



Exhibitor Manual

February 3 & 4

Baltimore Convention Center

Exhibitor Checklist

What do you need to do now?

- EXHIBITOR CONFIRMATION** Please review your confirmation **carefully** and confirm that all information is correct.
- BOOTH LOCATION** Your booth number is shown on your confirmation. Contact us if you would like to explore an alternate booth location.
- HAVE YOU PAID IN FULL?** Your balance payment is due **now**. Please mail your payment or contact us to provide a credit card.
- NEW PROMOTION OPPORTUNITIES** Are you taking advantage of all the ways you can maximize your results? See **Page 2**.
- DID YOU ORDER ELECTRIC SERVICE?** If you need electric service but have not ordered it, contact us now to receive advance pricing.
- AD IN THE SHOW PROGRAM?** If you placed an ad in the show program, your artwork is due **now**. See **Page 6**.
- HAVE YOU SUBMITTED YOUR SPECIAL OFFER FOR THE BOOK OF WEDDING DEALS?** See **Page 2**.
- DISTRIBUTING FOOD ITEMS AT THE SHOW?** Exhibitors who plan to distribute edible items at the show (cake, food samples, etc.) must comply with the requirements found on **Page 5**.

NEW! Move-In Procedure

See Page 4 for details.

NEW! Show Tickets

We've made it easier to provide your customers and prospects with free tickets to the show.

Simply instruct them to order tickets from our website and enter promo code **GIFT**.

What's Inside?

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Exhibitor Download Page: GetShowInfo.com

Find the exhibitor manual, coupons, web banners, and other show info here.

Info Submission Page: GiveShowInfo.com

Submit Wedding Deals and reserve Inspiration Gallery space here.

Join our Exhibitor Facebook Page

www.facebook.com/WeddingExperienceExhibitors

Contact Info

Mail 262 Fort Howell Drive
Hilton Head Island, SC 29926

Phone (703) 425-1127

Fax (703) 425-0714

Email info@WeddingExperience.com

Make the Most of Your Participation in the Show

Take advantage of these **FREE** promotion opportunities

Wedding Inspiration Gallery

The **Wedding Inspiration Gallery** is an area where exhibitors may display their signature work in a gallery setting. We have areas for decor, tabletop design, cakes, flowers, photography and fashion.

A display in **Wedding Inspiration Gallery** allows you to show items that may not fit within the confines of your exhibit space and is a great opportunity to promote a more complete array of what your business offers.

Want to make a big splash? If you have ideas for a truly impressive display, contact us to discuss. We will consider providing extra space for displays that are *'over the top'*.

See **Page 11** for more details.

Reserve your space at GiveShowInfo.com

WeddingExperience.com

The **Wedding Experience** website provides the opportunity to reach new customers throughout the year. Our site receives hundreds of new visitors every month, including many who do not attend the show but still use the site as a resource.

Please visit our website to confirm the accuracy and category of your listing. Please email any changes to info@WeddingExperience.com.

For information about banners, sponsorships and premium listings, please contact us at (703) 425-1127.

BaltimoreWeddingPros.com

Wedding Experience exhibitors receive a free expanded listing on BaltimoreWeddingPros.com. Simply visit the site and submit your information. This website is available to all area wedding professionals, but our exhibitors receive a more robust listing at no charge.

Discount Admission Coupons and Social Media Banners with Promo Code

We provide half-price admission coupons and web banners that you can share by email, through your website or in your social media. Your customers and prospects will appreciate the invitation and the discount.

Download at GetShowInfo.com

NEW! Free Show Tickets

You may now invite an unlimited number of people to visit the show at no charge. Simply instruct your guests to order tickets at WeddingExperience.com and use promo code GIFT.

Claim Your Loyalty Web Banner

Have you been an exhibitor in our shows for three or more years? If so, we have a special web banner that you can use to promote that milestone. We email these banners a couple times each year, but you can request yours at any time. We have banners for 3, 5, 10, and 15+ year exhibitors. Let us know if you have not received your banner.

Book of Wedding Deals

No matter what size the wedding budget, couples are looking to get the most for their money. Savvy exhibitors look for ways to drive business and track their results from the show. We address both of these needs with the **Book of Wedding Deals**, a digital book of time-sensitive discounts and offers that is made available to each attending couple.

Participation is easy! Simply provide a discount, upgrade, or other special offer. **Your offer must be available for 60 days after the show.**

Go to GiveShowInfo.com and provide the following:

- Headline of 50 characters or less
- Description of offer in 300 characters or less
- Value of offer (can be a percentage, a specific dollar amount, or an 'up to' maximum value)

The **Book of Wedding Deals** is promoted at the show and in the show program for downloading **after** the show. For that reason, your deal should not be a 'come visit our booth' promotion.

Online 'Deals You'll Love'

Unless you instruct otherwise, your special offer will also be promoted on the **Deals You'll Love** page of our website. With the online deal, you have the option of specifying a different expiration date.

Want to see a sample? Visit the 'Deals You'll Love' link on our website.

