



Carolina Bridal Fair
 Cabarrus Arena & Events Center
 4751 Highway 49 North
 Concord, NC 28025
www.CabarrusArena.com - www.CarolinaBridalfair.com
 704-920-3976 / 704-920-3988

Exhibitor Information & Agreement

Cabarrus Bridal Fair and Cabarrus Arena would like to invite you to be a part of the 1st Annual **Carolina Bridal Fair**. The eagerly awaited event will be held in the 30,000 square feet Event Center B and will provide a unique opportunity to showcase the finest ceremony and reception vendors available in our State.

Please review this vendor participation information and contract. Registration and payment should be received by Friday, January 18, 2013. If you have any questions, please contact Donna at 704-920-3976. We would be honored to have your business or service be a part of this very exciting new show.

SHOW INFORMATION:

CAROLINA BRIDAL FAIR

When: Sunday, February 10, 2013
Show Hours: 11:00 AM – 5:00 PM
Where: Cabarrus Arena & Events Center
 4751 Highway 49 North
 (GPS friendly address 4551 Old Airport Road)
 Concord, NC 28025

Attendee Admission: \$10.00 at entrance (Brides FREE)
 50% discount coupons offered online on a number of sites and co-promotional opportunities.

BOOTH OPTIONS:

- Standard Booth – 10’ x 10’ \$ 400.00
 (1) 8’ skirted table, (2) chairs, (1) wastebasket
- Double Booth – 10’ x 20’ \$ 550.00
 (2) 8’ skirted tables, (4) chairs, (1) wastebasket

**Only 1 exhibitor is allowed per booth.
 Sharing booth space is not permitted.**

All exhibitors are asked to supply a door prize valued at \$50.00 or more.

(All exhibit spaces will be granted on a first-come, first-served basis. Contracts and payment must be received in order for space to be reserved.)

4.692” ad width

EXHIBITOR BENEFITS: All booth rental exhibitors receive:

- ❖ One (1) FULL-COLOR 4.692” x 2.281” Ad in our Show Program / Directory & Wedding Tabloid which will be distributed to all show Attendees & inserted in the Sunday, February 3 Independent Tribun...
- ❖ Listing (name, address and phone number) in the Show Program / Tab
- ❖ Booth identification sign with Company name and booth number
- ❖ Name & enhanced listing on show website & Arena Newsletter
- ❖ (100) \$10 Admission tickets to distribute to your customers
- ❖ A supply of Show Flyers for your place of business
- ❖ A Post-list of all show attendees
- ❖ Two (2) Exhibitor Staff Badges

**2.281”
 Ad
 height**

Exhibitors have the option to upgrade to a larger size full color ad for an additional fee

*¼ page FULL COLOR add \$100.00
 ½ page FULL COLOR add \$200.00
 Full Page Full Color add \$300.00*

(If interested, please ask our Show Management sales person for more information)

MISCELLANEOUS:

| | |
|--|--------------------------------------|
| Additional Exhibitor Staff Badge | \$ 30.00 |
| Electricity | \$ 25.00 per connection |
| Internet Connection | \$ 25.00 per connection |
| Fashion Show Entries with booth rental | \$ 50.00 (up to 10 gowns or outfits) |
| Fashion Show Entries w/o booth rental | \$ 300.00 (up to 6 gowns or outfits) |
| Bridal Bag Stuffer with booth rental | FREE |
| Bridal Bag Stuffer w/o booth rental | \$ 175.00 |

OTHER SHOW DETAILS:

| | |
|-------------------------|--------------------|
| Exhibitor Load In: | 7:00 AM – 10:00 AM |
| Doors Open to Attendees | 11:00 AM |
| Doors Close | 5:00 PM |
| Breakdown | 5:15 PM – 8:00 PM |

(Continued on reverse)

LOAD IN:

- Exhibitor Load In will begin at 7:00 AM on Sunday, February 10th
- Exhibitors should check in with show management upon arrival to receive assignment of booth space
- ALL Exhibitor Set ups must be completed at or before 10:30 AM. Exhibitors who fail to unload by 10:00 AM will not be permitted to exhibit and no refund will be given

BREAKDOWN:

Breakdown may not occur before 5:15 PM

ELECTRICAL:

Any electrical needs must be submitted to Shannon Bulger at Cabarrus Arena 704-920-3987 sbulger@cabarrusarena.com by February 6, 2013

