

**2020 Northwest Georgia Bridal Expo
Exhibitor Application and Agreement Application**

Sunday, January 26, 2020 • 12:00pm - 5:00pm
Clarence Brown Conference Center

Application & Payment Deadline: COB on January 3, 2020

Thank you for your recent interest in being an exhibitor or sponsor in the 2020 Northwest Georgia Bridal Expo on Sunday, January 26, 2020.

Company: _____

Name: _____

Address _____

City: _____ State _____ Zip _____

Website: _____

Exactly as you want it on our website (www.nwgeorgiabridalexpo.com)

Email: _____

Please print legibly - WE MUST HAVE YOUR EMAIL ADDRESS

Bus. Phone: _____

Cell Phone: _____

Or other phone number

Exhibitor's Products/Services

***If you intend to serve food or drink samples, please refer to Section 15 of Expo Rules and Instructions.**

Door Prize Donated (Please identify and provide description)

Door Prize Estimated Value \$ _____

*Door prizes will be kept at your booth, and winner will be directed to you for pick up. It is not mandatory to provide a door prize, but it is recommended.

Exhibitor/Sponsorship Fees

Exhibitor Booths (10' x 10')

Standard (Early Bird) \$ 300 (if paid in full by November 1, 2019)
Standard \$ 375

*Premium (Early Bird) \$ 500

*Premium \$ 550

**Premium booths shown on expo layout.*

Sponsorships

(all include a premium booth)

Presenting Sponsor \$2500

Goodie Bag Sponsor \$1000

Fashion Show Sponsor \$1000

Exclusive Category Sponsor \$ 750

See Sponsorship form for details.

Final Payment Deadline: COB on January 3, 2019

Booth Type (select one)	Standard	Premium	Sponsor
Preferred Booth Choice	1st _____	2nd _____	3rd _____
Electrical Needed (circle one)	No	Yes	
Amount Due	\$ _____		
Payment Type (circle one)	Check	Money Order	Credit

Submit Completed Application and Payment

Via Mail: 162 W. Main Street, Suite 303 • Cartersville, GA 30120

Via Email: deanna@nwgabridalexpo.com

Via Fax: 770-386-0070

Make Checks Payable to Northwest Georgia Bridal Expo

If paying by credit credit, you will receive an invoice with payment link via email once your application is approved. Spaces are reserved upon receipt of payment.

**All credit card charges are subject to a 4% Administrative fee. You will receive confirmation shortly after receipt of application and payment.*

License and Contract Terms and Conditions

We agree that we shall not, directly or indirectly, use any bride, bride-to be or other Northwest Georgia Bridal Expo (hereafter referred to as NWGBE) attendee data or any part of the information contained therein provided to us by Northwest Georgia Bridal Expo (hereinafter referred to as (collectively, "Data") other than for our own internal purposes and exclusive use. We agree not to, directly or indirectly, sell, transfer, trade for barter, or otherwise disclose any Data to any third party. Except as provided in this paragraph, we shall hold any Data in strict confidence, and shall take reasonable measures to protect the confidentiality and avoid the unauthorized use or disclosure of any Data. No copies or reproductions of any Data may be made unless approved in writing by NWGBE. We recognize that our violation of the paragraph could cause irreparable harm and significant injury. Therefore, NWGBE shall have the right to apply to any court of competent jurisdiction of an order restraining any breach or threatened breach of this paragraph and for any other relief available to NWGBE. We further recognize that NWGBE will suffer damages as a result of any use or disclosure of any Data in violation of this Agreement, and that the exact amount of such damages is difficult to estimate. Therefore, we agree to pay NWGBE \$1,500 for each unauthorized use or disclosure of any Data.

We agree that such amount constitutes a reasonable estimate of the damages that NWGBE will suffer as a result of our unauthorized use/disclosure of any Data and is not in the nature of a penalty.

In view of the selective and unique tie-ins involved between the parties to this Agreement, we understand and agree that we may not amend this Agreement without the prior written consent of NWGBE, or terminate this Agreement other than for a material breach by NWGBE not cured within 30 days after notice thereof has been given to NWGBE. We understand that the NWGBE date and location and our table location at the NWGBE may be subject to change at the reasonable discretion of NWGBE. We understand that NWGBE may cancel the event due to unforeseen circumstances (i.e. inclement weather, etc.).

We understand and agree that in the event we fail to do anything we are required to do under this Agreement (such as the failure to make a payment to NWGBE within 10 days of its due date), NWGBE may, by notice of default, declare all amounts due and owing under this Agreement to be due and payable forthwith, whereupon the same shall immediately become due and payable and shall bear interest at the rate of the lesser of 18% per annum or the maximum per annum rate permitted by law, from the date of the failure until such amount is paid in full. In the event of such a failure, NWGBE shall be entitled to any applicable remedy provided by law or equity, including, but not limited to: (a) punitive, exemplary, indirect, special, incidental, and/or consequential damages, including lost profits, savings or revenue of any kind whether or not such damages are foreseeable and/or we have been advised of the possibility of such damages; and (b) specific performance, injunction and/or court order. We agree to pay or reimburse NWGBE for all reasonable costs and expenses (including reasonable attorneys fees and expenses incurred) whatsoever, contingent or otherwise, that may be suffered or incurred by any of them arising from or by reason of (a) any liability or obligation of ours, or claim against us, whether known or unknown or now existing or hereafter arising; and/or (b) a breach of any of our representations, warranties or covenants contained in this Agreement.