The “Secret Weapon” that will maximize your booth traffic

Our door prize promotion guarantees that attendees will stop at your booth. **It’s as easy as 1 - 2 - 3 ... here’s how it works:**

1. To participate, you must provide TWO door prizes. Write the prize on the box.

There is no minimum value for your prize and the prize may be tied to a purchase (for example, \$50 toward the purchase of...). Your entry box will be at your booth when you arrive. Write a description of your prize in the space provided on the box.

2. Attendees drop a numbered ticket at your booth.

The couples who attend are provided entry tickets at registration and instructed to drop one ticket at each booth.

When an attendee stops to deposit their prize ticket, use this as an opportunity to introduce them to your business! For best results, place your entry box near the **back** of your booth so that they must enter your booth to deposit the prize ticket.



3. At 8pm on Saturday and 3pm on Sunday, draw a winning number and write that number on the box.

Draw a winning number at the times above and write the number in the space provided on the box. Attendees then visit each booth again to see if their number is a winner. ***This is your second chance to connect with the prospective customer!***

Additional information: When a winner returns to claim their prize, you should ask to see their ticket stub to verify that they hold the winning number and then make arrangements with them for prize redemption. You do not need to inform show management of your prizes or prize winners. Winning prize numbers are not announced. It is not unusual for some prizes to go unclaimed, and you do not need to award unclaimed prizes. Your list of attendees will include the prize number associated with registrant.

Participation in this promotion is optional, but highly recommended. If you choose not to participate, do not display your box (please return unused prize boxes to the show desk). You are free to do another sort of lead generation promotion instead of, or in addition to, this promotion.

It’s simple. It’s effective. It makes people stop.

Important Exhibitor Information

Set Up Hours	Saturday, February 3	12pm - 5pm
Show Hours	Saturday, February 3	5pm - 9pm
	Sunday, February 4	11am - 4pm
Exhibit Removal	Sunday, February 4	4pm - 7pm

SET UP HOURS

12pm-5pm on Saturday

Loading doors close at
4:30pm on Saturday

Show is in **HALLS A & B**

Need Assistance? Call our Exhibitor Help Line

If you need assistance during move-in or show hours, visit the Show Desk at the front of the show or simply call our exhibitor help line at (703) 489-7758.

NEW Move-In Procedures

The loading dock entrance is located on the Charles Street end of the Center, between the Sheraton Hotel and the Center. There is a large bay door that takes you directly into the exhibit hall with ground level access. If the loading area is occupied, security will keep you in line until a slot opens. Bring your exhibitor confirmation form for easiest access through loading dock security.

All loading of booth items must be done through this loading area. Exhibitors may not use passenger elevators, escalators, or public lobbies for load-in. You may move in as early as 12pm on Saturday, and it is **crucial** that you arrive no later than 4pm. With 200+ exhibitors and limited space in the loading area, it is important that you allow plenty of time.

NEW! We are implementing new procedures to reduce congestion in the loading area. Subject to space availability, vans and cars will be permitted to drive into the exhibit hall to unload. Larger trucks must use the loading dock.

1. When you arrive at the loading area, you will have a 10 minute window to unload **to the staging area**. You may **only** unload to this staging area and **may not** take your items to your booth while parked inside.
2. Move your vehicle out of the loading area.
3. Return to the staging area and move your items to your booth.
4. At the end of the show, repeat this procedure in reverse by taking your items to the staging area before you bring your vehicle to the loading area.

This inside loading area will close at 4pm, and exhibitors arriving after 4pm must use the loading dock.

Unattended vehicles in the loading dock area are subject to immediate ticketing and towing.

Exhibitor Parking

The Convention Center does not have exhibitor parking. Parking in the loading area is permitted only during loading and unloading. Once you have unloaded you must immediately move your vehicle. You will be ticketed or towed if your vehicle is unattended anywhere in the loading dock area, so do not begin to set up your booth while your vehicle is parked at the dock. See **Page 6** for a list of nearby parking and details about reserving parking through Parking Panda.

Exhibitor Badges/Check-In/Late Arrivals

EXHIBITOR BADGES must be worn by your booth staff. Two badges will be placed at each exhibit space and additional badges are available at the Show Desk.

SHOW DESK: Exhibitors do not need to check in and may proceed directly to their exhibit space upon arrival. If you need assistance, visit the show office or call our exhibitor help line at (703) 489-7758.

HAVE STAFF ARRIVING AFTER THE SHOW OPENS? Anyone arriving after the show opens to the public **must have a ticket** and enter through the main show entrance. You may obtain tickets from our website using promo code GIFT.

Booth Equipment & Display Restrictions

6' x 8' and 10' x 10' booths are equipped with **one** 2' x 6' skirted table and two chairs. Double booths are equipped with **two** 2' x 6' skirted tables and four chairs. Quad booths are equipped with **four** 2' x 6' skirted tables and eight chairs.

The Convention Center does not provide outlet strips, extension cords, tools, ladders, vacuum cleaners, tape, or hand trucks.

IMPORTANT: The back of the booth is an 8' tall draped wall and the sides are 3' tall draped walls. Corner booths have only one side wall. If your display is taller than the height of the side or back drape, the surface that faces the drape must be visually appealing so as not to detract from the adjacent exhibitor (no unfinished wood, cardboard, etc.) A display that extends above the draped wall may not contain signs or advertising messages that face an adjacent booth.

