

## CONTRACT

## *Bridal Fest 2011*

**We, the undersigned, referred to as participant; do agree to the following terms:**

1. Participant's booth space, as well as access to Bridal Fest and those attending Bridal Fest, is to be used exclusively for its own business and **will not be shared** with any other business. Businesses with common ownership may share booth and advertising space; however the names of those businesses must appear on this contract and their participation must be approved by Fort Smith Convention Center management. **The Convention Center reserves the sole right of approval for all participating vendors.** Businesses who operate at the same physical address or that have common management, but not common ownership; do not qualify for this exemption. Participants may not sublet, barter, trade, transfer or assign booth space or other privileges received as a participating vendor to any person, firm, organization or corporation. Any participant found in violation of this policy may be charged an additional participation fee for each non-approved vendor present or may be immediately expelled from Bridal Fest without refund.
2. Participant agrees to take no action that would in any manner deface or destroy any of the available facilities of the **Convention Center** and further agrees to make prompt and full restitution or payment for any such damages which may occur as a result of the activities which take place during the period of time of the rental thereof by the participant. Participant shall assume full responsibility for any damages done to the area rented by the participant in the building or facilities which may occur during the period of time by the participant.
3. **Deposit Requirement:** A deposit of **50% of the participation fee is required at the time of the contract to hold and ensure participant's booth space.** **Final Payments** are due no later than December 10, 2010.
4. **Cancellation Fee:** The participant agrees to forfeit the Bridal Fest deposit for cancellation of the Bridal Fest Agreement after **November 12, 2010**. Any cancellations within 30 days of the Bridal Fest will bring a full charge for the participation package purchased.
5. **Booth set-up is the responsibility of the participant.** All items related to set-up must be provided by the participant. This includes extension cords or other electrical set-up. **The Convention Center will supply an 8-foot table and 2 chairs per booth, as well as table cloth and skirting. All other items are the responsibility of the participant.** Booth set-up forms are required to be returned no later than December 10, 2010. Set-up may take place only during specified times. Event organizers request that all vendors utilize Saturday set up times of 8:00am-5:00pm. Sunday set up times 8:00am – 12:00pm.
6. **Show time** is from 1:00pm until 4:00pm, Sunday, January 9, 2011. **Each participant must have booth set up prior to 12:00pm and manned during the entire length of the show.**
7. Out of common courtesy, **all participants will ensure their booth is not overly loud or distracting, as to cause problems for other participants or performers in close proximity.** *Discretion over loud, disorderly or distracting booths is left up to show management.*
8. **Door Prizes:** Door prizes are **REQUIRED** from each vendor and **must have a minimum retail value of \$100.00.** **Discounts off services or merchandise are not acceptable prizes.** Door prize along with a description and retail value must be provided to the **Convention Center by December 10, 2010**, so this information may be included in promotional advertisements. Registration for prizes will be handled through brides' show registration. Drawings will be held at 2:30pm and winners' names will be posted in each individual booth by 3:30pm for prize pick up.
9. **Ad logo /copy:** Merchants who receive advertisements for the Bride Wedding Planning Guide, according to the booth package purchased, must submit copy to the Fort Smith Convention Center Staff by 5:00pm **December 10, 2010**. Participants agree to have copy to the Fort Smith Convention Center by that time and date or forfeit their right to be included in the special tabloid.
10. **Bridal Gown and Tux Retailers:** All bridal apparel retailers are encouraged to participate in the Fashion show to be held during the last hour of Bridal Fest 2011. Those who wish to participate agree to comply with the guidelines and deadlines set forth by the show management. Failure to comply with such will result in your exclusion from this aspect of the show. The sponsors are not liable for any damage to merchandise used or intended to use in the Fashion Show. **Participants in the Fashion Show must sign the Fashion show Agreement in order to participate. Each businesses level of participation is based upon the participation package purchased.**

# Bridal Fest 2011

## CONTRACT

(Continued)

11. **Take Down:** We encourage vendors not to begin to take down their booths until after the fashion show is complete, as some brides may choose to revisit merchants after the show; however, merchants are free to begin removing items from the Convention Center beginning at 4:00pm. **All items must be removed from the Convention Center by 8:00pm on Sunday, January 9, 2011.** The **Convention Center** does not have the ability to store items after this time.

12. The **Convention Center** is not liable for the loss, theft or damage of any participant's property or merchandise. The **Convention Center** cannot be held liable for any negative consequences for participant's taking part in Bridal Fest 2011. Participant shall indemnify and hold harmless the **Convention Center** from any claims, including attorneys fees and claims for personal injury, caused by or attributable to Participants booth or participation in Bridal Fest.

13. All exhibitors representing any product or service at Bridal Fest 2011 **MUST** sign a **Convention Center** contract. No products or services may be represented by any individual or business without acceptance of the contract.

