



Exhibitor Manual

Sunday, August 27, 2023
Greater Richmond Convention Center

Exhibitor 'To Do' List

Be prepared and have a successful show.

- EXHIBITOR CONFIRMATION:** Please review your confirmation **carefully** and confirm that all information is correct.
- EXHIBIT LOCATION:** Your confirmation shows your booth number, and you will find the floor plan on **Page 11**. Contact us if you wish to explore an alternate location.
- HAVE YOU PROVIDED YOUR SHOW INFO?** We need some details from you. Please visit **GiveShowInfo.com** to provide.
- 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 PAID IN FULL?** Your balance payment is due **now**. Please mail your payment or contact us to provide a credit card.
- 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**.

Free Show Tickets

You are encouraged to give **free** tickets to your customers and prospects. Simply have them to order tickets from our website and use promo code **GIFT**.

Your guests should order **their own** tickets so that we can register them. Please do not order tickets for them.

What's Inside?

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Exhibitor Download Page: GetShowInfo.com
Everything you need to prepare for the show may be found here.

Info Submission Page: GiveShowInfo.com
We need some information from you and you may provide it here.

Watch Our Wedding Marketing Success Videos:
WeddingExperience.com/successvideos

Contact Info

Mail 6701 Janway Road
Henrico, VA 23228

Phone 804-591-0505

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 your business offerings. You may provide business cards or handouts at this display, but you cannot have staff in the gallery area.

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 *over the top* displays.

See **Page 12** for more details. Reserve 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, and contact us with any changes.

Additional opportunities are available on our website, including banners, sponsorships and premium listings. Contact us for details.

Discount Admission Coupons and Social Media Banners with Promo Code

We provide social media graphics that we encourage you to share by email, through your website or in your social media channels. Your customers and prospects will appreciate the invitation, and you can demonstrate your status as a local wedding pro who is an exhibitor at Wedding Experience.

Exhibitor Download Page: GetShowInfo.com
Everything you need to prepare for the show may be found here.

Your Special Offer will be promoted on this Page:
WeddingExperience.com/deals

Free Show Tickets

You may invite an unlimited number of prospects and customers to visit the show at no charge. Simply instruct your guests to order tickets at WeddingExperience.com and use promo code GIFT. So that we may properly register your guests, have them order their own tickets. Please **do not** promote this offer on social media.

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.

Get more business after the show with an offer in the 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)

IMPORTANT: The **Book of Wedding Deals** is not distributed at the show, rather it is available for download **after** the show. Because attendees will not see your deal while they are at the show, your deal should not be a 'stop at our booth' promotion.

Online "Special Offers"

Your special offer will also be promoted on the **Deals You'll Love** page of our website for 60 days after the show.

The “Secret Weapon” that will maximize your results

Our door prize promotion guarantees that attendees will stop to see you.

It’s as easy as 1 - 2 - 3 ... here’s how it works:

1. To participate, you need to 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 your purchase). Your entry box will be in your exhibit space when you arrive. Write a description of your prize in the space provided on the box.

2. Attendees drop a numbered ticket in your box when they stop to see you.

The couples who attend the show are provided entry tickets and are instructed to drop one ticket at each exhibit suite.

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 at the **back** of your exhibit suite so that they must enter to deposit the prize ticket.



3. At 1 p.m. and 3 p.m., draw a winning number and write that number on the box.

At the times above, draw a winning number and write the number in the space provided on the box. Attendees then visit each display 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 winners, and winning numbers are not announced. It is not unusual for some prizes to go unclaimed, and you do not need to award unclaimed prizes.

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

The show is in
Exhibit Hall C

Move-In Hours

1 p.m. - 5 p.m. on Saturday, August 26
8 a.m. - 10:30 a.m. on Sunday, August 27
Loading doors close at 10:30 a.m. on Sunday

Show Hours

Sunday, August 27
11 a.m. - 4 p.m.
Move-out begins at 4 p.m.

Need Assistance? Call our Exhibitor Help Line

If you need assistance during move-in or show hours, visit the show office in the front of the hall or call our exhibitor help line at 804-467-2784.

Move-In/Loading Entrance

The Greater Richmond Convention Center (GRCC) loading area is located at the corner of Third and Leigh Streets. Once you enter the gate, proceed to the **first** loading entrance on the left. Exhibitors may proceed directly to their exhibit space upon arrival.

Move-In: The show is held in **Exhibit Hall C**. The loading door leads directly into the exhibit hall and has both a ramp and a dock. All move-in must be done through this entrance, not through the public doors.

