

*Santa Barbara*  
**Bridal  
Expo**

Sunday September 12, 2010  
10 am until 3 pm  
Earl Warren  
Showgrounds



[SantaBarbaraBridalExpo.com](http://SantaBarbaraBridalExpo.com)

# Exhibitor Information & Rules





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The Santa Barbara Bridal Expo Is Produced By  
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Dear Exhibitor,

Welcome and Thank You for participating in the Santa Barbara Bridal Expo! We look forward to assisting you showcase your wedding related products or services to brides, grooms, parents and friends from Santa Barbara and Ventura Counties, and throughout California's Central Coast. We know that exhibiting represents an investment of both valuable time and marketing resources, and we will do everything we can to help your participation be pleasant and fruitful.

Please review this information thoroughly! Whether you are an experienced exhibitor at bridal shows or if this is your first time, this information is intended to assist you in planning and most effectively presenting your company to our guests, and to answer as many questions as possible about exhibiting at the Santa Barbara Bridal Expo. The policies, rules and procedures included here are to ensure that the Expo operates as efficiently, safely, courteously and securely as possible, while making it fun for both exhibitors and guests!

Wedding professionals are among the most creative people around! This is your opportunity to put all your creativity to work so you make a truly great impression on prospective clients, and let them know how serious you are about helping them make their big day the best it can be. Everything from the appearance of your exhibit, the samples or examples of your work displayed, the promotional materials you give to prospective clients, gifts you give away, and especially those staffing your booth should reflect your professionalism and commitment to quality.

Thank you again for participating in the Santa Barbara Bridal Expo! Please don't hesitate to contact us if you have any questions about the Expo or the information contained here, to get another opinion about a fun and creative exhibiting idea, or to offer a suggestion or observation. We look forward to producing the Santa Barbara Bridal Expo for many years to come, and are always open to new ideas! We look forward to seeing you at the show!

Sincerely,  
Crystal Events



Michael A. Paluszak  
Producer



## **Santa Barbara Bridal Expo Schedule**

**Exhibitor Move-In ..... Saturday September 11, 2010, 5:00 p.m. to 9:00 p.m.  
Sunday September 12, 2010, 6:00 a.m. to 9:00 a.m.**

**Santa Barbara Bridal Expo.....Sunday September 12, 2010, 10:00 a.m. to 3:00 p.m.**

**Exhibitor Move-Out .....Sunday September 12, 2010, 3:30 p.m. to 8:30 p.m.**

## **Move-In Procedures**

- Exhibitors must check-in at the Exhibitor Registration Desk prior to moving anything into, or otherwise occupying exhibit space.
- Exhibitors are encouraged to do as much of their exhibit set-up and decorating as possible on Saturday evening in order to minimize the amount of move-in on the morning of the Expo.
- No exhibitors' vehicles will be allowed inside the exhibit buildings or in fire lanes at any time.
- Exhibitors are responsible for providing whatever labor, handcarts, dollies, etc. necessary to move their exhibit materials and merchandise from the parking lot to their exhibit space.
- Show management will take every reasonable precaution to secure the exhibit buildings overnight, but takes no responsibility for damage to, or theft from, exhibits.
- Extremely valuable or easily concealed merchandise, props or other exhibit materials should not be left in exhibits overnight, but brought to your booth on the morning of the Expo.
- Exhibitors are responsible for securing their own merchandise and other exhibit materials during move-in, set-up, Expo hours, and move-out.
- All move-in and set-up activity must be finished by 9:00 a.m. on the day of the Expo, including all trash placed in dumpsters provided by show management, and all vehicles parked in the Exhibitors Parking Area.

