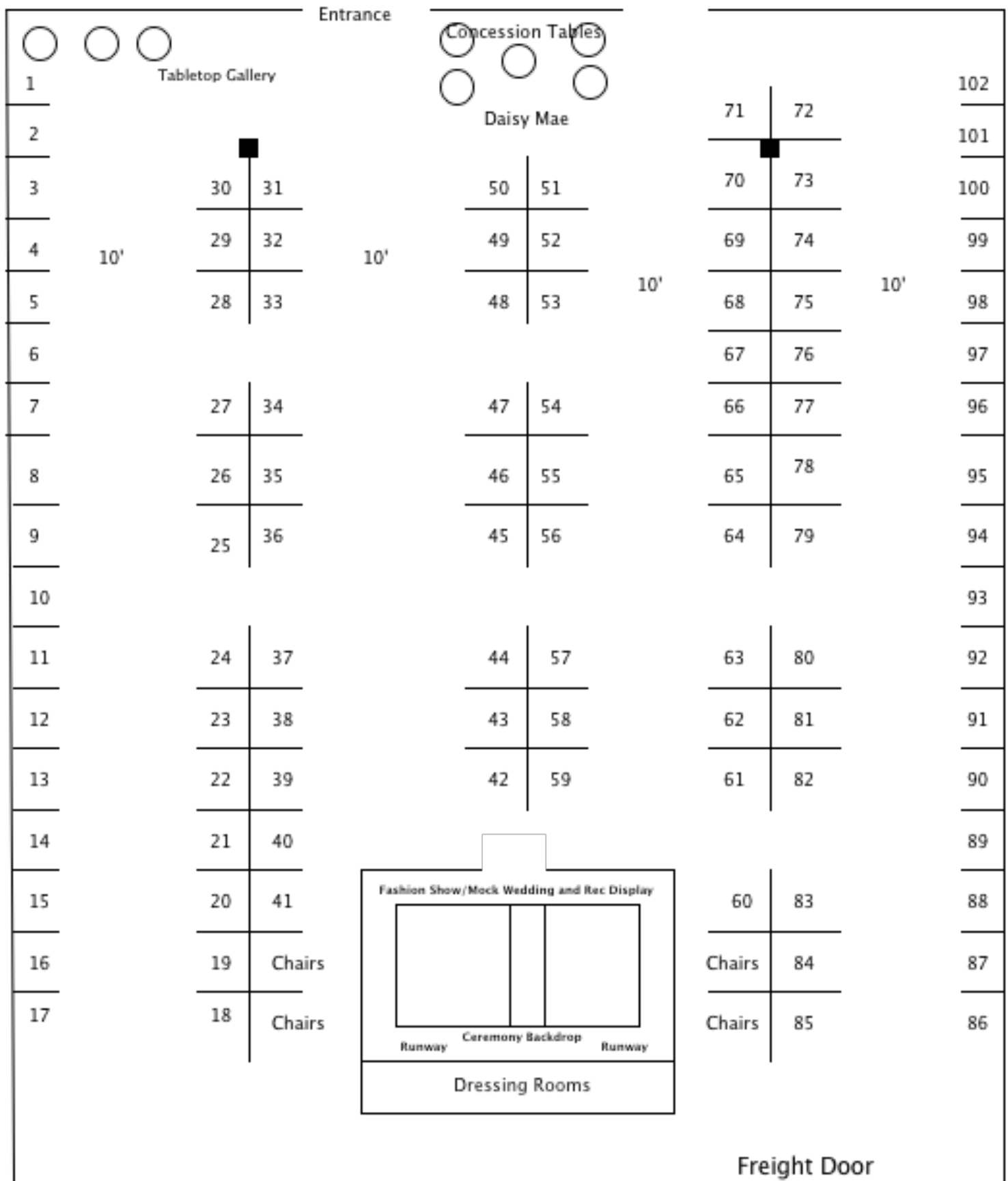




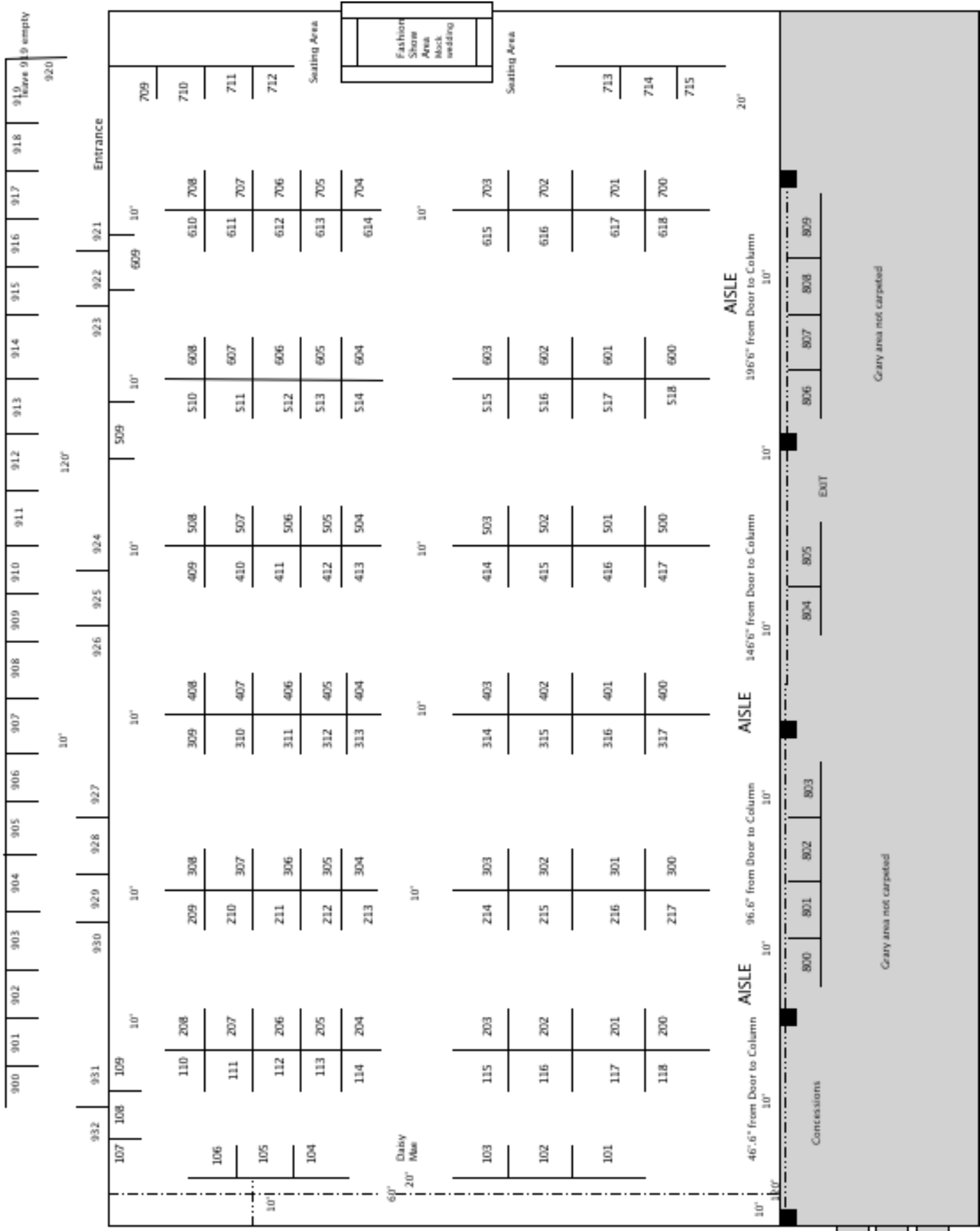
\_\_\_\_\_ **READ THE GENERAL INFO PAGE**  
 \_\_\_\_\_ **Sign** (don't forget elements to hang a sign)  
 \_\_\_\_\_ **Scissors, tools, tape, string, wire etc.**  
 \_\_\_\_\_ **Step Ladder**  
 \_\_\_\_\_ **Literature**  
 \_\_\_\_\_ **Booth Display**  
 \_\_\_\_\_ **Purchase Dollies**  
 \_\_\_\_\_ **Order Tables and Chairs** Booths do not come with these items. (Remember deadline advanced rates.)  
 \_\_\_\_\_ **Tablecloths** (See Rental Form)  
 \_\_\_\_\_ **Electricity** (See Rental form) remember deadline advanced rates.  
 \_\_\_\_\_ **REVIEW BOOTH LOCATIONS!!!** (booth #'s will be emailed to you no later than one week before show date.)  
 \_\_\_\_\_ **Literature for "My Wedding Bag" totes (Bring first hour of set up)**  
**Galleries:**  
 \_\_\_\_\_ **Photos for Photographers Gallery**  
 \_\_\_\_\_ **Tabletop Design Gallery**  
 \_\_\_\_\_ **Couture Display, Fashion Show, Bridal and Formalwear shops.**  
 \_\_\_\_\_ **Display for Groom Expo.**  
 \_\_\_\_\_ **Door Prize boxes and registration forms.**  
 \_\_\_\_\_ **List of employees coming in late.** Place in the ticket booth at the entrance of the show.  
 \_\_\_\_\_ **Check** your free listing on [www.weddingfestivals.com](http://www.weddingfestivals.com) for spelling errors or changes needed.  
 \_\_\_\_\_ **Caterers/Bakers** mail in your food request forms for TD Convention Center and North Charleston Convention Center. This form is in the last minute info packet and under "Registered Exhibitors Forms" on [www.weddingfestivals.com](http://www.weddingfestivals.com).  
 \_\_\_\_\_ **Accounting**, please mail in checks or fax invoices with credit card numbers prior each show date. **We prefer not to collect at Exhibitor set-up.**  
 \_\_\_\_\_ **Set-up times:** See General Info sheet.