Additional Booth Equipment

Exhibitors who wish to order extra tables, easels or other booth equipment may order these items directly from Advantage Expo using the order form found at GetShowInfo.com. Exhibitors **are permitted** to bring their own tables.

Have Something to Ship in Advance?

DO NOT ship anything to the Baltimore Convention Center as these shipments will not be accepted. If you need to ship your booth or materials, please make arrangements with Advantage Expo at (410) 789-5000. Advantage Expo will accept shipment of your items and deliver them to your booth (a handling fee will apply).

Electric Service/Wi-Fi

For your convenience, show management handles orders for standard 5 amp electric service. Please check your confirmation form to confirm that you have ordered electric service. The fee for electric service ordered in advance is \$85, but increases to \$110 two weeks prior to the show. **ONE OUTLET** is provided with electric service. You should bring your own outlet strips and extension cords.

If you require greater than 5 amp service, you must order directly from the Convention Center using the **UTILITY SERVICES FORM** which is available at GetShowInfo.com.

WI-FI is available at a charge of \$895 (yes, \$895), so it is suggested that you bring a personal hotspot.

Edible Item Sampling Requirements

Exhibitors wishing to distribute cake, food or beverage samples at the show must return the **Centerplate Sampling Form**, provide an insurance certificate, and adhere to the following requirements:

- Sample sizes are limited to two ounces
- Beverage samples are limited to four ounces (NO alcohol)
- Exhibitor must provide proof of liability insurance (This is a must!)

The sampling form is available at GetShowInfo.com. Fax this form to (703) 425-0714 or email it to info@weddingexperience.com so that it may be reviewed before it is submitted. Centerplate reserves the right to remove any items which do not meet these requirements. Please note that these requirements do not apply to the distribution of pre-packaged candies or mints, and you may distribute such items without submitting a sampling form.

Post-show Booth Clean Up

After the show, you must remove any trash from your booth area and discard in a trash receptacle. Exhibitors who leave trash in their booth area will be charged a cleaning fee.

Removal of Exhibits Before the Show Closes is Prohibited

In the interest of safety, fairness to our attendees, and the overall appearance of the show, exhibitors **may not** dismantle or remove their display before the show closes to the public. There are selling opportunities until the very end, and those who arrive later in the day should not be penalized by exhibitors who are not there to give their full attention. Exhibitors who dismantle or remove their booth early will forfeit their attendee list.

Exhibit Space Specifications

Drape Size: 8' tall on back, 3' on sides

Drape Color: Black

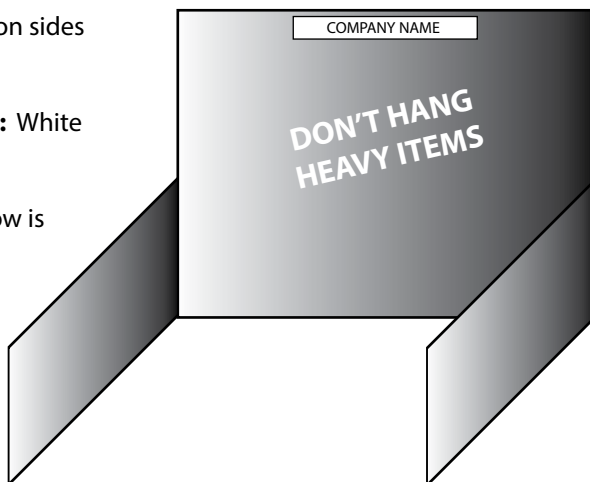
Table Covering and Skirting: White

Table Size: 2'W x 6' L x 30" H

Floor Surface: The entire show is carpeted

Chairs: Two are included

CORNER BOOTHS do not have a draped wall on the aisle side of the booth except by advance request.



IMPORTANT: The back wall of your booth will **NOT** support the weight of heavy display items. Banners and signs made of vinyl, cardboard or foamboard are acceptable. Heavier items, such as glass, metal, or wood displays, should not be hung from the back wall.

6 x 8 Mini Booth

The space provided is 8' wide x 6' deep. One 6' x 2' table is included. The back of the booth is an 8' tall draped wall, and the sides are 3' draped walls.

8 x 10 Single Booth

The space provided is 10' wide x 8' deep. One 6' x 2' table is included. The back of the booth is an 8' tall draped wall, and the sides are 3' draped walls.

8 x 20 Double Booth

The space provided is 20' wide x 8' deep. Two 6' x 2' tables are included. The back of the booth is an 8' tall draped wall, and the sides are 3' draped walls.

16 x 20 or 8 x 40 Quad Booth

Quad booths are either a block or linear configuration. Four 6' x 2' tables are included. The back of the booth is an 8' tall draped wall, and the sides are 3' draped walls.

Need Extra Tables, Easels, Carpet or Display Items?

Exhibitors who wish to order additional booth equipment must do so in advance using the order form at GetShowInfo.com or by calling Advantage Expo at (410) 789-5000. Exhibitors **are permitted** to bring their own tables and other display items. Exhibitors who provide their own carpet must provide a certificate of fire retardancy.