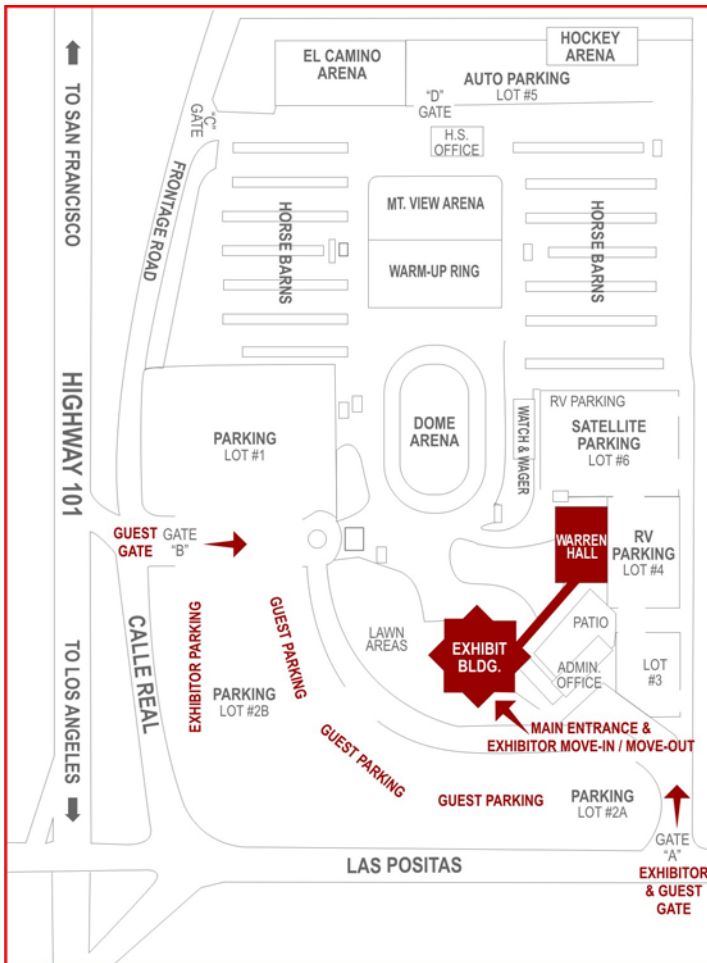
## **Move-Out Procedures**

- Exhibitors may not begin dismantling, packing or moving out of their exhibit space until after 3:30 p.m. on the day of the Expo.
- Equipment provided by show management including pipe and drape, tables, chairs, etc. must be left in the exhibit space upon move-out.
- No exhibitors' vehicles will be allowed inside the exhibit buildings or in fire lanes at any time.
- Exhibitors are responsible for providing whatever labor, handcarts, dollies, etc. necessary to move their exhibit materials and merchandise from their exhibit space to the parking lot.
- Extremely valuable or easily concealed merchandise, props or other exhibit materials should be removed from the exhibit building and secured by exhibitors before dismantling the remainder of their exhibit.
- Exhibitors are responsible for securing their own merchandise and other exhibit materials during move-in, set-up, Expo hours, and move-out.