FOOD / BEVERAGE EXHIBITOR:

- All Food & Beverage items must be pre-approved by Carolina Bridal Fair representative
- All Food & Beverage exhibitors must provide cooler and/or refrigeration, heating devices, heavy duty extension cords, chaffing dishes, heating utensils serving utensils, plates, bowls, napkins, utensils, cups, carts to take food & décor from load-in to your area.
- All Food & Beverage exhibitors are asked to keep their items simple and encouraged to distribute items that can be served at room temperature. The Department of Health and Cabarrus Arena is very strict with their regulations and will require exhibitors to breakdown their display booths if food does not meet temperature and other standards.
- All Food & Beverage exhibitors are required to fill out the attached food & beverage application for approval no later than February 6, 2013.

DOOR PRIZES:

- All exhibitors are asked to provide a door prize valued at \$50.00 or more.
- Please bring all door prizes with you the day of the Show
- Door prizes will be distributed at the end of the show, following the Fashion Show. Brides must be present to win door prizes.

DISPLAYS:

- Only one business can be promoted per booth space and must be pre-registered for the Show. Displays must adhere to all local, state, and federal laws and fire regulations. Show management reserves the right to remove any objectionable merchandise or signs.
- All boxes and packing materials must be placed under exhibit tables or removed from the show hall prior to opening of the show. All vehicles are to be unloaded and moved away from the entrance before the Show opens to the public and please allow closest parking spaces for our attendees and YOUR customers.

BOOTH ASSIGNMENTS: While every effort will be made to honor preferences regarding location of exhibitor’s booth spaces, the final layout of the show will be determined by Show management.

ADVERTISING:

- Advertising in Show Program and Bridal Tab:
 - All exhibitors will automatically receive a 4.692” x 2.2.81” Full Color ad in the Show Program and Bridal Tab without cost provided they have paid in full by the deadline date of Friday, January 18, 2013.
 - All exhibitors have the option to upgrade the complimentary ad for a larger full color ad in our Show Program / Bridal Tab at an additional cost.

| | |
|-----------------------------|---------------------|
| ▪ Quarter Page – Full Color | Additional \$100.00 |
| ▪ Half Page – Full Color | Additional \$200.00 |
| ▪ Full Page – Full Color | Additional \$300.00 |
- Bridal Bag: Carolina Bridal Fair and Cabarrus Arena will provide a Bridal Bag to the first 300 registered Brides when they enter the Show. All promotional material must be received by February 6, 2013 to allow time for filling the bags.
 - Registered Booth Exhibitors may include (300) promotional materials in the bag without cost.
 - Non-Exhibitors may also place (300) promotional materials in the Bridal Bag at a cost of \$ 175.00.

PRE-REGISTRATION FOR BRIDES: Online Pre-Registration will be encouraged for all Brides-To-Be to serve several purposes:

- We will have some idea as to the number of Brides to expect on Show day
- We will collect the names and contact information of prospective Visitors for the Post-Event Lead List provided to all Exhibitors
- We will provide name badges and address labels for prospective Brides and Grooms
- Pre-Registered Brides will be eligible for Door Prize drawings

Company Name: _____ Company Phone Number: _____

Company Representative: _____ Title: _____

E-Mail Address: _____

By Signing this page you are stating that you have read and agree to abide by the aforementioned terms and conditions of the show.

_____/_____
Company Representative Date

_____/_____
Carolina Bridal Fair Representative Date

Carolina Bridal Fair @ Cabarrus Arena

Exhibitor Information & Order Form

4751 Highway 49 North

Concord, NC 28025

704-920-3976

www.CabarrusArena.com / www.CarolinaBridalFair.com

Show Date February 10, 2013

Business Name _____ Contact Person _____

(As it should appear on display sign, on web site and show program)

Business Address _____ City _____ St _____ Zip _____

Business Phone _____ Fax _____ Email _____

Website _____ Contact Person Cell _____

Business Category _____ Door Prize _____

(Food Vendors must also read and sign reverse)

(Perceived value must equal or exceed \$50)