Due to insurance regulations, non-exhibiting rental or decor companies **may not** make deliveries to the show without advance permission by show management.

Show Program Advertising

If you ordered an ad in the show program, please submit your artwork **now**

Ad Specifications:

Full-Page ad size is 4 3/4 inches wide by 7 3/4 inches tall.

Half-Page ad size is 4 3/4 inches wide by 3 3/4 inches tall.

Ads are black and white. No bleeds.

Ad Submission:

Want to repeat an ad that you ran previously? Please notify us to let us know. We retain ads for three years.

Ads must be provided in a JPEG or PDF (PDF preferred). Word or Publisher files are not acceptable. You may convert most file formats to PDF at <http://www.freepdfconvert.com>.

Most files may be sent by email. For files larger than 5MB, please send through a file service such as Dropbox or Hightail.

Email ad to:
info@WeddingExperience.com

THERE'S STILL TIME TO RESERVE AN AD!

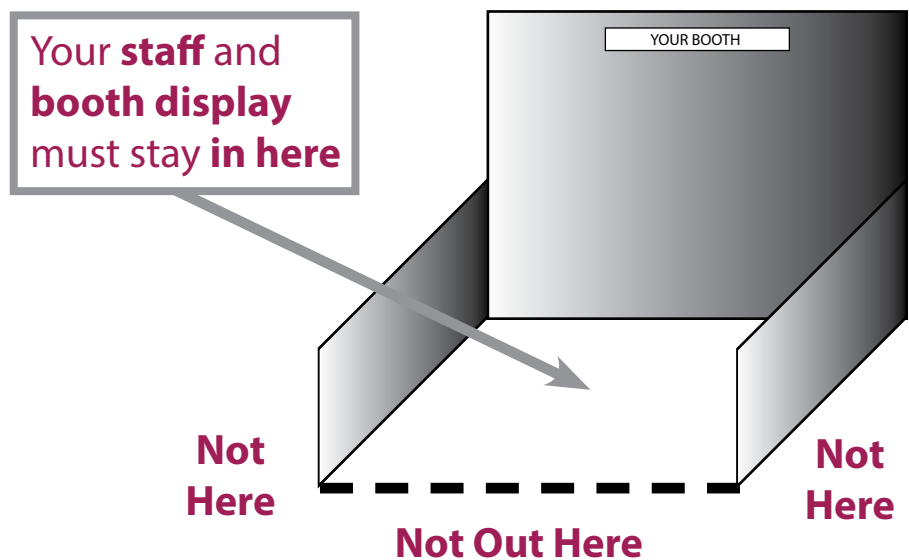
Please contact us if you have not reserved an ad but would like to take advantage of this cost-effective way to get your message in the hands of every attending couple.

We want the show to be a positive experience for everyone. Here are some things that you can and cannot do ...

You CAN staff your booth with as many people as you wish.	You CANNOT have your staff working in the aisles or anywhere outside of your booth.
You CAN bring as large of a display and as many display pieces as you wish.	You CANNOT place any part of your display in the aisle.
You CAN distribute brochures, literature and business cards from within your booth.	You CANNOT place these items on fashion show seats, rest room counters or car windshields.
You CAN decorate your booth with linens, flowers, props or photographs provided by non-exhibitors.	You CANNOT promote the company that provided these items unless they are an exhibitor.
You CAN decorate your booth with balloons.	You CANNOT use helium-filled balloons. Confetti and glitter are also not permitted.
You CAN have music, video or other sound producing devices in your booth.	You CANNOT have sound at a volume that detracts from your neighbor's ability to conduct business.
You CAN make arrangements to display limousines at selected shows.	You CANNOT just show up with a fleet of cars.
You CAN give away a door prize provided by a company that is not an exhibitor.	You CANNOT promote the company that provided the prize or give out their literature.
You CAN (and SHOULD) use the list of attendees for post-show followup.	You CANNOT share the list with anyone else.
You CAN advertise in as many bridal magazines as you wish.	You CANNOT give away those magazines from your booth.
You CAN network with other exhibitors during the show.	You CANNOT walk around the show distributing your literature to attendees.

The aisles are for our attendees only!

- No part of your booth display may extend into the aisle.
- Your staff must stay within your booth and may not stand in the aisle.
- You may not promote your business anywhere except from within your booth.



It's nice to share ...

But NOT when it comes to your booth

Booths may not be shared by more than one company and you may not promote any business other than your own from your booth.

You may not display or distribute brochures, business cards, samples, or similar items from companies that are not part of the show. This includes identification signs such as "flowers by..." or "photos by..."

This policy insures that the only businesses that benefit from the show are those who have made the investment to participate. Exhibitors who observe a violation of this policy should notify show management immediately. Penalties for violation are outlined in the Show Rules and Guidelines.

NOT permitted

To maintain an environment that is safe and conducive to selling, the following are not permitted:

- Open flames/cooking of food
- Helium balloons
- Glitter, confetti or stickers
- Fog or smoke machines
- Attachment of items to walls of show facility
- Displays that protrude out of booth and into the aisle
- Displays that block visibility of neighboring booths
- Solicitation or distribution of literature anywhere outside your exhibit booth
- Dismantling or removal of exhibits prior to the close of the show

Be a good neighbor ...

