



Gateway Center
 One Gateway Drive
 Collinsville, IL 62234
 P: 618-345-8998
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 W: gatewaybridalshow.com

Gateway Bridal Show July 18, 2010

Sponsored by Gateway Center
 Sunday, July 18, 2010 from 1:00 PM until 5:00 PM

PLEASE READ!

- 1: To complete this Vendor Application, you must read all five pages of the application, fill out contact information, booth information and cost information, as well as provide signature where requested.
- 2: Mail, email or fax application with payment to Gateway Center.
- 3: Gateway Center staff will contact you by email to confirm that we have received your application and that you have been approved as a Confirmed Vendor for the 2010 Gateway Bridal Show(s).
- 4: Booth space is sold on a first come, first serve basis. This means that all vendors who have paid and turned in a completed application will be accepted into the show before those who have not. There are no guarantees about booth location.
- 5: Only one company per booth! See Rules & Regulations.

THIS APPLICATION IS NOT VALID UNLESS IT IS SIGNED. ALL VENDORS MUST SIGN THIS FORM!

My signature signifies that I understand and agree to adhere to the Gateway Bridal Show's Rules and Regulations (see pages 4 & 5).

Date: _____ Signature: _____

VENDOR INFORMATION			
Company Name:			
Contact Person:			
Permanent Address of the business:			
City, State, Zip Code:			
Website:		Email Address:	
Business Phone:		Best Contact Number:	
<u>Mandatory Attendance Prize: Minimum Value \$50</u> Prizes can be a discount on services that you provide or an actual gift/prize. Attendance prizes will be listed in the show programs and on show website			

VENDOR CATEGORY (Circle One)		
Beauty	Gifts	Photo Booth Rentals
Cakes	Health	Photography
Bridal Shop	Home Improvements	Reception Site
Cake	Housewares	Salon & Spas
Catering	Hotel	Transportation
Dance Lessons	Insurance and Financial Services	Travel
Decorations	Invitations	Tuxedos
Disc Jockeys	Jewelry	Videographer
Favors	Musicians	Wedding Planning
Florist	Officiants	Other: (please indicate) _____

SPONSORSHIP OPPORTUNITIES

SHOW ROOM SPONSORS: Show Rooms are located in the Conference Wing.

Limited: 5 Available.

(FYI: Gateway Center's own Wedding Show Room will again be in the LaSalle & Prefunction Room.)

1,700 square feet show room (1 available)
600 – 850 square foot Show Room (4 available)

\$1,200
\$1,000 each

The possibilities are endless! Vendors can use the show room to show off their products, have live demonstrations, and even have meetings with potential clients. This is an opportunity to differentiate your company from other vendors and have more focused time with potential customers. A photographer could use the show room as a live studio and take engagement photos. A florist could showcase multiple bouquets in one place. A catering company could do a cooking demo. A DJ could set up a dance party with a sound and light show. Salon & Spas could set-up an actual beauty salon with hair and make-up trials and massages. A decoration company could set-up a whole room with décor.

Each Show Room Vendor Package includes the following:

- One show room, located in the Conference Wing, to showcase your company's products or services.
- Necessary equipment for the show room: tables, chairs, dance floor, a microphone, etc.
- One regular 10' by 10' booth in the bridal show with prime front row booth location
- Power for booth and show room
- Opportunity to put items in the 400 Bridal Gift Bags
- Website link from Gateway Bridal Show web page
- The show room vendors will be listed as a designated sponsor on the website, posters, press releases, promotional flyers, Gateway Center e-blast emails, and show programs.
- Verbal acknowledgement at the event.
- ½ page advertisement in the program
- Company logo prominently displayed at event

GROOM'S ROOM SPONSOR: "The Man Cave"

Groom's Room will be in the main vendor room.

Limited: 1 Available

\$1000

The Man Cave serves as a refuge for the grooms. Gateway Center will provide draft beer and comfortable seating. The Groom's Room Sponsor can promote their products/services in the Groom's Room. Ideally, the Groom's Room Sponsor would also provide some other form of entertainment, such as movies, games, Wii, Guitar Hero, music, etc.

The Groom's Room Sponsor Vendor Package includes the following:

- Exclusive rights to the Groom's Room area
- Necessary equipment for the Groom's Room: tables, chairs, dance floor, a microphone, etc.
- One regular 10' by 10' booth in the bridal show with prime front row booth location
- Power for booth and show room
- Opportunity to put items in the 400 Bridal Gift Bags
- Website link from Gateway Bridal Show web page
- The show room vendors will be listed as a designated sponsor on the website, posters, press releases, promotional flyers, Gateway Center e-blast emails, and show programs.
- Verbal acknowledgement at the event.
- ½ page advertisement in the program
- Company logo prominently displayed at event

BRIDAL SHOW BOOTH: What size booth do you want?

