



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

# Gateway Bridal Show

Sponsored by Gateway Center

**Thursday, January 27, 2011 from 5:00 PM until 9:00 PM**

**Sunday, July 31, 2011 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, extras and cost information. You must provide signature where requested. You must read and agree to the Rules and Regulations of the show. See Pages 4 and 5.
- 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 Show.
- 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 on Pages 4 and 5.

**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:**

<b>Company Name:</b>			
<b>Contact Person:</b>			
<b>Permanent Address of the business:</b>			
<b>City, State, Zip Code:</b>			
<b>Website:</b>		<b>Email Address:</b>	
<b>Business Phone:</b>		<b>Best Contact Number:</b>	
<b>WHAT TYPE OF COMPANY ARE YOU?</b> Examples: Beauty, Cake, Wedding Planning			
<b>Mandatory Attendance Prize: Minimum Value \$50</b> 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			

**Complimentary Vendor Perks:**

- All vendors will receive a **Bride Lead List** (which will include email addresses) after the show. The list can be used for follow-up purposes. This list will even indicate what services the bride is still interested in to allow you to target your marketing efforts.
- Every **booth** includes the following **equipment** at no additional cost: up to two chairs, up to two 8' skirted tables, pipe and drape, a booth sign, and white table covering.
- **Company promotion** via Gateway Center's website and show programs
- Opportunity to promote your company as an "expert" through the new **Ask The Expert** feature on Gateway Center's website: [www.gatewaybridalshow.com](http://www.gatewaybridalshow.com)
- Networking opportunities with potential clients as well as other wedding industry professionals.

**BRIDAL SHOW BOOTH:** Designate what size booth you would like as well as if you wish to sign up for one or two Gateway Bridal Shows.

<b>Booth Sizes &amp; Show Dates:</b>	<b>Pricing:</b> Please feel free to call with any questions.	<b>Mark Your Selection(s) Below:</b>
Regular Booth: 10' by 10' on January 27, 2011	\$375 – Now \$425 – After Early Bird Deadline of 12/3/10	
Regular Booth: 10' by 10' on July 31, 2011	\$325 – IF YOU SIGN UP NOW by 1/17/11 \$375 – Regular Rate	
Deluxe Booth: 10' by 20' on January 27, 2011	\$650 – Now \$700 – After Early Bird Deadline of 12/3/10	
Deluxe Booth: 10' by 20' on July 31, 2011	\$600 – IF YOU SIGN UP NOW by 1/17/11 \$700 – Regular Rate	
Vehicle Booth on January 27, 2011: Transportation companies who wish to bring a vehicle into the building. Space is Limited! See Rules.	\$650 – Now \$700 – After Early Bird Deadline of 12/3/10	
Vehicle Booth on July 31, 2011: Transportation companies who wish to bring a vehicle into the building. Space is Limited! See Rules.	\$600 – IF YOU SIGN UP NOW by 1/17/11 \$700 – Regular Rate	

**Extras, Promotional Upgrades and Sponsorship Opportunities:**  
See Next Page for more details about the options below.

<b>SWAG BAGS:</b> Include a product, a coupon, brochure, etc. in the Bride's Swag Bags that will be given to brides at the show. <b>*400 quantity due to Gateway Center within 5 business days prior to the show date.</b>	\$40	
Increase your SEO with a <b>WEBSITE LINK!</b> Link from our bridal show website directly to your company's website.	\$25	
<b>ROAMING MODELS:</b> An apparel store, bridal shop, tuxedo shop, beauty/hair salon, etc., may want to have roaming models. See Rules.	\$50 Per Two Models	
<b>Please see Page 3 for more information on the options listed below:</b>		
<b>Promotional Upgrade</b>	\$500	
<b>Show Room Sponsorship with Promotional Upgrade</b> 1,700 square feet Show Room	\$1,200 Limited: 1 Available	
<b>Show Room Sponsorship with Promotional Upgrade</b> 600 – 850 square foot Show Room	\$1,000 Limited: 4 Available	
<b>"MAN CAVE" Sponsorship with Promotional Upgrade</b>	\$1000 Limited: 1 Available	
<b>Extras &amp; Upgrades Total:</b>		

<b>Booth Total:</b>	
<b>Extras, Promotional Upgrades and Sponsorship Opportunities Total:</b>	
<b>TOTAL AMOUNT DUE:</b>	

**PAYMENT:** Acceptable payment methods are: cash, check, or credit. Checks should be made out to Gateway Center. 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.