Your staff must stay inside your booth!

Your staff must stay within your booth space. You **may not** solicit business or distribute sales literature in the aisles of the show (**including the aisle in front of your booth**), at the show entrance, in the fashion show area or in any other public area of the show.

By stepping into the aisle, you impede access to other booths and disrupt traffic flow. This is disrespectful and unfair to the attendees and your neighboring exhibitors.

The aisle in front of the booth is not YOUR space, it's our ATTENDEE'S space!

Exhibitors should report violations to the Show Desk.

List of show attendees

The key to maximizing your success from the show is post-show followup to the prospective customers you meet.

The attendee list will be available for download a few days after the show. You will receive an email with download instructions and your password. The downloaded file may be imported into a database or opened as a spreadsheet. A list that is formatted for copying to mailing labels is also available.

Please contact us if you have not received your list within a week after the show.

Lists are individually seeded to monitor use. Exhibitors who provide their list to a non-exhibitor will be subject to substantial penalties.

Please check your exhibitor confirmation to confirm that we have your correct email address.

Need printing? Want to save \$\$\$?

For your postcard and brochure printing and mailing needs, we recommend **PostcardMania**. They offer design, printing and mailing services, and they can take your project from concept to mailbox. They have competitive pricing, fast turnaround and exceptional customer service.

Direct mail can be a very effective means of following up after the show. While sending an email message is quick and free, many are intercepted by spam filters and never read. With direct mail, your message gets noticed because you put it directly in the hands of your prospective customer.

Visit www.PostcardMania.com or call (866) 803-2421.

Mention "Showcase Events" and receive a discount on your first order!

Wedding Experience Website

Confirm your website listing at www.WeddingExperience.com

The **Wedding Experience** website provides the opportunity to reach prospective customers throughout the year. Each month, hundreds of couples visit the site, including many who do not attend the show but still use the site as a resource.

Please visit our website to confirm the accuracy and category of your listing. Please email any changes to info@WeddingExperience.com.

Would you like to turn your listing into a link to your website? See **Page 2** for details.

For information about banners, sponsorships and premium listings, please contact us at (703) 425-1127.

Schedule of upcoming shows

January 7, 2018

Greater Richmond Convention Center

January 14, 2018

Washington Convention Center

January 21, 2018

EagleBank Arena (Patriot Center)

February 3 & 4, 2018

Baltimore Convention Center

April 15, 2018

Dulles Expo Center • Chantilly, VA

August 19, 2018

Baltimore Marriott Waterfront

August 26, 2018

Greater Richmond Convention Center

September 9, 2018

Washington Convention Center

September 16, 2018

EagleBank Arena (Patriot Center)

10 Steps to Wedding Show Success

1. Make Your Display Work for You

You have only a few seconds to make an impression. Make sure that the attendee can look at your booth and know **exactly** what you do. Make your display attractive and inviting. Graphics and visuals will make your booth stand out, but don't overdo it!

2. Present Yourself in the Best Possible Way

Your business will be judged by the appearance of your booth and the attitude of your staff. Dress appropriately. Put your cell phone away. Be prepared with a rehearsed, practiced and polished sales presentation that tells the prospective customer who you are, what you do, and the **benefit** you provide.

3. Have an Effective Promotion Piece

You **must** have something that the attendee can take home. Your promotion piece will go into a bag with many others so it is important that it stands out. Don't stack your brochures. Hand your literature to them and tell them what it is, why you are giving it to them, and what they should do next. Consider a giveaway to generate interest.

4. Avoid the Terrible "Toos"

Don't put **too** much, or **too** little, in your booth. Don't arrive **too** late to prepare and set up your display. Don't pack up **too** early. The last hour of the show can be your best opportunity to close sales. You can also use this time to network with the other exhibitors, as they can be a great source of business.

5. Don't Sit Down

Always appear interested and ready to assist your potential customer. Don't make the prospect feel that they are interrupting you. If you look busy, preoccupied or bored, they will simply move on to the next booth.

6. Do Something Different

Your booth will have a greater impact if it stands out from the others. Large-scale graphics, signage, lighting, special linens and unique decor can all be used to set your booth apart.

7. Qualify the Prospect

Take a moment to find out if the person you are talking to has a need for your product or service. If not, you have saved yourself time and money. If so, the prospective customer will appreciate the attention and you will know that you have a potential sale.

8. Focus on Making Appointments

Shows provide you the opportunity to reach many prospects in a short period of time. To make as many contacts as possible, do not spend too much time with any one attendee. Try to set an appointment or arrange some form of future contact. Don't let a good prospect get away without determining a future course of action.

9. 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 to contact your hot prospects. If you wait too long they will likely become good customers of your competition.