\_\_\_\_\_ **Loading out instructions.** Given at the Exhibitor Meeting right before show starts.  
 \_\_\_\_\_ **Gallery Participants and Bag Sponsors, please arrive the first hour of Exhibitor Set Up.**  
 \_\_\_\_\_ **Box Trucks** Read General Info concerning Box Trucks  
 \_\_\_\_\_ **Parking:** Read General Info Page  
 \_\_\_\_\_ **Loading door locations:** See maps included in this packet.  
 \_\_\_\_\_ **Internet-**Venues may or may not have Internet Access. Please provide a hotspot if you are in need of internet.  
 \_\_\_\_\_ **Please remind your staff:**  
 -No early tear down or packing up!  
 -Electronic sounds i.e. music, must stay within the booth space.  
 -Only hand out literature and solicit brides within your booth space and not in the aisles, foyer etc.  
 -Do not distribute materials or signage from a non exhibitor.  
 -Send a representative from your booth to the stage area for a mandatory exhibitor meeting right before show opens.  
 \_\_\_\_\_ *Tipping of the WF Cast Members is not expected but is deeply appreciated.*

*We will communicate with you via email the week of the show, for any last minute announcements or changes, please watch for these emails.*



## Charleston Area Convention Center August 2017 & February 2018



Not drawn to scale

Ballroom is 160'x220'

# TD Convention Center- Greenville, SC

## Sept. 2017 & Jan. 2018

**Wedding Festivals prefers to lower the booth price & put more revenue into advertising, as a result, exhibitors need to rent or bring their own tables, chairs, signs, etc. Booths do not come with these items. The following rental companies are working with each show to offer the service of providing these items for you.**

Items will be in the booths by Exhibitor set-up & must be left in the booths following the show. The below pricing includes delivery. Exhibitor is responsible for the care & return of the equipment to the rental companies & venues.