Booth Sizes & Show Dates:	Pricing: Please feel free to call with any questions.	Mark Your Selection(s) Below:
Regular Booth: 10' by 10'	\$325 – IF YOU SIGN UP BY 4/30/10 \$400 – After 4/30/10	
Deluxe Booth: 10' by 20'	\$600 – IF YOU SIGN UP BY 4/30/10 \$675 – After 4/30/10	
Vehicle Booth: Transportation companies who wish to bring a vehicle into the building. Space is Limited! See Rules.	\$600 – IF YOU SIGN UP BY 4/30/10 \$675 – After 4/30/10	

EQUIPMENT, GIFT BAGS, LINKS, ETC: Every booth is entitled to have up to two chairs, two 8' skirted tables, pipe and drape, a booth sign, and white table covering at no additional cost. Please indicate what you want in your booth below.

Complimentary Tables	Circle one: 1 or 2	
Additional Tables	\$10 Each	
Complimentary Chairs	Circle one: 1 or 2	
Additional Chairs	\$3 Each	
Power *Circle One	0-150 Watts \$35 151-500 Watts \$45	
Gift Bags: Include an item, give-a-way, product, coupon, brochure, etc. in the Bride's Gift Bags that they will receive at the door. 400 Quantity Required 5 business days prior to the show date.	\$40	
Increase your SEO with a website link! Link from our bridal show website directly to your company's website.	\$25	
Roaming Models: Any apparel store, i.e. bridal shops or tuxedo shops can have roaming models. See Rules.	\$50 Per Two Models	
Wireless Internet (in your Booth)	\$50	

PACKAGES & SPONSORSHIP OPPORTUNITIES: NEW OPTIONS! These packages below include the booth price and all equipment except wireless internet and roaming models. See Page 2 for all the details.

SHOW ROOM VENDOR PACKAGE 1,700 square feet Show Room	\$1,200 Limited: 1 Available	
SHOW ROOM VENDOR PACKAGE 600 – 850 square foot Show Room	\$1,000 Limited: 4 Available	
GROOM'S ROOM SPONSOR	\$1000 Limited: 1 Available	
TOTAL COST -		
Please indicate the total cost of your booth space, extra equipment, and extra opportunities.		

PAYMENT: Acceptable payment methods are: cash, check, or credit. Checks should be made out to *Gateway Bridal Show*. Gateway Center can accept MasterCard, Visa, American Express and Discover. If you wish to pay via credit card, you can either call 618.345.8998 to make payment over the phone or write the information below.

If paying by credit card:
NAME ON CREDIT CARD: _____

ACCOUNT NUMBER: _____

EXPIRATION DATE: _____

CVC #: _____

Continue to next page for Rules & Regulations of the Gateway Bridal Show...

GATEWAY BRIDAL SHOW EXHIBITOR RULES AND REGULATIONS

GATEWAY BRIDAL SHOW AGREES TO:

1. Conduct the Gateway Bridal Shows at Gateway Center on July 18, 2010 from 1:00 PM until 5 PM. Provide normal janitorial service, heating, air conditioning, and/or ventilation, normal utility and lighting services.
2. Abide by our *Rain or Shine Policy*. In the event of severe weather conditions, the shows will not be cancelled. Vendor's booth payments will not be refunded.
3. Provide the exhibitor with the booth package for which he/she pays for.
4. Advertise the show through various media.
5. Provide each paid exhibitor with a Lead List of all registered bride's contact information including email addresses.
6. Furnish the brides-to-be with programs and gift bags at the show.
7. Provide ample time for set-up and teardown of booths.
8. Gateway Center reserves the right to refuse any vendor for any reason.
9. Show Management retains the right to change the location of the exhibitor's booth at any time at its sole discretion.