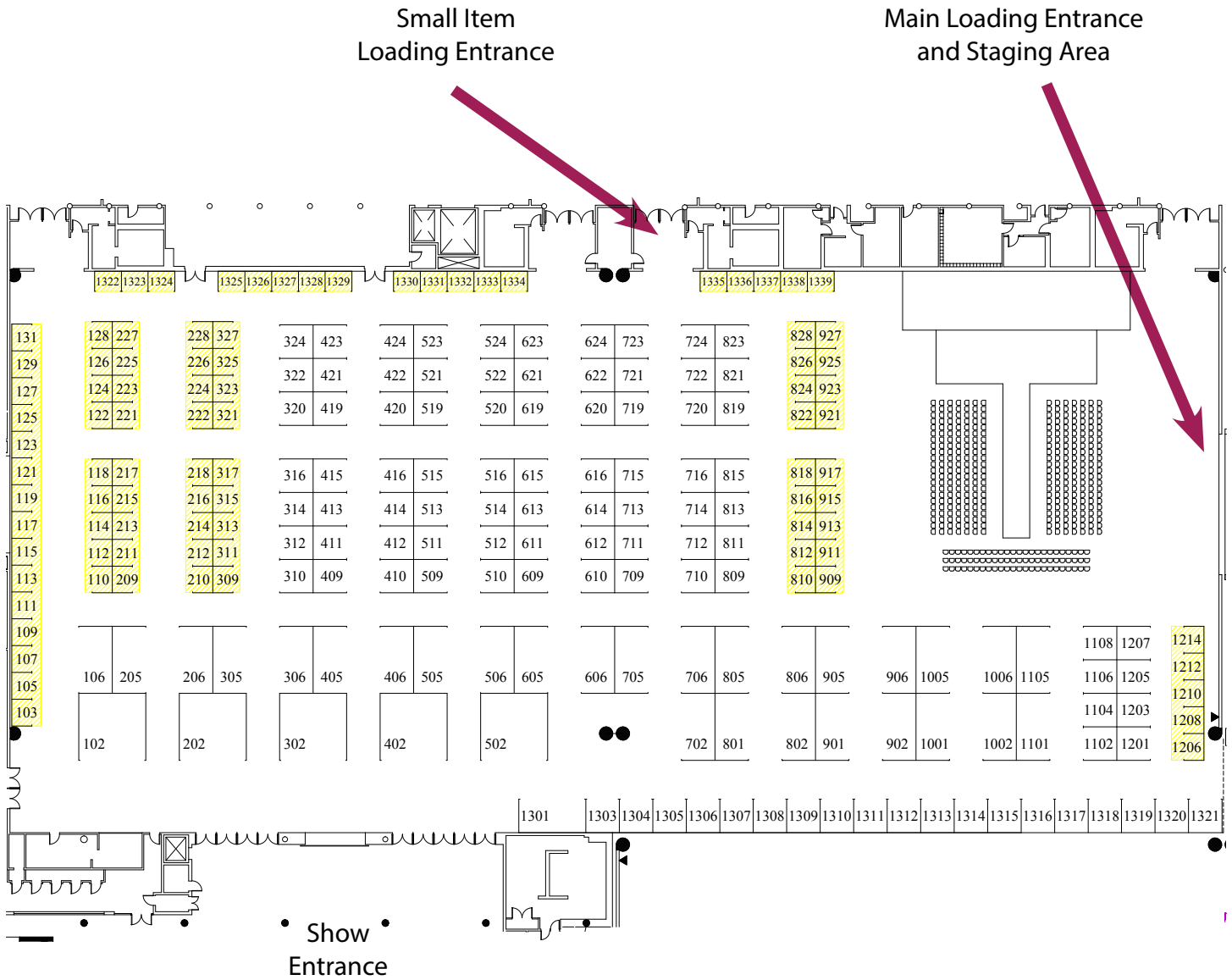
10. Track Your Leads

The only way to determine which of your marketing vehicles are most effective is to ask each of your customers how he or she found out about your business. Be patient, as it takes six months or longer to accurately judge the success of the show.

Floor Plan

You have been assigned a preliminary booth location. No further action is needed to keep this assignment.

To check the availability of an alternate booth location, please email your selection to info@WeddingExperience.com. We will let you know the availability of your desired booth.



20 x 20 Quad Booth

10 x 20 Double Booth

10 x 10 Single Booth

6 x 8 Mini Booth

Another opportunity to promote your business

Participation is FREE!

Wedding Inspiration Gallery

Tabletop • Cake • Gowns • Photography • Floral

Showcase your signature designs and unique style

Increase your exposure to show attendees

The **Wedding Inspiration Gallery** is a special display area where exhibitors may showcase their signature work in a gallery setting. The gallery area will be open throughout the entire show and is always a hit with the attendees.

Participation in the **Wedding Inspiration Gallery** will provide you another opportunity to impress and capture attention. The gallery will be promoted before the show, and afterwards we will post photos in our social media. We will provide a sign to direct the attendee to your booth. In addition, you may display business cards or a small brochure at your display.

Gallery Descriptions

Tabletop Design Gallery - Participants may display a round or square table up to 6' and decorate this table with linens, chairs, tableware, flowers, etc. Multiple exhibitors may join together to decorate a single table.

Cake and Floral Gallery - Participants may display cakes, floral arrangements or a combination of the two.

Photography Gallery - Participants receive space for a portrait-sized photograph on their own easel.

Gown and Bridesmaid Gallery - Participants receive space to display up to three mannequins with wedding gowns and/or bridesmaids dresses.