(Information on this page is subject to change without notice)

Item	Price Advance	Floor Rate	Quantity	Total
Tables 8'x30"	\$10.00	\$15.00		
Tables 6'x30"	\$10.00	\$15.00		
Chairs (white)	\$2.00	\$3.00		
Linens (white)- floor length for 8' table	\$22.00	\$27.50		
Linens (white)- floor length for 6' table	\$18.00	\$22.50		
Other Items				

Total	
Upstate SC Sales Tax 6%	
Charleston Sales Tax 9%	
Asheville, NC Sales Tax 7%	
Total:	

Show per page please:

Venue \_\_\_\_\_ Fall \_\_\_\_\_ Winter \_\_\_\_\_ Company Name \_\_\_\_\_

Booth# \_\_\_\_\_ (if you have one, if not, venue & rental companies will be given a floor plan. Booth #'s will be assigned 2 weeks prior to each show.)

Exhibitors Address with Zip \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone# \_\_\_\_\_ Fax# \_\_\_\_\_ Email \_\_\_\_\_

CC# \_\_\_\_\_ Exp Date \_\_\_\_\_ Card Type \_\_\_\_\_ CVV/SEC Code \_\_\_\_\_ Name on

Card \_\_\_\_\_

Billing address if different \_\_\_\_\_

-Payment required in advance from all exhibitors before delivery. No exceptions.

-If additional items, linen color option etc are needed, please contact rental company.

**-Please place your order 72 hours before setup.**

-Rental Company will send confirmation of your order via fax, email or mail. If not received within 72 hours of set up, please contact rental company.

-It is the Exhibitors responsibility to ensure that all items are in the booths during set up.

-Signed rental contract required for order confirmation. EXHIBITORS SIGNATURE \_\_\_\_\_

**Please send this form no later than 3 days prior to each show date, to the following companies: (1 form per show)**

<b>Fall TD Convention Center</b> Fax/Mail Rental Form to: <b>Tri-County Rentals</b> 100 Piedmont Rd. Piedmont SC 29673 Fax: 864-295-8773 Phone: 864-295-8775 <a href="mailto:info@tri-countyrentals.com">info@tri-countyrentals.com</a>	<b>Winter TD Convention Center</b> Fax/Mail Rental Form to: <b>Professional Party Rentals</b> 647 Congaree Rd. Greenville SC 29607 Fax: 864-627-8807 Phone: 864-627-8808 <a href="mailto:info@professionalpartyrentals.com">info@professionalpartyrentals.com</a>	<b>Hyatt Regency Greenville</b> Fax/Mail Rental Form to: <b>Professional Party Rentals</b> 647 Congaree Rd. Greenville SC 29607 Fax: 864-627-8807 Phone: 864-627-8808 <a href="mailto:info@professionalpartyrentals.com">info@professionalpartyrentals.com</a>	<b>Charleston Area Convention CTR</b> Fax/Mail Rental Form to: <b>Event Works Rentals</b> 4760 Goer Drive, Suite C North Charleston, SC 29406 Fax: 866-611-9392 Phone: 843.633.1900 <a href="http://info@eventworksrentals.com">info@eventworksrentals.com</a>
<b>Winter Asheville US Cellular</b> Fax/Mail Rental Form to: <b>Classic Event Rental</b> 537-A Hazel Mill Rd. Asheville NC 28806 Fax: 828-255-2229 Phone: 828-255-2230 <a href="mailto:info@classiceventrental.com">info@classiceventrental.com</a>	<b>Anderson Civic Center</b> Fax/Mail Rental Form to: <b>Tri-County Rentals</b> 100 Piedmont Rd. Piedmont SC 29673 Fax: 864-295-8773 Phone: 864-295-8775 <a href="mailto:info@tri-countyrentals.com">info@tri-countyrentals.com</a>	<b>Spartanburg Memorial Auditorium</b> Fax/Mail Rental form to: <b>Asheville Hwy Rental</b> 1101 Asheville Hwy. Spartanburg SC 29303 Fax: 864-582-8188 Phone: 864-583-6393 <a href="mailto:info@ashevillehwyrental.com">info@ashevillehwyrental.com</a>	



(only order if needed)

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

Booth# \_\_\_\_\_ (if you have one, if not, venue will be given a floor plan. Booth #'s will be assigned 2 weeks prior to each show.)

Contact Person \_\_\_\_\_ Phone # \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Fax#: \_\_\_\_\_

CC# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Card \_\_\_\_\_ CVV/SEC Code \_\_\_\_\_ Name on Card \_\_\_\_\_

Billing Address on card including zip \_\_\_\_\_

**Check which show this form is for:**

Summer Charleston

Fall TD Convention

Winter Hyatt

Winter Asheville

Winter Anderson-Does not need to be submitted. Order at exhibitor check in.

Winter Spartanburg-Does not need to be requested. Every booth has power in Spartanburg.

Winter TD Convention

Winter Charleston

**Please mail or fax with payment to:**

**TD Convention Center:**

Fall & Winter Shows

\$70 advanced

\$95 floor rate

Make payment to & mail to:

**TD Convention Center (Bridal Show Electrical form)**

1 Exposition Dr.

Greenville SC 29607

Fax: 864-255-8615

Phone: 864-255-5875

(for 500 watts only)

**Anderson Civic Center:**

\$45

**Order when arriving for exhibitor setup.**

**No credit cards accepted. Check or cash only please.**

**Spartanburg Memorial Auditorium:**

**Electrical is free & is on the floor of booth.**

**This items does not need to be requested in advance.**

**Asheville US Cellular Center:**

Winter Shows

\$65 advanced

\$85 floor rate

Make payment to:

**City of Asheville**

**US Cellular Center**

**Exhibitors Services**

**(Bridal Show Electrical Form)**

87 Haywood Street

Asheville, NC 28801

Email form to:

[exhibitorservices@ashevillenc.gov](mailto:exhibitorservices@ashevillenc.gov)

Phone: 828-259-5739

**Note: US Cellular Center charges for each outlet used.**

**Hyatt Regency Greenville:**

\$65 advanced

\$95 floor rate

Make payment to & mail to:

**Hyatt Regency (Bridal Show Electrical form)**

220 N. Main St.

Greenville SC 29601

Fax: 864-240-2789 Phone: 864-235-1234

**Charleston Area**

**Convention Center**

Summer & Winter Shows

\$75 advanced

\$100 floor rate

Separate Electrical Form for this venue.