Exhibitor Parking

The GRCC parking garage is located on Third Street, between Marshall and Broad Streets. A charge of \$7 per vehicle applies. Additional parking is available in nearby lots and garages, including the parking garage behind the Marriott Hotel. Once you have unloaded you must immediately move your vehicle. **Do not set up your display while your vehicle is parked at the dock.** A limited amount of paid parking is available in the loading area for large trucks only (no cars or vans).

UNATTENDED VEHICLES IN THE LOADING DOCK AREA ARE SUBJECT TO IMMEDIATE TOWING!

Exhibitor Badges/Check-In/Late Arrivals

EXHIBITOR BADGES must be worn by your staff. Two badges will be at your exhibit space when you arrive 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. The Show Desk, located in the front of the exhibit hall, will be open during set up and show hours for any questions.

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.

Have Something to Ship in Advance?

DO NOT ship anything to the Convention Center as these shipments will be not be accepted. If you need to ship your display or materials, please make arrangements with Ampa Events call 804-358-5451 or email info@ampaevents.com. Ampa Events will accept shipment of your items and deliver them to your booth (a handling fee will apply).

Exhibit Suite Equipment & Display Restrictions

Studio (6x8) and Single (10x10) exhibit suites hold **one** 2' x 6' skirted table and two chairs. Double (10x20) suites hold **two** 2' x 6' skirted tables and four chairs. Quad (20x20) suites hold **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. For rental equipment and expo services call or email our expo services provider, [Ampa Events](#). Call 804-358-5451 or email info@ampaevents.com

IMPORTANT: 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 exhibitor.

Health and Fire Codes

All exhibits must meet all applicable codes for fire safety and health. Banners, carpet and decorating materials must be fire retardant.

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 \$110, but increases to \$135 two weeks prior to the show. **ONE OUTLET** is provided with electric service. You should bring your own outlet strips and extension cords.

WI-FI is available at a low bandwidth for Point-Of-Sale transactions at 256Kbps only for \$75. *intended for use primarily on 5GHz capable mobile devices (i.e. mobile phones/ tablets) For other uses, regular internet is available for \$195. It is suggested that you bring a personal hotspot.

Security

The exhibit hall will be locked overnight and GRCC security and show management will take reasonable precautions to secure the facility. It is suggested that items of high value be brought to the show on Sunday.

Edible Item Sampling Requirements

Aramark is the exclusive food and beverage provider for the GRCC. Aramark has policies and restrictions concerning food and beverage distribution. If you wish to distribute cake, food or beverage samples at the show, the following requirements apply:

- Sample sizes are limited to two ounces
- Beverage samples are limited to four ounces (NO alcohol)
- Samples must be provided at no charge
- Exhibitor must provide proof of liability insurance to show management

Aramark reserves the right to remove any items which do not meet their policies. If in doubt, we suggest checking with either show management at 804-591-0505 or Aramark at 804-783-7303. These requirements do not apply to the distribution of pre-packaged candies or mints, and you may distribute such items at your discretion.

Limousine/Vehicle display requirements

Exhibitors who have arranged for vehicle display space must adhere to the following safety rules:

1. Battery must be disconnected.
2. Fuel in fuel tanks may not exceed one-quarter tank or 5 gallons, whichever is less.
3. Fuel tanks and fill openings are closed and sealed to prevent tampering.
4. Vehicles may not be fueled or defueled within the building.
5. Vehicles may not be started up or moved during show hours and keys must be maintained by show management.
6. Appropriate protection must be placed under vehicle to protect the floor in the event of fluid leaks.

Exhibit Space Specifications

Drape Color: Black

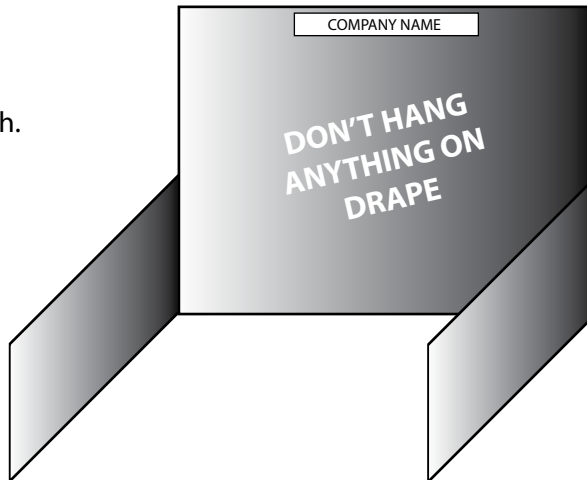
Table Size: 2' w x 6' l x 30" h.