Advance reservations are required. Participation is open only to show exhibitors. Participants must provide all tables, chairs, mannequins, easels, etc. needed for their display. Show management reserves the right to limit the number of participants.

Gallery space is limited. Reserve your space at
GiveShowInfo.com



Parking Near the Convention Center

We have made special arrangements with **Parking Panda** so you can reserve discounted parking in the vicinity of the Convention Center. Details at the link below:

<https://www.parkingpanda.com/baltimore-wedding-experience-parking>

There is no public parking at the Convention Center. The following parking facilities are nearby:

- 300 Charles St. (Sheraton Hotel)
- 401 W. Pratt St. (Hilton Hotel)
- 320 Light St. (Hyatt Hotel)
- 110 S. Eutaw St. (Marriott Hotel)
- 211 W. Lombard St. (Days Inn Hotel)
- 301 W. Lombard St. (Holiday Inn)
- 101 S. Calvert St. (Renaissance Hotel)
- 210 W. Baltimore Street (Garage)
- 30 E. Lee St. (Garage)
- 36 S. Charles St. (Garage)
- 141 Light St. (Garage)
- 204 E. Lombard St. (Garage)
- 100 E. Pratt St. (Garage)
- 10 E. Lee St. (Garage)

Directions to the Convention Center

FROM ALL POINTS WEST • Hagerstown, Frederick Route I-70 or Route 40

From either I-70E or Route 40E, enter the Baltimore Beltway (I-695S towards Glen Burnie). Continue on I-695 S to I- 95N (Exit 11) toward New York. Take exit 53 (I-395). Continue straight on 395, which becomes Howard Street, until the Pratt Street traffic light. The Convention Center will be on the right. --OR-- Follow I-95N toward Baltimore to exit 53 (I-395 Downtown). Continue straight on 395, which becomes Howard Street, until the Pratt Street traffic light. The Convention Center will be on the right.

FROM POINTS SOUTH • Washington DC, Virginia Route 295N or I-95N

Take 295N (Baltimore/Washington Parkway) toward Baltimore. 295N becomes Russell Street. Go past Oriole Park at Camden Yards and turn right onto Pratt Street. Continue for 1 block to the Convention Center on the right. --OR-- Follow I-95N toward Baltimore to exit 53 (I-395 Downtown). Continue straight on 395, which becomes Howard Street, until the Pratt Street traffic light. The Convention Center will be on the right.

FROM POINTS EAST • Eastern Shore, Annapolis Route 50W, I-97N

Follow Route 50W to I-97. Follow I-97N to I-695N toward Baltimore, staying in the right lane. Taking exit 7B, 295N (Baltimore/Washington Parkway) toward Baltimore, staying in the right lane. Taking exit 7B, 295N (Baltimore/Washington Parkway) toward Baltimore. 295N becomes Russell Street. Go past Oriole Park at Camden Yards and turn right onto Pratt Street. Continue for one block to the Convention Center on the right.

FROM POINTS NORTH • New York, Pennsylvania, Delaware Route I-95S

Follow I-95S to the Fort McHenry Tunnel. Once through the tunnel, take exit 53 (I-395 Downtown). Continue straight on 395, which becomes Howard Street, until the Pratt Street traffic light. The Convention Center will be on the right.

FROM POINTS NORTHEAST • York, Harrisburg, PA I-83 (Harrisburg & Jones Falls Expressway)

Take I-83S towards Baltimore, bear right onto I-695W towards Pikesville and then exit back onto I-83S towards Baltimore. Take the Maryland Avenue exit and continue South. Maryland Ave. will turn into Cathedral Street. Cathedral Street will turn into Liberty Street. Continue straight on Liberty Street and it will turn into Sharp Street which runs right through the Convention Center.

Wedding Experience - Show Rules & Guidelines

The following show rules and guidelines, which are an addendum to the Exhibitor Registration and are incorporated therein, are issued to maintain an organized, safe, and profitable atmosphere for all exhibitors.