Form located in [www.weddingfestivals.com](http://www.weddingfestivals.com)

Under:

“Exhibitor Opportunities” -

“Registered Exhibitor Forms” -

“Electrical for Charleston Only”.

Conditions: & Regulations for all shows:

1. Rates are based on orders received 5 days prior to 1st move in day. Orders received during or after move in will be charged at a higher on site rate except for Anderson.
2. Payment in full must accompany the order. No exceptions. Checks should be made payable as noted on each show information.
3. Neither the show venue nor Wedding Festivals Inc. will accept liability for equipment damage due to power interruptions or variances, including but not limited to dips, surges or power outages.
4. All cancellations are subject to a 50% processing fee. Cancellations made 24 hours before installation are nonrefundable.
5. All changes in orders are subject to a charge amounting to the applicable price schedule for an electrical drop. (Minimum \$60)

CHARLESTON AREA CONVENTION CENTER

Attn: Building Services Department
5001 Coliseum Drive - North Charleston, SC 29418

Phone: (843) 529-5026 Email: ServiceDesk@NorthCharlestonColiseumPAC.com Fax: (843) 529-5080

Please Type or Print Information & Fill Out Completely

Event: Date/Time Install:
Exhibitor/Firm Name: Booth:
Address: City/State/Zip:
Contact Person: Email Address:
Telephone: Fax:

ADVANCED RATES APPLY ONLY TO ORDERS RECEIVED & PAID IN FULL A MINIMUM OF 14 DAYS PRIOR TO THE FIRST SCHEDULED MOVE-IN DAY. STANDARD RATES APPLY TO ALL OTHER ORDERS. NO EXCEPTIONS.

Table with columns: Quantity, Advanced Rate, Standard Rate, Total. Includes sections for LOW POWER and HIGH POWER with various electrical service options and prices.

EQUIPMENT SALES

Table listing equipment sales: 25' Extension Cord (Does not include connection) \$15.00, 6 Outlet Power Strip \$10.00.

ELECTRICAL TECHNICIAN LABOR

(Special placement, repairs & other special services will require pre-paid labor. Labor must be purchased in 1-hour increments)

Description of Work: Monday - Friday 8AM - 5PM (except holidays) \$55.00/hour, Monday - Friday 5PM - 8AM & Saturday (except holidays) \$75.00/hour, Sunday & Holidays \$95.00/hour.

Did you... Order Total \$
Method of Payment
Check (Made payable to: Charleston Area Convention Center) Check No:
Cash (US Currency Only)
Visa MasterCard Discover American Express
Credit Card Number: Expiration Date:
Signature: Print Name:

# THE WEDDING

## Opportunities to Impress the BRIDES and it's FRIENDS!



### TABLE TOP DESIGN GALLERY

Exhibitors and/or a group of exhibitors will have the opportunity to design a sit-down dinner reception table that showcases their product offerings and creativity to hundreds of brides-to-be that attend the show.

The "Reception" Tabletop Gallery is an area filled with 10-60" rounds. (As if it were a sit down dinner reception.) The participating exhibitors creatively decorate each table. However, it is not an additional booth area. Each table should have plates, glasses and a centerpiece as if guest is ready to sit down for dinner or can be used as a cake table, place card table etc. Chairs are optional.

-Participation is free, but limited to the first ten table displays at each show.

Any exhibitor or group of exhibitors may participate including Hotels, Reception Facilities, Caterers, Rental Companies, Wedding Coordinators, Florists, Department Stores, Bakers, Etc.

-Design your own table or team up with others that are exhibiting in the show!

-Participants may enter individually or as a group. All participants must be show exhibitors on that shows Gallery.

-Table setup will take place during regular move-in hours and must be removed at the conclusion of the show. Gallery participants need to arrive the first hour of set up.

**To register, mark this on your contract or email our office and list the following at the bottom of the contract:**

1. The number of tables needed.
2. Participants involved with your table.
3. The show that you are participating in.

Wedding Festivals provides the 60" round table only, participant must bring their own sign and any odd shaped table.



### THE PHOTOGRAPHER'S GALLERY

Photographers will have the opportunity to display up to two images that speak most of their work in an area separate from their exhibit.

(Possibly the bridal registration area.)

-Up to two images, portrait or landscape.

-Create your sign on a 4X6 white card stock or use your business cards.

-Wedding Festivals has the right to refuse any image based on "non-family friendly" content.

- This area is based on space availability and is first come first serve.

- Exhibitor provides either a tabletop easel or a regular easel.

-You must be an exhibitor on the show that you wish to display in the Gallery.

**To register, mark this on your contract or respond to our Gallery emails.**



### GROOM EXPO

Today's Groom is affluent, sophisticated, motivated and involved in planning the perfect wedding.

Groom Expo (an expo within an expo) is an area for today's Groom that is filled with displays, samples and prizes dedicated to the parts of the wedding and home that are of interest to the Groom.

This area is open for free to all Wedding Festivals Exhibitors that fit these criteria. If you have items to make a small display, literature or prizes, please respond to this email.