Please check all that apply

| | | QTY | Total |
|---|-----------|-----|----------|
| <input type="checkbox"/> Standard Booth 10' x 10' * (see below) | \$ 400.00 | | \$ _____ |
| <input type="checkbox"/> Double Booth 10' x 20' * (see below) | \$ 550.00 | | \$ _____ |
| <input type="checkbox"/> Electricity (110) \$25.00 per connection | \$ 25.00 | | \$ _____ |
| <input type="checkbox"/> Internet connection (\$25.00 per connection) | \$ 25.00 | | \$ _____ |
| <input type="checkbox"/> Additional Exhibitor Badges (\$30.00 per additional badge) | \$ 30.00 | | \$ _____ |
| <input type="checkbox"/> Fashion show w/booth (up to 10 dresses or outfits) | \$ 50.00 | | \$ _____ |
| <input type="checkbox"/> Fashion show no booth (up to 6 dresses or outfits) | \$ 300.00 | | \$ _____ |
| <input type="checkbox"/> Bridal Bag stuffer w/booth (300) ** | FREE | | \$ FREE |
| <input type="checkbox"/> Bridal Bag stuffer no booth (300) ** | \$ 175.00 | | \$ _____ |

** Bridal Bag stuffer items should be delivered no later than 10 days before show date

| | |
|----------------------------------|----------|
| Total Due From Above: | \$ _____ |
| Less 50% Deposit Paid / Due Now: | \$ _____ |
| Balance Due by Jan. 18, 2013 | \$ _____ |

Booth space is not secured until Carolina Bridal Fair receives a completed Exhibitor Contract, signed Agreement and 50% non-refundable deposit.

*** ALL BOOTHS (10' x 10' and 10' x 20') INCLUDE:**

- (1) FULL COLOR 4.692" x 2.281" Ad in our Show Program Guide & Newspaper Bridal Tab
- 7" x 44" ID Sign with company name & booth number
- Name and Enhanced listing on show website and in Arena Newsletter
- Promotional material inserted in Bridal Bag (300)
- 100 Admission tickets to distribute to your customers (value \$10 ea)
- A supply of Show Flyers to distribute at your place of business
- 2 Exhibitor Badges
- A lead list provided after the show. Emailed in excel format unless otherwise requested

Payment Method: _____ *(all credit card information must be filled out completely)*

Check: Amt. \$ _____ CASH _____

Credit Card: Visa / MC _____ Discover _____ AX _____ (check one) Amount Charged \$ _____

Cardholder Name _____ Exp. _____ / _____ CVC Code _____

Signature _____ Date _____ / _____ / _____

Request to Provide Sample Food and/or Beverage Application

Food and/or Beverage Application

SAVOR...Catering by SMG has the exclusive food and beverage distribution rights within the Cabarrus Arena & Events Center. Exhibitors and sponsoring organizations may sell and/or distribute food and/or non-alcoholic beverage products with prior written authorization only. Please complete the application below and return to your Carolina Bridal Fair sales representative to receive prior approval and confirmation by Cabarrus Arena the Food & Beverage Department. At the discretion of the Cabarrus Arena & Events Center, exhibitors who do not comply may be asked to remove the items from the facility. Requests must be submitted a minimum of 2 weeks in advance. Any exhibitor displaying or selling any type of food and/or beverage item(s) must apply for the appropriate licenses and/or permits from Cabarrus County Health Alliance. Please contact CHA at (704) 920-1000 or www.cabarrushealth.org at least thirty (30) days prior to the show date. Failure to have the appropriate licenses and/or permits will result in the termination of your exhibit and/or restrictions from the sale and distribution of your food or beverage items.

General Conditions

All items distributed are limited to SAMPLE sizes.

- 1) Beverages limited to maximum of 2 ounces in 3 ounce or smaller container
- 2) Food items limited to "bite-size" (2 oz. or less)
- 3) Use of cooking equipment must have prior approval from the Cabarrus Arena & Events Center.

Standard fees for storage, handling, delivery, etc. will be charged where applicable. Food & Beverage items used as traffic promoters (i.e. coffee, popcorn, bottled waters, sodas, candy bars, etc.) must be purchased from the Cabarrus Arena & Events Centers Food & Beverage department at (704) 920-3968.

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, Carolina Bridal Fair, Cabarrus Arena & Events Center, Cabarrus County Government and its agents from all liabilities, damages, losses, costs or expenses resulting directly or indirectly from their use distribution or other dispensed food and/or beverage items.