1. For and in consideration of the fees specified, Showcase Events, Inc. (hereinafter referred to as "Show Management") grants Exhibitor a revocable license to occupy space in the Wedding Experience (hereinafter referred to as "Show").
2. Exhibitor may set up their display only during specified hours and set up must be completed 30 minutes prior to show opening. Show Management shall have the right to take possession of exhibit space that is not occupied 30 minutes prior to show opening without liability or refund of exhibit fees.
3. Exhibits and all contents therein must be removed no later than two hours after the close of Show. Exhibitors who dismantle or remove their exhibit before the close of the Show shall incur a penalty of \$250.
4. Exhibitor may promote their business and distribute marketing materials only from within their assigned space. No part of Exhibitor's display may extend outside of their assigned space. Exhibitor's staff may not occupy the aisles of the show, including the aisles in front of or adjacent to their assigned space, or any other public area of the show.
5. Exhibitor may promote only products and services which are offered in the regular course of their business. Exhibitor may not advertise, display, or promote any other individual or business from their exhibit space. Exhibitor agrees to be liable for any unauthorized use of their exhibit space and that the monetary damages due to Show Management will be set at a dollar amount equal to that of Exhibitor's space in Show.
6. Exhibitors are prohibited from affixing anything to walls, columns, windows, or fixtures of show facility. Exhibitor shall leave their space in the same condition as at the time when first occupied.
7. Exhibitor staff must wear an official exhibitor badge which will be provided at the Show.
8. Exhibitor is charged with having knowledge of and compliance with all laws, ordinances, and regulations pertaining to licensing, sales tax, health, fire prevention, public safety, and copyright.
9. Distribution of samples of beverages or edible items is subject to approval by Show Management as well as all rules and restrictions set forth by show facility and/or local health and public safety authorities. Exhibitors who distribute edible items must provide Show Management with a hold harmless agreement and proof of liability insurance with limits of not less than \$300,000.
10. The use of sound equipment by Exhibitor is an exception, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibitors and must be reduced or discontinued.
11. Show Management reserves the right to restrict and/or remove displays which, in the opinion of Show Management, violate these guidelines, interfere with other exhibitors, extend beyond the assigned space, present a hazard or danger, or detract from the character or appearance of Show, without liability or refund of exhibit fees.
12. Exhibitors who have registered for an exhibit package that includes a list of Show attendees shall receive the list only if all terms of this agreement have been fulfilled. Show Management reserves the right to implement measures that protect the privacy of the individuals on the list, allow compliance with laws, and prevent misuse of the list. These measures may include, but are not limited to, seeding of the list, providing alias email addresses, and placing limits on list usage. Exhibitor agrees not to sell, lend, or otherwise transfer this list to any other party. Exhibitor agrees not to use the list to promote another business or event, even if promotion is combined with Exhibitor's information. Exhibitor agrees to be held liable for any unauthorized use of the list and that the monetary damages to Show Management resulting from each unauthorized use will be set at a dollar amount equal to that of Exhibitor's space in the show. Each individual contact made by mail, email, telephone or other means shall be deemed an unauthorized use.

13. Exhibitor acknowledges that Show Management is providing Exhibitor with services and benefits that commence immediately upon registration, and is allocating space in Show for which Show Management must refuse other offers. Exhibitor may not cancel this agreement at any time or for any reason. Failure to remit full payment or to occupy exhibit space shall not relieve Exhibitor of obligations under this agreement.

14. Fees must be paid by the dates specified on the show registration form, and Show Management may impose a 5% late payment fee. All payments are nonrefundable and nontransferable. Exhibitor may not assign its contract for exhibit space. Exhibitor shall pay a fee of \$30 if any check presented for payment is returned by bank.

15. In the event of adverse weather conditions, fire, casualty, disaster, labor disputes, acts of God, or any other cause beyond the control of Show Management, Show Management may, at its discretion, reschedule and/or relocate Show. Exhibitor agrees that the terms and conditions set forth in this agreement shall apply to any rescheduled date and/or relocation, and Show Management shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor by reason of such rescheduling and/or relocation.

16. Except as specifically provided in this agreement, should Show Management fail to hold Show as herein provided or to furnish to Exhibitor the space herein described, Show Management shall refund to Exhibitor all fees paid hereunder and such refund shall be accepted by Exhibitor as complete and final settlement of Exhibitor's claims.

17. Show Management will make best efforts to assign the exhibit size and location of Exhibitor's choosing; however, Show Management reserves the right to alter the show floor plan and/or relocate the location of Exhibitor. Exhibitor agrees that Show Management shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor by reason of such relocation.

18. Neither Show Management, show facility, nor any agent or representative of any of the same, shall be responsible for the personal safety of Exhibitor or its representatives from injury, nor for the safety of the property of Exhibitor from theft or damage. Exhibitor agrees to indemnify and hold harmless Show Management, show facility, and representatives of the same, for all claims by Exhibitor, Exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in Show. Exhibitor waives, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury, and any other act or failure to act of Show Management. Exhibitor further agrees to indemnify and hold Show Management harmless for any claim or personal injury sustained by any show attendee as a result of any defect or hazardous condition within Exhibitor's space. Exhibitor must carry liability insurance applicable to participation in a public show.

19. Any promotional and/or instructional information provided by Show Management is accurate as of publication; however, Show Management reserves the right to change or modify details of the Show without notice. Show Management may issue additional rules, or amend any existing rule, as it deems necessary for the orderly presentation of Show, provided such addition or amendment does not substantially diminish the rights or increase the liability of Exhibitor.

20. Shall litigation be necessary for Show Management to enforce this agreement, Show Management, in addition to any damages or relief awarded, shall be entitled to receive interest at the rate of one and one-half percent per month from the date of breach, court costs, and attorney's fees of one-third of the total exhibitor fee. Exhibitor agrees that jurisdiction, venue, and choice of law shall be in the State of South Carolina.

21. This agreement shall represent the entire agreement between Exhibitor and Show Management. Show Management shall not be bound by any representation or understanding not expressly set forth in this agreement. No provision of this agreement shall be modified except by the written mutual consent of the parties. Exhibitor, in signing this agreement, or having same signed by an agent or representative, acknowledges his, her, or their authority to do so and hereby assumes liability for the terms, conditions, and amounts stated herein. If any clause of this agreement is found to be invalid or unenforceable, the remainder of the agreement shall continue in full force and effect without regard to the invalidated clause.