### Indicate Package & Miscellaneous Charges:

\_\_\_\_\_ Package One \$250.00      Miscellaneous Charges \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ Package Two \$500.00      \_\_\_\_\_  
\_\_\_\_\_ Additional Tables \$20.00 8' ft Table/\$30.00 72' inch Round Table      \_\_\_\_\_ Additional Chairs \$1.00  
\_\_\_\_\_ Additional Electrical Charges \$20 (prior to show, \$30 day of show)  
\_\_\_\_\_ Phone Line \$60 (plus long distance fees if applicable)  
\_\_\_\_\_ Internet service must be made in advance \$30.00  
\_\_\_\_\_ **Total Due**

**ADD ADDITIONAL LATE FEE OF \$100.00 FOR ANY BOOTHS APPLICATIONS RECEIVED AFTER DECEMBER 10, 2010.**

\_\_\_\_\_  
Participant's Company Name

\_\_\_\_\_  
Authorized Participant Signature

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Printed Name of Contact Person

\_\_\_\_\_  
City, State, ZIP

\_\_\_\_\_  
Ft Smith Convention Center Representative

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Date

**SET UP FORM**

*Bridal Fest 2011*

**Please print (exactly) how you would like your booth sign to appear:**

(Limited to 30 characters)

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**Will your booth need electricity?**

(There is an additional fee of \$20. Fee increases to \$30 if requested day of show. Please call your sales rep to cancel electricity if necessary. Electrical fee will be charged even if not used or if cancelled within 24 hours of the show. Remember to bring your own extension cords.)

**NO** \_\_\_\_\_ **110** \_\_\_\_\_ **220** \_\_\_\_\_

**Will your booth need a phone line?**

(There is an additional fee of \$60. You are responsible for any long distance charges. Phone line fee will be charged even if not used or cancelled within 72 hours of the show.)

**NO** \_\_\_\_\_ **YES** \_\_\_\_\_

**Will your booth need internet?**

(There is an additional fee of \$30.00 and must be requested by December 10, 2010. If requested after December 10<sup>th</sup>, we cannot guarantee that your booth will have internet.)

**NO** \_\_\_\_\_ **YES** \_\_\_\_\_

**What Door Prize will you be giving away?** (Required by contract)

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**What is the retail value of the Door Prize?**

(Must be at least a \$100.00 value. Discounts off services or merchandise are not acceptable.)

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**Please Note:** Each booth will be equipped with two chairs and one 8-foot table, fully draped. Any other set-up needs are your responsibility.

Please contact one of the party rental companies or convention Services Company for additional needs.

**\*Due December 10, 2010**

## NAME BADGES

*Bridal Fest 2011*

Please print (exactly) how you would like the names on your staffs name badges to appear.

Each full-price booth receives **SIX** name badges. Badges must be worn on Sunday, January 9, 2011, beginning at 10:00am. No one will be given access to the ballroom without a name badge from 10:00am until the conclusion of the show.

**Additional name badges are available for \$5.00 each.** No additional name badges will be available the day of show. Anyone needing entry the day of show must purchase a ticket.


## FASHION SHOW

# Bridal Fest 2011

Participation in this year's Bridal Fest Fashion Show will be based upon the booth package purchased:

Each merchant will be able to show **Twelve** gowns or tuxedos per full-price booth space purchased. This includes bridal, prom, bridesmaid, flower girl, casual or cruise wear. **There will be NO EXCEPTIONS TO THIS RULE** . For more merchandise, merchants may purchase additional booth package options or may show additional models at **\$100.00 per outfit**. **Models will not be provided for you for the fashion show. PLEASE NOTE: If you need models please contact the FSCC by December 10, 2011 and Models fee will be at an additional charge.**

**Please Remember:** Any person who walks on the stage wearing bridal attire (with the exception of show staff) counts as a model. All fashion show models, whether assigned by Bridal Fest or recruited by the merchant, must attend all rehearsals without exception.

**We encourage bridal retailers to model additional gowns in their booth space.** A separate dressing area will be provided for this purpose. We ask merchants not to display fashion show gowns in their booths as this destroys the element of surprise for those attending the fashion show. Booth models not participating in the fashion show will not be permitted in the back stage areas.

**All fashion show models will be required to utilize show hair and make up services.** This service will not be available for booth-only models

Bridal Fest provides food and drink for **fashion models only.**

This year's show will feature **limited dress descriptions** and will include more information about your store and its services. A representative from each store may be called upon to give this information on stage.

**This year's show will be fast-paced and fun.** No exceptions.

Please sign below. Your signature indicates that you have read, understand and agree to all of the above guidelines as well as those included in the Bridal Fest 2011 contractual agreement. No merchant may participate in the fashion show without accepting these agreements.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Company Name (Please Print) \_\_\_\_\_