

## ***Rules and Regulations:***

1. A deposit is required to reserve a booth space. Balances are due at a specific date noted on the exhibit agreement front. No refunds will be made for any amount that is paid to Tailored Events for space reservation. Vendors with an unpaid balance at show-time will be charged \$50 a week, for each week that the balance is not paid. SHOW BALANCES ARE DUE REGARDLESS OF THE APPEARANCE OR NON-APPEARANCE OF THE EXHIBITOR. BALANCES NOT PAID IN FULL 40 DAYS BEFORE THE SHOW DATE MAY RESULT IN SPACE CANCELLATION OR REASSIGNMENT.
2. WE UNDERSTAND THAT THE SHOW AGREEMENT SHALL BE LEGALLY BINDING BETWEEN MANAGEMENT AND THE EXHIBITOR ONLY UPON ACCEPTANCE BY MANAGEMENT. WE ALSO UNDERSTAND THAT ANY CHANGES IN THE INFORMATION IN THIS AGREEMENT MUST BE MADE IN WRITING. EXHIBITORS SHALL BE BOUND-BY AND AGREE-TO THE RULES AND REGULATIONS SET FORTH BY THE MANAGEMENT AND THAT IF NECESSARY ADDITIONAL RULES AND REGULATIONS MAY BE ESTABLISHED BY THE MANAGEMENT
3. You cannot sublease your booth. Only vendors that are on the exhibit agreement can occupy the space, unless approval has been obtained by Tailored Events. Vendors must show only goods dealt by them in regular course of business.
4. You must stay within the booth boundaries and not stand or hand out material in the aisle.
5. THE SHOWS BRIDAL LIST IS FOR THE SOLE USE OF WEDDING FAIR EXHIBITORS AND MADE AVAILABLE TO ONLY THE VENDORS THAT ARE PRESENT THE SHOW AND PAID IN FULL. THE BRIDAL LIST IS NOT TO BE SHARED, SOLD, COPIED, GIVEN OR USED TO 1) PROMOTE NON-WEDDING FAIR BUSINESS, 2) ADVERTISE OTHER BRIDAL SHOWS OR 3) INVITE THE BRIDES TO VISIT YOU AT ANOTHER BRIDAL SHOW. FAILURE TO COMPLY WILL RESULT IN THE LOSS OF PARTICIPATION IN FUTURE WEDDING FAIR SHOWS.
6. You cannot attend the show and hand out cards to attendees without contracting and paying for space in the show. If you see anyone doing this, please report it to the information booth ASAP.
7. **No signage can extend above the back-drape height (8')** unless approved in writing by the show management. Any vendor that has a sign extending above the back-drape will be asked **once** to lower it and then asked to take it down. **No helium balloons allowed.**
8. For DJs, awareness of your music level and how it is affecting the vendors around you is critical. No use of confetti cannons
9. Caterers or other vendors who are **servicing food or drink or any samples** must obey the Health Department rules and pay a fee for a temporary food permit. Information for the food permit and information from the Health Department is on the **Vendor Headquarters** page of the Wedding Fair web site. The Health Department will come and check for the appropriate supplies, and can shut you down.
10. It is expressly understood and agreed by the Exhibitor that he will make no claim of any kind against Tailored Events for any loss, damage, theft or destruction of goods, nor for any injury that may occur to himself or his employees while in the show facility, nor for any damage of any nature or character whatsoever. The Exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public on all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of said leased space or exhibit, for negligence or otherwise relating thereto, and such claims as may be asserted against it. The Exhibitor will keep in effect Liability Insurance.
11. If for any reason management determines that the location of an Exhibitor's booth at the show should be changed, moved or the dates of the show changed or postponed, no refund will be made but shall assign the Exhibitor, in lieu of the original space, such other space as deems

appropriate and the Exhibitor agrees to use such space under the same Rules and Regulations. Management shall not be financially liable or otherwise obligated in the event the show is canceled, change of dates, postponed or relocated, except as provided herein.

## Helpful Tips

1. Be prepared with brochures, cards, water bottles (you may store these in a small cooler under the skirted table), Tylenol, etc.
  
2. Booth Design – Keep in mind that your booth is your first impression.
  - Attract Attention, don't blend in
  - Attract the right attendee: is your presentation attracting "Your customer".
  - Your display should represent key information:
    - Why are your services better or unique?
    - Why do brides choose you?
  - Give the attendees a reason to stop at your booth
  - Be assertive with attendees as they walk past your booth,
    - draw them to you, ask qualifying questions
  - Everyone working your booth should know what key information or impression they must give to everyone who stops by your booth.