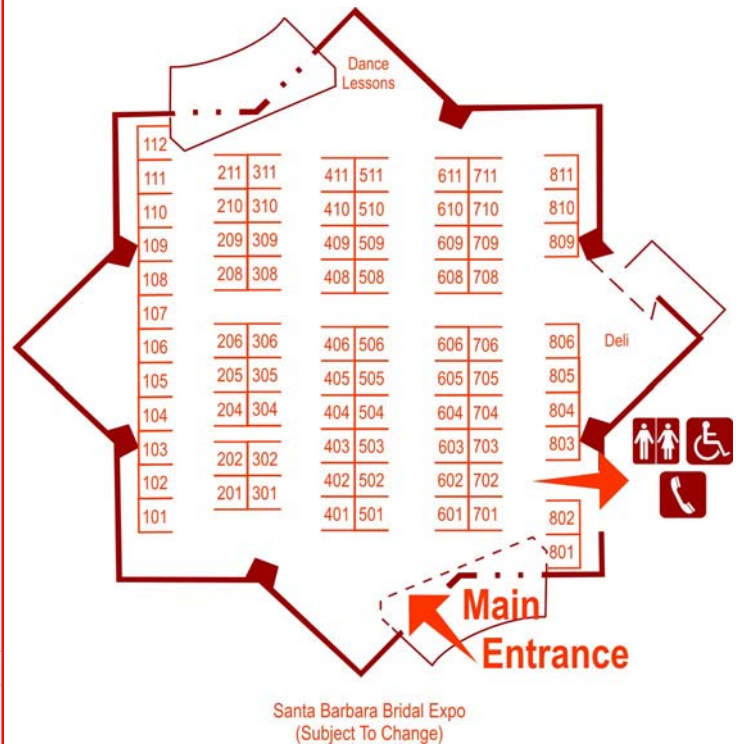


- All move-out activity must be finished by 8:30 p.m. on the evening of the Expo, unless permission has been otherwise granted by show management in writing.
- Any exhibit materials, merchandise or personal belongings that remain in the exhibit building at the conclusion of move-out hours will become the property of show management, and will be disposed of, unless otherwise agreed to by show management in writing.

### Expo Layout



Show management reserves the right to change layout without notice. Some booths shown will not be sold or occupied due to structural pillars within the exhibit building.



### Limitations

Show management reserves the right, at its sole discretion, to limit the number of exhibitors in all categories.



### Booth Assignments

All booth assignments will be made by show management based on dates applications are received with 50% deposit (full payment within 30 days of show), and to spread competing exhibitors throughout the show.

### Booth Descriptions

**Aisle Booths** are 10'X10' with an 8' back-drape and 3' side-drapes, with adjoining booths on both sides, and one open side facing the aisle on which the booth is located. No portion of the exhibit may be taller than the 8' back drape, without express written permission of show management in advance. Exhibits must be designed so that the front half of neighboring exhibits are not obstructed from view of guests approaching their booth from either direction.

**End Booths** are 10'X10' with an 8' back-drape and 3' side-drapes, with an adjoining booth on one side, an intersecting aisle on one side, and one open side facing the aisle on which the booth is located. Exhibitors assigned end booths have the option of having the side-drape nearest the intersecting aisle removed by show management, in order to exhibit from two sides of the booth, without refund. No portion of the exhibit may be taller than the 8' back drape, without express written permission of show management in advance. Exhibits must be designed so that the front half of neighboring exhibits are not obstructed from view of guests approaching their booth from either direction.

#### **Electrical:**

Each booth is equipped with one 500w electrical outlet for exhibitors use. Please limit electrical equipment in your booth to the 500w limit. Excessive electrical use will result in additional electrical fees.

#### **Tables & Chairs:**

Each booth is furnished with one standard 8' banquet table (8' long X 30" wide X 29" tall), and two chairs. Exhibitors have the option of having tables and/or chairs removed by show management, without refund.

#### **Table Linens:**

Table linens are not included in booth fees, but may be ordered in advance of the show for \$25.00 each. Linens are available in black, white or ivory.



## Exhibit Construction & Signage

Pipe and drape booth dividers (back drapes and side drapes) are intended to delineate exhibit spaces and provide visual barriers only, including booths that are located against a wall. They are not intended, nor designed, to support exhibit backdrops, props, etc., or to have exhibit items pinned to or otherwise attached to the drapes. Exhibits must be designed to be free standing within the booths.

**Exception:** Lightweight signage (such as signs mounted on foam board or other lightweight backing, or lightweight banners) may be attached to the back of the booth using appropriate hooks approved by show management. Signage that is deemed too heavy, at show management's sole discretion, cannot be hung and/or must be removed prior to the opening of the show. Any other exceptions must be approved by show management, in writing, prior to exhibit materials being attached to any part of the booth structure or drapes. Any damage to booth structures or drapes as a result of attaching exhibit materials, whether approved by show management or not, may result in exhibitor being billed for damages.

## Food & Beverage Service & Sampling

Exhibitors may not sell any food or beverages during the show. For the convenience of guests and exhibitors, the facility concessionaire will offer limited food and beverage service.

Exhibitors who wish to provide food sampling may do so, with the approval of show management in advance and in writing, but must provide a certificate of insurance to show management, which includes product liability coverage and names Crystal Events as an additional insured.

Samples of wine and other alcoholic beverages will be considered on a case-by-case basis, and will be required to provide a certificate of insurance to show management, which includes both product and liquor liability coverage and names Crystal Events as an additional insured.