**Criteria for being a part of the Groom Expo:**

1. It is a first come first serve basis, although we will do what we can to include everyone.
2. You must have a booth in the Wedding Festivals for the show that you wish to participate in the Groom Expo.
3. Wedding Festivals will supply high boy tables and themed colored linens for this area only.

Exhibitors that participate will receive all or part of one of these tables depending on the amount of samples and literature presented by the exhibitor. To register, mark this on your contract or respond to our Gallery emails.

**March 1, 2016 - March 1, 2017**

New Visitors	24,294	Unique Visitors	39,580
Total Visitors	57,344	Online Registrations	3,208
Page Views	172,164		

Every exhibitor receives a free listing on this site.

To **Upgrade** to a link or banner ad, please call our website management, Robert Lassers at ExpoBoost: 864-214-5470 robert@expoboost.com

You must be an exhibitor to have a link, banner ad or listing on www.weddingfestivals.com.



# BRIDES

## Bags

**Only \$75.00**

plus your literature or small item.



### BAG DETAILS:

Each bride will be given a canvas "Wedding Bag" that she will use at the show to keep her wedding plans.

Your literature can be pre-stuffed in this bag to ensure that every bride that attends the show receives your literature. You must have a booth on that show to participate in that show's bag promotion. This Promotion is available at all eight Wedding Festivals shows. Please bring literature in the first hour of exhibitor load-in.

**Your Flyer in the Bag**

### Amount of literature needed for the bags at each show:

Summer: Charleston 400  
Fall: TD Center-400  
Winter:

Hyatt- 300  
Spartanburg- 250  
Anderson-250  
TD Center -550  
Asheville-400  
Charleston-500

**Every Wedding Bag Sponsor will be included in the Graphic Slide Show Presentation for FREE!**

### GRAPHIC SLIDE SHOW PRESENTATION DETAILS:

- You must be a bag sponsor to participate in the slide show presentation.
- You will also have 1 graphic/picture that will appear on each monitor for 15 seconds at a time.
- This is a visual only.
- Your advertisement will be repeated throughout the entire show.
- Two weeks prior to each show, we will email you information on your graphic designs for the slideshow.

**Your Ad on the Registration Monitor**

**Your Ad on the Fashion Show Screen**

*You can sign up for this great Additional Opportunity on the booth contract.*



**1. Setup Times:** See bottom of sheet. Entry to loading area is in the rear of each building. Your specific set-up times will be handled according to your booth # at all shows except Anderson & Spartanburg.

**2. Tables & Chairs Rentals:** Wedding Festivals prefers to lower the booth price and put more revenue into advertising, as a result, exhibitors need to rent or bring their tables, chairs, etc. Booths do not come with these items. To rent them, fill out the rental form and mail or fax to the appropriate company. All rental items must be pre-ordered & paid by the appropriate deadline dates. Tables & chairs may not be available the day of set-up.

**3. Booth Dividers-** All booths will have white or black backdrops. Signs & decorations may be attached to the backdrop poles, but nothing can be attached to facilities walls. Wedding Festivals cannot guarantee color of drapes. Many exhibitors who feel that background color is important for their display, usually pin a piece of fabric on top of the drape. This also helps them to stand out from other booths. No tape may be used on any poles. Side poles are not provided.

**4. Signs-** Each exhibitor is responsible for their booth sign. (Booth signs are not provided) A large logo sign is best and may be hung on the cross poles. Other ways of displaying your sign is to use an easel or set it up in your booth. Remember, the larger your sign, the bigger the effect.

**5. Security-** Please do not leave anything of value overnight or unattended. Wedding Festivals or the exhibit halls are not responsible for theft or damages.

**6. Carpet-** You may want to have a 10x10 remnant piece of carpet to make your booth more attractive & comfortable. Some venues are carpeted and some are not. See individual floor plans for this information.

**7. Food-** Caterers, only, may give out sample size food & must fill out a food form for the TD Convention Center show. Exhibitors can give out pre-wrapped candies. Food sample request forms must be signed. This form will be emailed to you in your last minute email two weeks before each show date. Other venues may require this as time goes on.

**8. Door Prizes-** Exhibitors may give away prizes although they are not required. Exhibitors must be responsible for providing their own door prize boxes & registration cards.

At the end of the show, exhibitors will write the winners name and display it in their booth on a colored slip provided by show management. The brides will walk through the show one last time to see if they have won. Names collected at the show through door prizes or any other means, remain the property of Wedding Festivals. Exhibitor agrees not to sell, lend or otherwise transfer names collected at the show, to any business or individual for any reason. Exhibitor agrees that under no circumstance will the names be used to promote any other multi-business bridal or weddings related show or event, directly or indirectly, including exhibitors participation within such an event. Exhibitor agrees to be held liable for any unauthorized use of the list and names collected at the show according to the Exhibitor Contract with Wedding Festivals.

**9. Galleries- See Gallery sheets for information**

**10. Music-** ALL EXHIBITORS who have any form of music in their booth, even background music in a video, must be non-registered, public domain or original music with the author's permission. Anyone who violates this rule is responsible for any claims inflicted on Wedding Festivals. All sound must stay within the booth space.

**11. Exhibitor Badges -** will be provided at right before the show. A list of employees who will be arriving late can be left at the ticket booth. Exhibitors cannot leave brides or customers names for badges, as they will be charged to attend.

**12. Electricity-** There is a charge for all shows except Spartanburg. (see rental form)

**13. Parking-**

**TD Convention Center.- Exhibitor's cars must be parked by one hour prior to show time to avoid being charged to park.**

**Hyatt Regency-** Downtown or city parking, most convenient is the parking garage next to the hotel.

**US Cellular Center-** City parking. Charged according to lot. There is usually a free gravel parking lot across the bridge. **Do NOT park in first parking lot outside the loading out roll up door. This is a towing zone.**

**Spartanburg-** To avoid being charged to park, vendors must park across the street. It's about the same walking distance as the parking lot is to the door of the show.