Table Color: Black

Chairs: Two are optional

Floor: Concrete

*order tables and chairs separately



IMPORTANT: *By order of the Fire Marshall nothing may be attached to drape walls.*

6 x 8 Inline Studio Suite

The space is 8' wide x 6' deep. The back is an 8' tall draped wall and there are 3' draped walls on two sides. The front opens to the aisle. One table is optional.

6 x 8 Corner Studio Suite

The space is 8' wide x 6' deep. The back is an 8' tall draped wall and one side is a 3' draped wall. Two sides open to aisles. One table is optional.

10 x 10 Inline Single Suite

The space is 10' square. The back is an 8' tall draped wall, and two sides are 3' draped walls. The front opens to the aisle. One table is optional.

10 x 10 Corner Single Suite

The space is 10' square. Two sides are 8' tall draped walls. Two sides open to aisles. One table is optional.

10 x 20 Double Suite

The space is 20' wide x 10' deep. The back is an 8' tall draped wall, and the sides are 3' draped walls. Two tables are optional.

20 x 20 Quad Suite

The space is 20' square. The back and sides of the suite are 3' draped walls. Four tables are optional.

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:

Please mail your payment or contact info@weddingexperience.com to provide a credit card.

Ads must be provided in a JPEG or PDF. We cannot accept Word or Publisher files.

Most files may be sent by email. Use DropBox to send larger ads.

Email ad to:

james@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.

Removal of exhibits before the end of the show 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 end of the show. 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 display early will forfeit their attendee list.

Exhibit Suite Decor - Be Creative!

Do you need extra equipment - tables, carpet, easels, popcorn machine or additional decor?

Exhibitors **are permitted** to bring their own tables, easels, carpet and decor items. If you are bringing your own carpet or decor items, they must be fire retardant. Be creative. Be the best Suite on the floor.

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

Exhibitors **may not** promote or credit non-exhibiting rental or decor companies. This includes signs, business cards and brochures.

Need carpet, easels or rectangular tables?

Review Exhibitor's Rental Guide at **GetShowInfo.com** and see additional rentals at: ampaevents.com/product-category/party-rentals

These items may be ordered from Ampa Events To guarantee availability and receive advance pricing, please place your order in advance. On-site orders are subject to availability and fees are higher.

Want make your display really stand out?

We suggest using round tables, high-tops, specialty chairs or linens

Special rental rates are offered by Ampa Events

We have made special arrangements with **Ampa Events** to provide specialty decor items at a reduced rate. Items will be delivered to your exhibit suite on Saturday and picked up after the show. Other rental items and expert design assistance are available by contacting **Ampa Events** at 804-358-5451. Below are just some of the items that are available:

30% Off Furniture



30% Off Bars




30% Off Drapes



30% Off Theme Decor



30% Off Wedding Service Set



10% Off Party Rentals



To obtain this special pricing, exhibitors are asked to display a 3"x 5" framed sign (provided by Ampa Events). Free delivery to your booth. Items must be reserved no later than **Friday, August 18.**

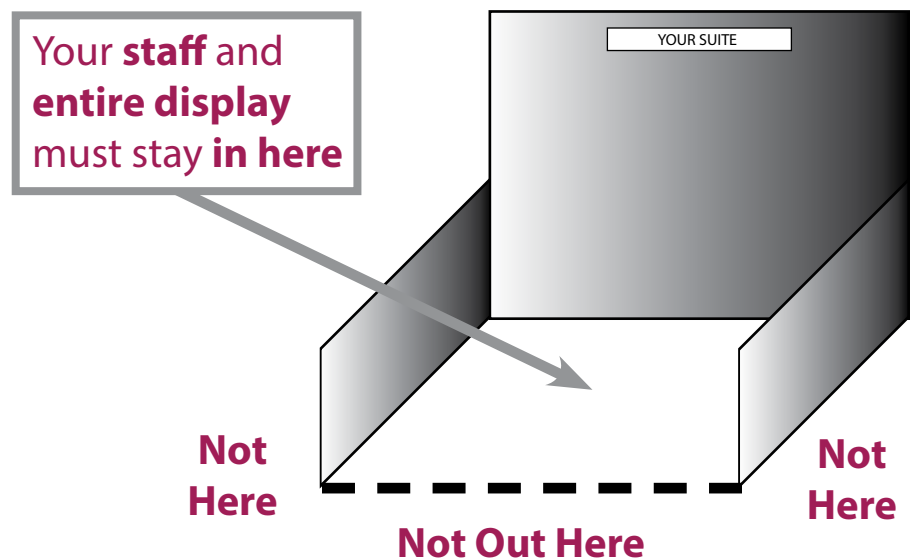
Call 804-358-5451 to place an order. Deadline is Friday August 18.