Exhibitors who wish to provide samples of food and beverages must contact show management to seek approval, and to discuss the specifics of insurance requirements.

Exception: Exhibitors giving away manufacturer-packaged candy, nuts, etc. are not required to provide a certificate of insurance.



### Exhibit Fees

#### Single Booth ~ \$525.00 (End Booth \$575.00)

Includes: 10'X10' Booth with Backdrop, One 8' Table (linen not included), Half-Page Ad in Bridal Expo Program, Two Chairs, Electricity, Brides List (e-mailed in Excel format and pre-formatted in Word for mailing labels, for creating follow-up mailings)

#### Double Booth ~ \$975.00

Includes: 10'X20' Booth with Backdrop, Two 8' Tables (linens not included), Half-Page Ad in Bridal Expo Program, Four Chairs, Electricity, Brides List (e-mailed in Excel format and pre-formatted in Word for mailing labels, for creating follow-up mailings)

#### Triple Booth ~ \$1,425.00

Includes: 10'X30' Booth with Backdrop, Three 8' Tables (linens not included), Full-Page Ad in Bridal Expo Program, Six Chairs, Electricity, Brides List (e-mailed in Excel format and pre-formatted in Word for mailing labels, for creating follow-up mailings)

#### Deposits:

Applications must be submitted with 50% of total fees in order to be considered eligible for priority placement in the show. Deposits may be paid via cash, check, money order or credit card. Applications received without deposits will not be placed in priority placement order, until the deposit is received. Applications submitted within 30 days of a show must be submitted with 100% of total fees in order to be considered.



#### Balances:

All balances are due 30 days prior to the show. Balances not received at least 30 days prior to the show will result in space being cancelled without refund.

#### Cancellations / Refunds:

Cancellations must be received in writing at least 30 days in advance of a show. Cancellations received at least 60 days prior to a show will receive a full refund of amount paid prior to the time of cancellation. Cancellations received less than 60 days (but more than 30 days) prior to a show, will receive a 75% refund of amount paid prior to the time of cancellation. No refund will be made for cancellations received within 30 days of a show. No refund will be made due to exhibitor's displeasure with booth location.

### Exhibitor Badges

Each exhibitor will be issued four exhibitor badges at the time of check-in for the first booth, and two for each additional booth purchased. Exhibitor badges will allow exhibitors and their personnel admission into the show area, and must be worn at all times while in the show area, including during move-in, Expo hours, and move-out. Each exhibitor badge admits one person, no guests. Only show staff, facility staff and those wearing Exhibitor badges will be allowed into the show area, except during Expo hours.



### Prohibited Activities

The following activities are prohibited in exhibit booths or anywhere within the show area during move-in, show hours, and move-out:

- Solicitation of any kind outside of your assigned exhibit space is not allowed, including in the aisle directly in front of your assigned exhibit space. Exhibitors must confine their activities to their assigned space only.
- Amplified music or p.a. systems of any kind, without prior written permission. TV's with VCR's/DVD Players are permissible with the express permission of show management in writing, which may be revoked at any time. Volume levels are at the sole discretion of show management to avoid interfering with neighboring exhibitors. Complaints received from neighboring exhibitors or guests with regard to volume will result in one warning by show management. Subsequent complaints may result in show management revoking permission to use such devices and exhibitors being required to remove them from their booth.
- Helium tanks or compressed air tanks, unless approved by show management in advance, in writing, and properly secured to prevent tipping or falling.
- Boisterous, rude or other behavior that is disruptive or offensive to surrounding exhibitors and/or guests of the show.

### Exhibitor Parking

During move-in hours, exhibitors may park in the parking lot adjacent to the exhibit building, in order to facilitate unloading vehicles. However, all exhibitors are required to move their vehicles to the Exhibitors' parking area (see Expo layout on Page 3), no later than 9:00 a.m. on the day of the Expo, so that guests may have the most convenient parking during the Expo.