**Anderson Civic Center-** There is no charge to park.

**Charleston-** \$5 per car to park.

**15. Family friendly show-** Items in booth and in pictures displayed in booth must be family friendly. WF has the right to deny anything displayed at the show at any time.

**16. Booth Sharing-** Wedding Festivals does not allow sharing or subleasing. EVERY business that participates on Wedding Festivals in any way must have a SIGNED CONTRACT with Wedding Festivals. No sharing or subleasing. An example would be a florist providing a floral arrangement in exchange for placing cards or literature in a booth. **THIS IS STRICTLY ENFORCED!**

All multi-business businesses must have a booth for every business represented at the standard rate per business. All literature, in any form, must be from the business that has a contract with Wedding Festivals. This includes door prizes, signs, or mentions in exhibitors literature of other businesses that do not have a proper contract with Wedding Festivals. In Addition, a non contracted wedding business representative cannot "work" a booth for another business.

**17. Concessions-** May or may not be available depending on the venue choice.

**18. EARLY TEAR DOWN-** Due to liability, a \$100 fine will be levied upon any business who tears down their booth before the GRAND PRIZE GIVEAWAY & ALL BRIDES HAVE LEFT THE BUILDING. In addition, the bridal mailing list will be forfeited. The second time a vendor does not comply with this rule, they will be denied further participation with Wedding Festivals.

**THIS IS STRICTLY ENFORCED!**

**20. Database of Brides-** Exhibitor agrees that the list of attending brides is not required to be made available to exhibitor by Show management and is not included in the price of show contract. The list will be available 2 weeks after the last show via email to any exhibitor in good standing with show management. This list will be coded to enable show management to monitor its use. Exhibitor agrees that the list and any names collected at the show, through door prizes or any other means, shall remain the property of show management, and Exhibitor agrees not to sell, lend or otherwise transfer the list, or names collected at the show, to any business or individual for any reason. Exhibitor agrees that under no circumstance will the list will be used to promote any other multi-business bridal or weddings related show or event, directly or indirectly, including Exhibitors participation within such an event. Exhibitor agrees to be held liable for any unauthorized use of the list and names collected at the show according to Exhibitor contract. Exhibitor is responsible for contacting show management if list is not received.

**21. REVIEW BOOTH LOCATIONS!!!,** (booth #'s will be emailed to you no later than one week before show date.) It is up to you to let us know, prior to set up, if there is a problem with your location. There is always the chance that locations will have to be moved due to space restraints, fire marshall, or any other reason beyond the control of show management.

**Set-up Times and Instructions:**

**Summer Set up times: Saturday, (Show is on a Sunday)** Anyone can load in between 3pm-8pm (except box trucks) the day before the show.

**Fall Set up times: Tuesday, (Show is Tuesday)** Anyone can set-up between 11:00 and 2:30pm (except box trucks) on show day only, but not before 11:00. Cast members will not be available to help with unloading after 2:00pm. Show starts at 4:00pm.

**Winter Set up times: Friday ) Show is on a Saturday, expect Charleston. Charleston-Show is on Sunday and set up is Saturday,** Anyone can load in between 3pm-7pm (except box trucks) the day before the show.

**Morning Summer and Winter shows-**

Anyone setting up the morning of the Summer and Winter shows, must make accommodations with Wedding Festivals Management.

**\*\*\*Morning set-up is strongly unadvised, except for final perishable items.**

**Gallery participants and Bag Sponsors etc.** need to come the first hour of exhibitor set up.

**Box Trucks** must unload 1 ½ hours before exhibitor load in times and be removed a ½ hour before exhibitor load in. For loading out- box trucks must wait until all other vehicles are finished at the loading dock, which is approx. 45 minutes or less after show ends.

**21. Fork Lifts-** Wedding Festivals is not responsible for providing fork lifts for Exhibitors. Please contact the venue if a forklift is needed.

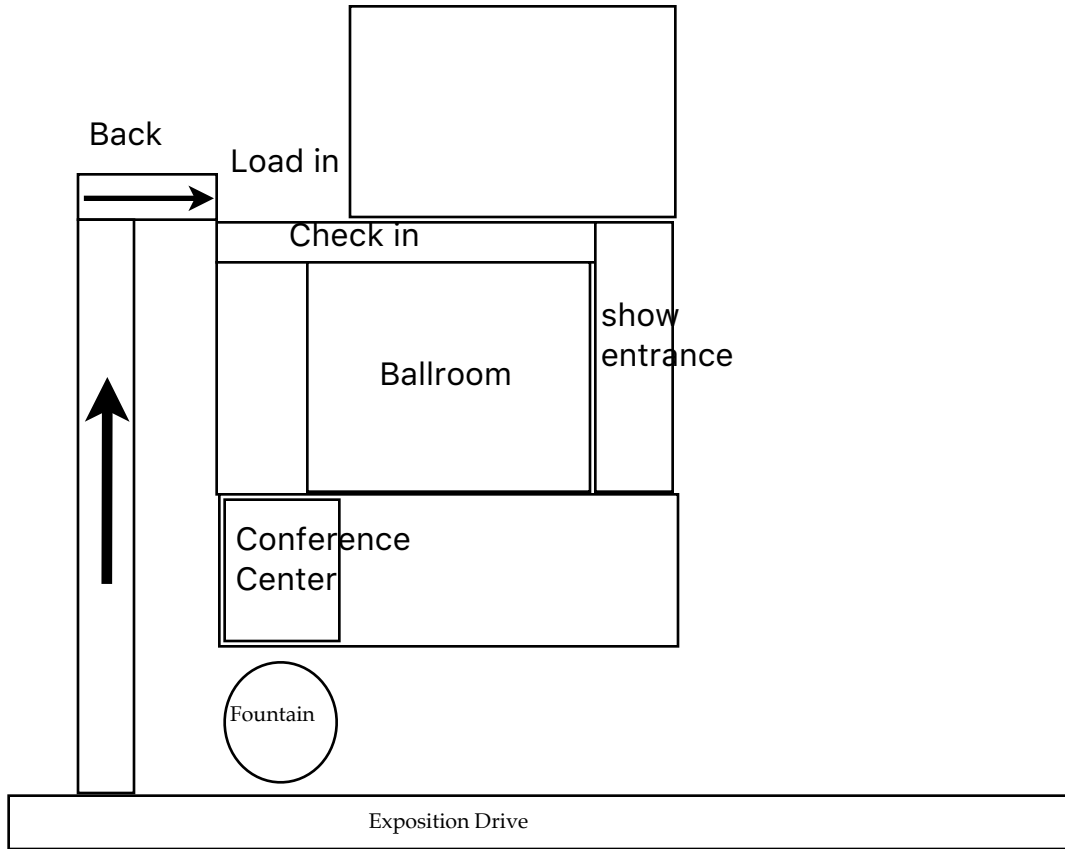
**22. Dollies-** We recommend that you purchase a hand truck from Sam's, Home Depot or Lowe's that transforms into a dolly. This can be easily stored under an 8' table and is ready to go when the show ends. Dollies will NOT be available by the Venue or Wedding Festivals.