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 display with as many people as you wish. | Your staff CANNOT work in the aisles or anywhere outside of your exhibit suite. |
| 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 exhibit space. | You CANNOT place these items on fashion show seats, rest room counters or car windshields. |
| You CAN decorate 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 with balloons. | You CANNOT use helium-filled balloons. Confetti and glitter are not permitted. |
| You CAN have music, video and/or other sound producing devices. | 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 the show. | 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 at the show. |
| 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 display may extend into the aisle.
- Your staff must stay within your space and may not stand in the aisle.
- You may not promote your business anywhere except from within your space.



Important information about the post-show followup list

Prior to receiving this valuable list, a representative of your company **must review and agree** to the Terms of Use at GetShowInfo.com.

We compile the contact names from our ticket sales database to share with you. These are valuable prospects. To avoid subjecting our attendees to misuse or overuse of the list, and to enforce the rules against list sharing, each list is uniquely seeded. This allows us to track any misuse back to the exhibitor. Penalties for misuse of the list are substantial, so please follow the Terms of Use.



It's nice to share ...

But NOT when it comes to your space

Exhibit space may not be shared by more than one company and you may not promote any business other than your own.

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 ensures 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.

Be a good neighbor ...

Your staff must stay inside your space!

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

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.

The aisle in front of the exhibit suite is not YOUR space, it is space for our ATTENDEES.

Exhibitors should report violations to the Show Desk.

Learn the secrets of wedding marketing

This series of short videos will give you valuable tips and strategies for improving your marketing efforts.

weddingexperience.com/successvideos

Stay informed. Get the latest industry news at

WeddingProNews.com

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 into the aisle
- Displays that block visibility of neighboring exhibitors
- Solicitation or distribution of literature anywhere outside your exhibit suite.
- Dismantling or removal of exhibits prior to the close of the show

Wedding Experience Website

Confirm your website listing at **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 james@weddingexperience.com.

For information about banners, sponsorships and premium listings, please contact us at 804-591-0505.

Upcoming shows

August 27, 2023

Greater Richmond Convention Center

September 17, 2023

EagleBank Arena

January 7, 2024

Greater Richmond Convention Center

January 21, 2024

EagleBank Arena

January 28, 2024

Chesapeake Employers Insurance Arena (UMBC Event Center - Baltimore)



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 display and know **exactly** what you do. Make your display attractive and inviting. Graphics and visuals will make you 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 display 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 what makes you different than everyone else.

3. Have an Effective Promotion Piece

You **must** have something that the attendee can take with them. 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 display. 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 exhibitor.

6. Do Something Different

Your display 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 business 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.