### Indemnification

In consideration of an application being accepted, exhibitor agrees to the following statement: "In consideration of our application being accepted, we do hereby, for ourselves, our heirs, assignees, executors and administrators, waive, release and forever discharge the producer, Crystal Events, and any individuals associated with this event, their representatives, successors, or assignees from any and all damages, rights and rights of action, which we may have or would hereafter accrue to us, in conjunction with, or arising out of our association with, entry or participation in, or traveling to or from the Santa Barbara Bridal Expo".



### Program Advertising

The Santa Barbara Bridal Expo will produce a program for the event, which will be given to each exhibitor at the time of check-in, and to each guest attending the show. Included with single and double booths is a half-page black and white ad in the program. Triple-booth exhibitors receive a full-page ad in the program.

Exhibitors have the option to upsize the half-page ad (included with your booth) to a full-page for an additional \$100.00. Please contact us at (707) 652-5233 or [ads@santabarbarabridalexpo.com](mailto:ads@santabarbarabridalexpo.com) for details.

Half-page ads are 4 1/2" wide X 3 5/8" tall, as shown in the diagram below.

Full-page ads are 4 1/2" wide X 7 1/2" tall, as shown in the diagram below.

All ads must be submitted as camera-ready original art, or in digital format.

Camera-ready original art must be received via U.S. mail addressed to Crystal Events, P.O. Box 9298, Vallejo, CA 94591, no later than Monday August 23, 2010 to be included.

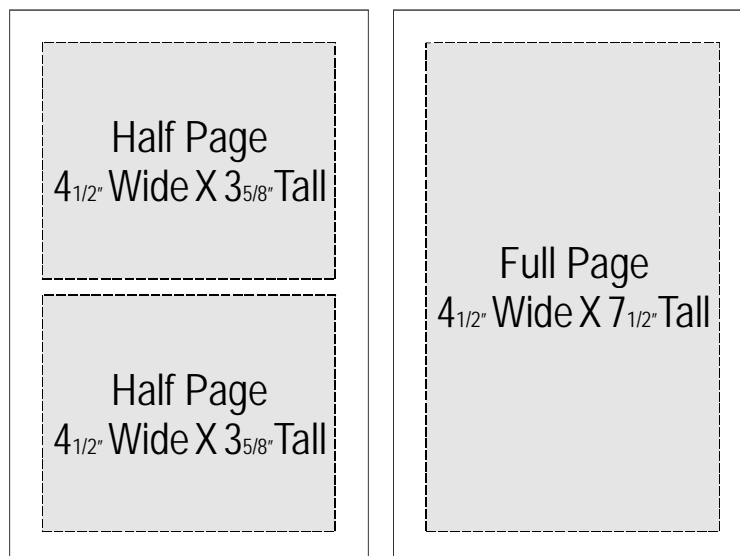
Digital ads must be received on CD via U.S. mail addressed to Crystal Events, P.O. Box 9298, Vallejo, CA 94591,

**OR**

via e-mail to [ads@SantaBarbaraBridalExpo.com](mailto:ads@SantaBarbaraBridalExpo.com), no later than 5:00 p.m. Monday August 23, 2010 to be included.

Digital ads must be the full size of the ad, in either .tif or .jpg format, grayscale, and at least 300dpi resolution.

Exhibitors that do not meet the above deadline or ad specifications, or who purchase booths after August 23, 2010 cannot be included in the program.





### **Brides List**

Within ten days following the Expo, each exhibitor will receive the list of all brides that register during the show. Each exhibitor that has provided show management with a valid e-mail address will receive the list in Excel format and pre-formatted in Word for mailing labels, via e-mail.

### **Prizes**

Exhibitors are also encouraged to provide prizes to be given away to brides and other guests of the Expo. Prize donors will receive promotional recognition at the Expo, on [SantaBarbaraBridalExpo.com](http://SantaBarbaraBridalExpo.com) and in the Expo program, if physically received by show management by August 23, 2010.

In order to create excitement and add value to attending the Expo, prizes should be valued at least \$50.00, and should have value to winners, whether they utilize your services or not. Be creative - wedding or his & her merchandise, gifts and gift baskets, romantic dinners, complementary hotel accommodations, etc. make great prizes and will leave a lasting impression on guests. Discounts or gift certificates toward the purchase of services are not as effective.