**23. All Exhibitors must check in during show setup times,** regardless of when they setup their booth, to ensure their space, rentals, etc. are correct. Wedding Festivals representatives will not be available last minute to assist newcomers or correct any problems due to late arrival of the exhibitor.

**24. WF Cast Members Assistance-** Cast Members will assist you in unloading at the bigger shows, **Cast Members will not be available for Loading out.** Cast members and Wedding Festivals or the venues are not responsible for damage to exhibitors items. Please assist with any items that are fragile. Tipping of the Cast Members is not expected but is extremely appreciated. Please bring your own dollies for load out.

**25. Internet-** Venues may or may not have Internet Access, please provide your own hot spots and have videos downloaded etc.

# TD Convention Center



North Charleston Coliseum/Convention Center/Performing Arts Center/Montague Terrace

## PARKING GUIDE



Charleston Area Convention Center- Food Exhibitors, Please send in ASAP!

### 12.0 EXHIBITOR FOOD BOOTH PERMIT APPLICATION

**Show:** \_\_\_\_\_  
Date: From \_\_\_\_\_ To \_\_\_\_\_

Exhibitor: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_

Items to be sampled	Size

Show Manager  Circle one  Approved  Not Approved

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

Centerplate  Circle one  Approved  Not Approved

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

---

Food Booth Permit Application due from Exhibitor to Show Manager 30 days prior to first day of show.

Food Booth Permit Application due from Show Manager to Centerplate 21 days prior to first day of show.

Food Booth Permits will be issued to Show Manager by Centerplate 14 days prior to show.

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## Centerplate

North Charleston Coliseum • Performing Arts Center • Charleston Area Convention Center  
5001 Coliseum Drive  
North Charleston, SC 29418  
(843) 744-0168 • Fax (843) 566-1731

## Exhibitor Food Booth Permit Hold Harmless Agreement

Notwithstanding the issuance of a Food Booth Permit by Centerplate, Exhibitor understands and acknowledges that Centerplate has no responsibility for the quality, preparation or storage of any beverages or food product to be sampled or dispensed by Exhibitor. Exhibitor must comply with all laws, rules and regulations applicable to the purchase, storage, preparation and dispensing of the beverages and food products covered by this permit. Exhibitor shall indemnify, defend and hold Centerplate and the City of North Charleston and their respective officers, owners, directors, employees, agents and affiliates harmless from and against any and all suits, claims, liabilities, judgments expenses (including attorney's fees and court costs), damages or losses, arising from the sampling, preparation, storage or dispensing of beverages and/or food products under the permit or at the show.

Exhibitor Name: \_\_\_\_\_

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

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

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

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

## TD Convention Center

One Exposition Drive  
Greenville, SC 29607



Telephone # 864-233-2562

Fax # 864-255-8600

An SMG managed facility

### FOOD AND/OR BEVERAGE APPLICATION

SAVOR...Catering by SMG has the exclusive food and beverage distribution rights within the TD Convention Center. Exhibitors and sponsoring organizations may distribute food and/or non-alcoholic beverage products with prior written authorization ONLY. Requests must be submitted a minimum of 2 weeks in advance. **NOTE: All vendors MUST receive prior approval and confirmation by the Food & Beverage Director. At the discretion of the TD Convention Center, exhibitors who do not comply will be asked to remove the items from the facility or be subject to fees and/or commissions.**

#### GENERAL CONDITIONS:

- 1) Items dispensed are limited to products manufactured or produced by the exhibiting firm.
- 2) All items distributed are limited to SAMPLE sizes.
  - a. Beverages limited to maximum of 2 ounces in 3 ounce or smaller container
  - b. Food items limited to "bite-size" (1 oz. or less)
- 3) Use of cooking equipment must have prior approval from the facility.
- 4) Standard fees for storage, handling, delivery, etc. will be charged where applicable.
- 5) Food and beverage items used as traffic promoters (i.e. coffee, popcorn, bottled waters, sodas, bar service, etc.) **MUST** be purchased from the TD Convention Center Food & Beverage department. Please contact our Catering Sales department with questions on traffic promotion items.
- 6) The applicant named below acknowledges they have sole responsibility for use, service and disposal of such items in compliance with all applicable laws. State law prohibits the sampling and distribution of alcoholic beverages. Accordingly, the applicant agrees to indemnify and forever hold harmless SMG Food & Beverage, TD Convention Center, Greenville and its agents from all liabilities, damages, losses, costs or expenses resulting directly or indirectly from their use distribution or other dispensed food and beverage items.
- 7) **A copy of the license for your facility must be sent in with this application. The State of South Carolina Department of Agriculture requires that all food items sold MUST be produced in a licensed facility. All food items sold are to be packaged for off premise consumption. If your products are not produced in a licensed facility, you could be removed from the show at their discretion. Questions regarding these requirements / policies may be directed to The SC Dept. of Agriculture, Columbia, South Carolina (803) 737-9690.**