Request to Provide Sample Food and/or Beverage Application Continued

First Name _____ Telephone _____ Fax _____

Address _____ City _____ State _____ Zip _____

On-Site Contact _____ Title _____

Product(s) you wish to sample: _____

Size of portion to be dispensed _____ Quantity Distributed _____

Proposed container for dispensing _____

Signature _____ Date _____

Additional Notes _____

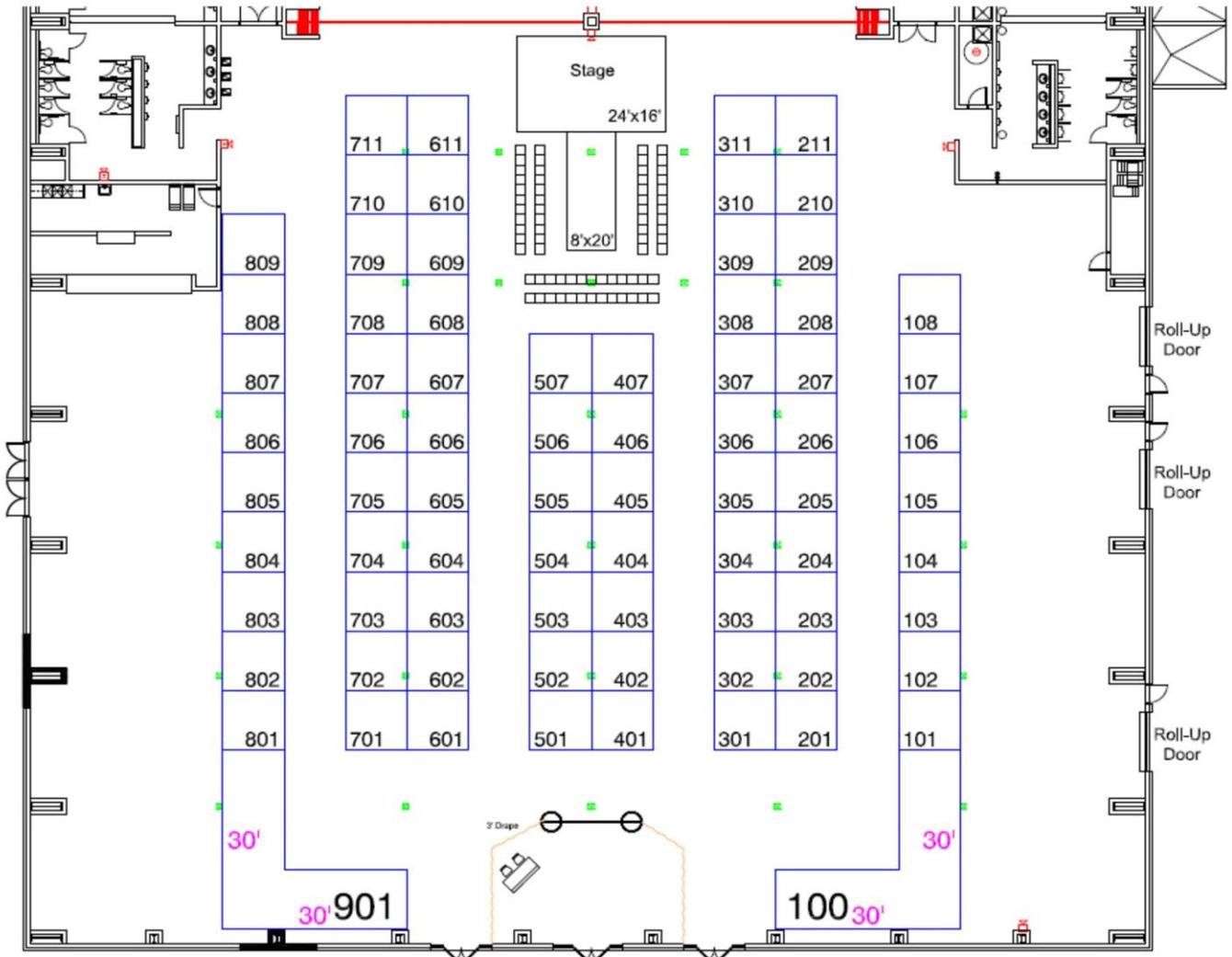
SERVICES REQUIRED: Please notify SMG Food & Beverage at 704-920-3968 regarding any special service requests related to your sample distribution. A state sales tax & service charge applies to all charges and services where applicable.

APPROVED _____

Date _____

Carolina Bridal Fair

Sunday, February 10, 2013



Cabarrus Arena & Events Center
 4751 Highway 49 North
 Concord, NC 28025
 704-920-3976