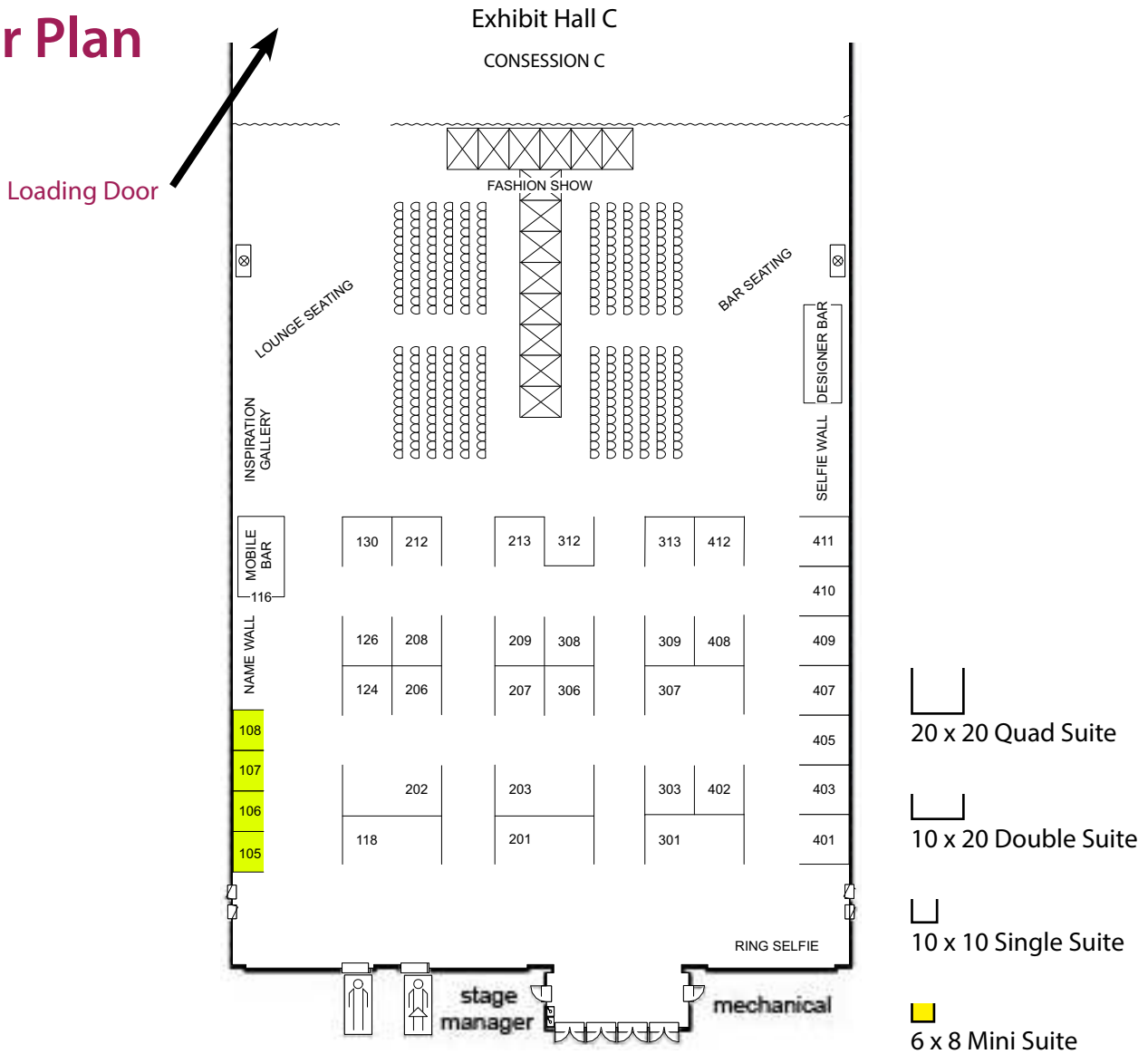
9. Follow Up

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



Directions to the Convention Center

301 North Third Street, Richmond, VA 23219

The directions below are to the **GRCC Parking Deck**, not the loading dock. The loading dock is located at Third and Leigh Streets, at the opposite end of the GRCC from the parking deck.

From I-95 North Bound:

Take Exit #74C, Medical College of Virginia, and stay to the left and take the Broad Street/State Capitol/Coliseum Exit. Go West on Broad Street to North Third Street. Turn right onto Third Street, travel 1/4 of a block, turn right into the GRCC parking deck.

From I-95 South Bound:

Exit I-95 to the I-64 East/Third Street Exit #75. Bear right for Third Street (Do not go straight on the junction, it will take you to I-64 East). Travel ahead to Third and Marshall Streets. The GRCC parking deck will be on the left.

From I-64 West Bound (from Airport):

Take Exit #190, Fifth Street. Proceed to Fifth and Jackson Streets. Turn right onto Jackson Street. Proceed to Third Street and turn left. Continue three blocks to Third and Marshall streets and turn right into the GRCC parking deck.

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 exhibit suite. 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

Wedding Experience - Exhibitor Agreement Terms and Conditions

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, Arrow Productions and Conferences (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 for 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 it was in 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 and must comply with 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 for refund of exhibit fees.

12. Exhibitors who have registered for an exhibit package that includes a list of Show attendees shall receive the list provided that all Wedding Experience Agreement Terms and Conditions 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 further agrees that the monetary damages to Show Management resulting from each such 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 a separate, 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 the 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 for fees not paid by the due dates listed. All payments are nonrefundable and nontransferable. Exhibitor may not assign its contract for exhibit space. Exhibitor shall pay a fee of \$50 if any check presented for payment is returned by a bank or other financial institution.

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 the 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 their 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 and naming show management Arrow Productions and Conferences Inc. as an additional insured.

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

20. Should Show Management be required to bring a legal action to enforce the terms of this Agreement, including the Terms and Conditions, Show Management shall be entitled to receive their reasonable attorneys' fees and costs incurred in bringing such action, plus interest at a rate selected by the court. Exhibitor further agrees that any suit to enforce the terms of this Agreement or any Term or Condition shall be brought in the United States District Court for the Eastern District of Virginia, Richmond Division, and that any question or controversy regarding the formation, construction, interpretation, validity and enforcement of the Agreement and Terms and Conditions shall be governed by the laws of the Commonwealth of Virginia, without regard to its conflicts of law provisions.

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 and 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.