EACH EXHIBITOR AGREES TO:

1. Exhibitors will have access for set-up of their booths between 9:00 AM until 1:00 PM on July 18, 2010.
2. Exhibitors will have the booth(s) manned during all show hours.
3. Exhibitors will not dismantle or breakdown booths until the end of the show.
4. Exhibitor agrees to completely remove booth(s) from show site by the final move-out time limit, which is two hours after the end of the show, or be subject to penalty fees.
5. Additional booth equipment is available on a first come, first serve basis. Day-of orders are subject to availability.
6. Exhibitors that purchase Internet will test the connection prior to the shows starting in order to allow time for troubleshooting. All Internet connections at Gateway Center require a password.
7. Gateway Center's equipment has weight limitations. Please be mindful during set-up not to overload the tables.
8. Provide a gift certificate or merchandise with a minimum value of \$50.00 to be given away by Gateway Center as an Attendance Prize.
9. One company per booth. One company will utilize the exhibitor space. If multiple representatives of the same company wish to share the booth space, this will be permitted. However, please notify show management prior to the show date. The exception to this is when the same individual owns two companies.
10. Exhibitors will not display items from any other business nor distribute any other business' materials at the show without Gateway Bridal Show permission.
11. Decorate the designated booth space with appropriate items and materials of interest that are related to the products or service sold by the exhibitor.
12. If an exhibitor sells merchandise from their booth, it is the exhibitor's responsibility to collect tax at the proper rate, pay the tax collected, and report the tax for the correct location. To obtain the correct tax rate or for forms and information on how to file, please contact the Illinois Department of Revenue Special Event Coordinator at Rev.SpecialEvents@illinois.gov or call 847-294-4475.
13. Exhibitors must not interfere with the neighboring booth's visibility or infringe on their area. Display of wares must be kept within the confines of the contracted exhibit space.
14. Bands, loudspeakers, radios, television sets, and/or the operation of any machinery or equipment, which is of sufficient volume to be annoying to neighboring exhibitors, will not be permitted.
15. Roaming Models, which cost \$50 per two models, must stay within the confines of the aisles and lobby areas in the facility.
16. Vehicle Booths: Vendors wanting to bring in vehicles must receive permission from show management. Space is limited. One vehicle inside per company.
17. Understand Gateway Center has a No Outside Food or Beverage Policy. However, sample size portions of food/drink may be permitted as long as you contact show management for approval.
18. Understand that Gateway Center will not allow open flame in the building. Open flame candles at the show will be extinguished. Candles with glass protection surrounding the flame are permitted.
19. Exhibitors shall exclusively use the given list of registered brides. Exhibitors will not lend-out, sell, barter or allow any unauthorized usage, or permit any reproduction thereof.
20. The exhibitor is entirely responsible for the exhibit space allotted and shall be liable for any loss or damage to the premises and for any loss or damage to any equipment.
21. Exhibitors must protect the Gateway Center's equipment, walls, columns and floors from damage. Exhibitors will be held responsible and charged for any damage, or for any clean-up necessitated by paint, grease, oil, abrasives, or excess debris left in the exhibitor's space.

(Exhibitors Rules continues to the next page. Please keep reading.)

22. Gateway Center will exercise all reasonable care for the protection of exhibitor's materials and displays. Exhibitors wishing to insure their goods must do so at their own expense. Exhibitors are charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, customs and public safety while participating in the show.
23. Insure yourself against any claims resulting from the exhibits. The Gateway Bridal Show and Gateway Center will not be responsible for any personal injury, damage or loss to exhibits by fire, theft, pilferage, malicious action or accidents.
24. Upon signing completed Vendor Application, the exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless the Gateway Center, Gateway Bridal Show and their managers, board members, show sponsors, and employees, against any and all claims, liabilities, losses, theft, damage, costs and expenses (including attorney's fees) arising from or in connection with the exhibitor's participation in the show or from exhibitor's activities conducted upon Gateway Center property.
25. Exhibitors must comply with the Americans with Disabilities Act. *AMERICANS WITH DISABILITIES ACT*: Exhibitor will ensure that its exhibit and product/service information comply with the regulations and guidelines of the Americans with Disabilities Act (ADA). The ADA requires that exhibits be accessible by persons with disabilities. While Gateway Center is responsible for ensuring accessibility for the general trade show areas, the exhibitor is responsible for controlling its booth.
26. Prior to the show, exhibitors must make payment with cash, check, or credit. Make checks payable to the Gateway Bridal Show.
27. Understand and agree that this contract is firm with a non-refundable payment.
28. Exhibitors who violate the Gateway Bridal Show Rules & Regulations will be banned from participating in future shows and subject to penalty fees.
29. Gateway Center reserves the right to cancel contract with any exhibitor any time prior to or during the show.

Please Note: VENDOR'S SIGNATURE IS REQUIRED ON PAGE #1 OF THIS VENDOR APPLICATION.