Name of Event \_\_\_\_\_ Event Date(s) \_\_\_\_\_ Booth # \_\_\_\_\_

Firm Name \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

On-Site Contact \_\_\_\_\_ Title \_\_\_\_\_

Product(s) you will be selling: \_\_\_\_\_

Product(s) you wish to sample: \_\_\_\_\_

Size of portion to be dispensed \_\_\_\_\_ Quantity Distributed \_\_\_\_\_

Proposed container for dispensing \_\_\_\_\_

Reason for offering samples \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**SERVICES REQUIRED:** Please notify SMG Food & Beverage at 864-233-2562 regarding any special service requests related to your sample distribution. A state sales tax applies to all charges and services where applicable.

APPROVED \_\_\_\_\_ Date \_\_\_\_\_

Food & Beverage Director  
SMG Food & Beverage

# 10 Steps to Bridal Show Success

## **Make Your Display Work For You**

You have only a few seconds to make an impression on the bride. She should be able to look at your booth and know exactly what you do or sell. Keep your booth attractive and inviting.

## **Present Yourself Effectively**

Your business will be judged by the appearance of your booth and the attitude of the staff. Dress appropriately. Do not smoke, eat or drink at your booth. Be prepared with a rehearsed, practiced, and polished sales presentation. Say or do something that will stay in the prospect's mind in a positive way.

## **Have an Effective Promotion Piece**

You MUST have something that the bride can take home with her. Your promotion piece will go into a bag with many others so it is important that it stands out. Don't stack your brochures- If there are fewer, the perceived value is higher. Consider a giveaway or gimmick to give brides a reason to stop at your booth.

## **Don't Sit Down**

Always appear interested and ready to assist your potential customer. Don't make the bride feel that she is interrupting you.

## **Don't Arrive Late and Don't Pack Up Early**

Allow plenty of time to prepare your booth. The last hour of the show, when the crowds have dissipated, can be your best opportunity to close sales. Don't even begin to pack up until the last bride has left.

## **Qualify the Bride**

Instead of just shoving literature into the bride's hand, take a moment to determine if she has a need for your product or service. If not, you have saved yourself time and money. If so, the bride will appreciate the attention and you will know that you have a potential sale.

## **Make Appointments, Not Sales**

Shows provide you the opportunity to promote your company to many prospects in a short period of time. To make as many contacts as possible, try not to spend too much time with any one person (unless, of course, you sense a very hot prospect!) Try to arrange an appointment where you can provide complete details about your product or service.

## **Follow Up**

The leads you acquire at the show are valuable! Have a plan in place to follow up on leads as soon as you leave the show. Don't wait a couple months to call or mail to the attendee list. (By then, the hot prospects are likely to have become good customers of your competition!)

## **Be Patient**

Do not expect to walk out of the show with a fistful of orders. Many attendees are only gathering information to review later. You need at least six months to judge the success of a show.

## **10. Track Your Leads**

The only way to determine which of your marketing vehicles are effective is to ask each of your customers how he or she found out about your business.

## “28 Sure-Fire Ways to **Fail** at a Bridal Show”

1. Judge Brides by the way they dress. (Bridal Spectacular, Vegas)
2. Treat the show like you are on vacation. (Bridal Spectacular, Vegas)
3. Knock the competition. (Bridal Spectacular, Vegas)
4. Your Exhibit doesn't tell what you do. (Bridal Spectacular, Vegas)
5. Staff Reunion. (Bridal Spectacular, Vegas)
6. Tear down early (Bridal Spectacular, Vegas)
7. Mr. Loud D.J. (Bridal Spectacular, Vegas)
8. Sit Down in Your Booth. (Carolina's Bridal Show, Greensboro)
9. Read the newspaper (Carolina's Bridal Show, Greensboro)
10. Ignore the post-show mailing list. (Carolina's Bridal Show, Greensboro)
11. Don't have a clear easy method for brides to contact you after the show. (Carolina's Bridal Show, Greensboro)
12. Bring your kids. (Twin City Bridal, Minneapolis)
13. Don't print enough literature. (Twin City Bridal, Minneapolis)
14. Do not wear appropriate attire. (Twin City Bridal, Minneapolis)
15. Chew Gum. (Twin City Bridal, Minneapolis)
16. Eat in your booth. (Philadelphia)
17. Make sure you are understaffed (Philadelphia)
18. Don't decorate your booth. (Philadelphia)
19. Don't rehearse your staff on what to say and don't develop a strategy for how to handle potential customers. (Bridal Expo, California)
20. Wait until the day before to develop your literature. (Bridal Expo, California)
21. Wing your display at the show. (Bridal Expo, California)
22. Remember, the more stuff in the booth, the better. (Bridal Expo, California)
23. Be sure to arrive late, set up fast and wait until about three hours into the show before you change out of your work clothes into your show clothes. (Bridal Expo, California)
24. Don't wear an exhibitor badge; nobody needs to know your name or company. (Bridal Expo, California)
25. Greet every bride by using the phrase girlie, chicky or baby. They Love It! (Bridal Expo, California)
26. If you are a D.J., be sure to play your music real loud. If the brides leave the booth and their ears are not bleeding, you did it all wrong. (Bridal Expo, California)
27. Wear Jeans (Bridal and Party Faire, California)
28. Be unapproachable, grumpy. (Bridal and Party Faire, California)