**NAME ON CREDIT CARD:** \_\_\_\_\_  
**ACCOUNT NUMBER:** \_\_\_\_\_ **EXPIRATION DATE:** \_\_\_\_\_  
**CVC #:** \_\_\_\_\_

## PROMOTIONAL UPGRADE & SPONSORSHIP PACKAGE INFORMATION:

### **Promotional Upgrade: Upgrade your booth with a Promo Add-On Package** \$500

This package is an add-on, which means it does not include booth space, but it does include the following:

- Email Marketing to Perfect Wedding Guide's database of approximately 3,500 brides, which will include your company logo, a brief intro or promotional blurb, and a website link on one E-Blast
- Logo and link on Gateway Center's website for one year
- Opportunity to put your company's promotional items or marketing materials in 400 Bride Swag Bags
- Logo on promotional flyers
- ½ page advertisement in the event's program
- Company logo prominently displayed on event signage
- Five posts promoting your company on Facebook, Twitter, and LinkedIn
- Suggestion to our fans to Be Your Fan, Follow You, and/or Join Your Network

**Show Room Sponsorship with Promotional Upgrade:** 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. (FYI: Gateway Center's own Wedding Show Room will again be in the LaSalle & Prefunction Room.) This package includes booth space.

This package includes 1,700 square feet show room (1 available) \$1,200  
600 – 850 square foot Show Room (4 available) \$1,000 each

This package includes the following:

- One regular 10' by 10' booth with power with prime front row booth location!
- One Show Room, located in the Conference Wing, to showcase your company's products. Necessary equipment will be provided, such as tables, chairs, dance floor, a microphone, etc.
- Email Marketing to Perfect Wedding Guide's database of approximately 3,500 brides, which will include your company logo, a brief intro or promotional blurb, and a website link on one E-Blast
- Logo and link on Gateway Center's website for one year
- Opportunity to put your company's promotional items or marketing materials in 400 Bride Swag Bags
- Logo on promotional flyers
- ½ page advertisement in the event's program
- Company logo prominently displayed on event signage
- Five posts promoting your company on Facebook, Twitter, and LinkedIn
- Suggestion to our fans to Be Your Fan, Follow You, and/or Join Your Network

**"Man Cave" Sponsorship with Promotional Upgrade:** Create a great experience for the grooms where you can promote your products/service while providing a relaxed, entertaining, and fun atmosphere.

This package includes booth space. \$1000

This package includes the following:

- One regular 10' by 10' booth with power with prime front row booth location!
- Exclusive rights to the Groom's Room area with necessary equipment : tables, chairs, dance floor, a microphone, etc.
- Email Marketing to Perfect Wedding Guide's database of approximately 3,500 brides, which will include your company logo, a brief intro or promotional blurb, and a website link on one E-Blast
- Logo and link on Gateway Center's website for one year
- Opportunity to put your company's promotional items or marketing materials in 400 Bride Swag Bags
- Logo on promotional flyers
- ½ page advertisement in the event's program
- Company logo prominently displayed on event signage
- Five posts promoting your company on Facebook, Twitter, and LinkedIn
- Suggestion to our fans to Be Your Fan, Follow You, and/or Join Your Network

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 swag 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 12:45 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 wireless internet need to test the connection prior to the show 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 multiple 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](mailto: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. Roaming Models, which cost \$50 per two models, must stay within the confines of the aisles and lobby areas in the facility.
15. 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.
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 are permitted.
18. Understand that Gateway Center will not allow open flame in the building. Candles with glass protection surrounding the flame are permitted. Open flame candles (candles that do not have glass protection) will be extinguished.
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. Exhibitors must make payment with cash, check, or credit prior to the show. Make checks payable to the Gateway Center.
27. Understand and agree that this contract is firm with a non-refundable payment.
28. Exhibitors who violate the Gateway Bridal Show Rules & Regulations may 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.**