This Agreement shall not be binding on Northwest Georgia Bridal Expo until it has been signed by an Authorized representative of NWGBE. The effective date of this Agreement shall be the date it is signed by an authorized rep of NWGBE.

CANCELLATION POLICY: Any payments (deposit and subsequent) shall be non- refundable for any cancellations or no-shows, including cancellation due to inclement weather or unforeseen circumstances.

This Agreement shall be binding upon the acceptance and the signature of all parties hereto mentioned. The undersigned has read, understands and hereby accepts this Agreement and the License and Contract Terms and Conditions therein set forth.

I certify that I am authorized to make decisions on behalf of the above reference company and agree to the terms and conditions listed within the Exhibitor Application and Agreement.

Exhibitor

Authorized Signature

Authorized Name (Please Print)

Company Name

Date (Required)

Northwest Georgia Bridal Expo Coordinator

Authorized Signature

Date Signed

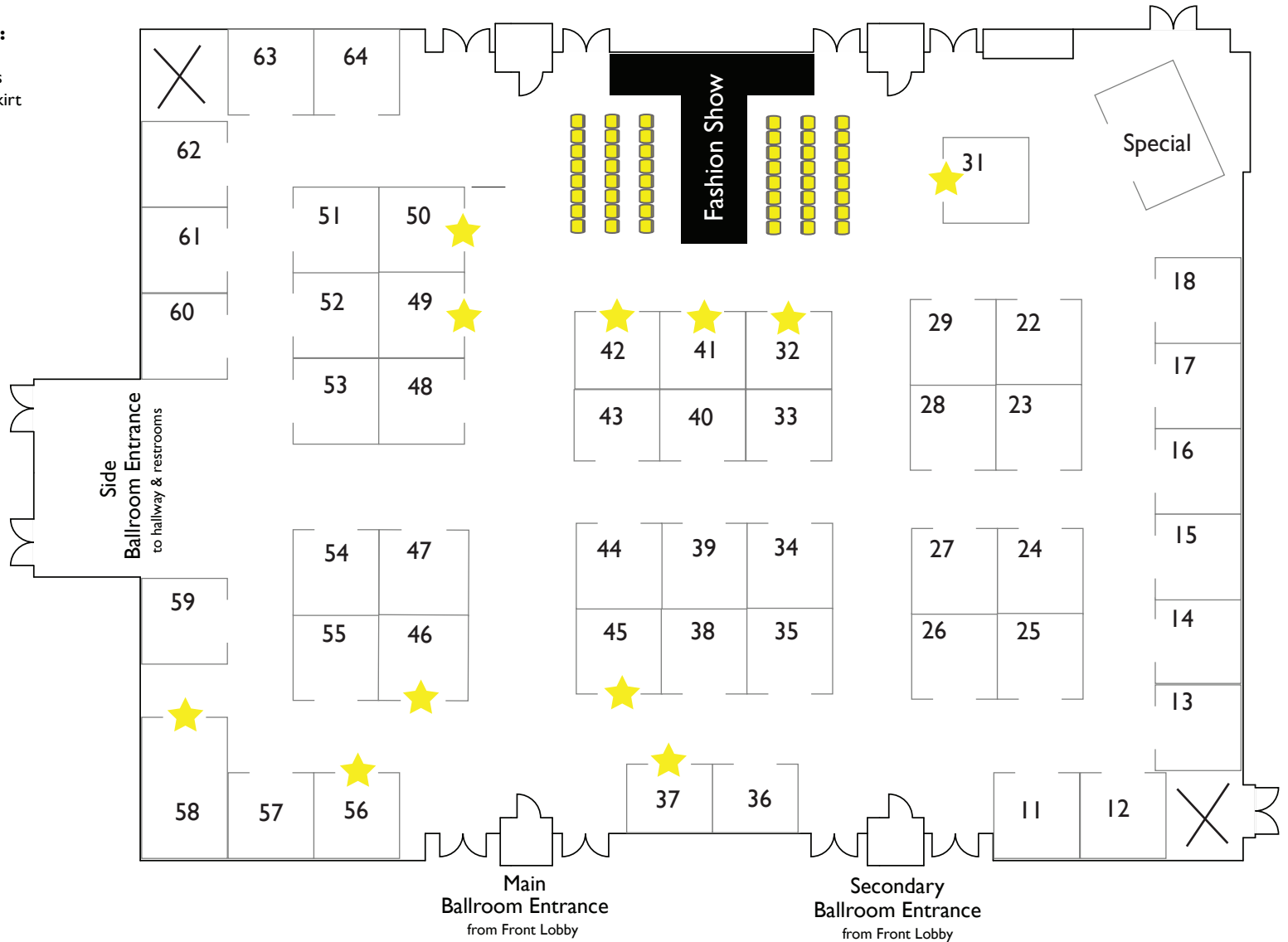
Questions: Contact Deanna Berry (770) 386-0022 or via email at deanna@nwgabridalexpo.com

Main Ballroom

Clarence Brown Conference Center

10' x 10' Booths Include:
 Black Pipe & Drape
 8'H Backdrop & 4'H Sidewalls
 8' Table with Black Cover and Skirt
 2 Chairs

 denotes Premium Booth

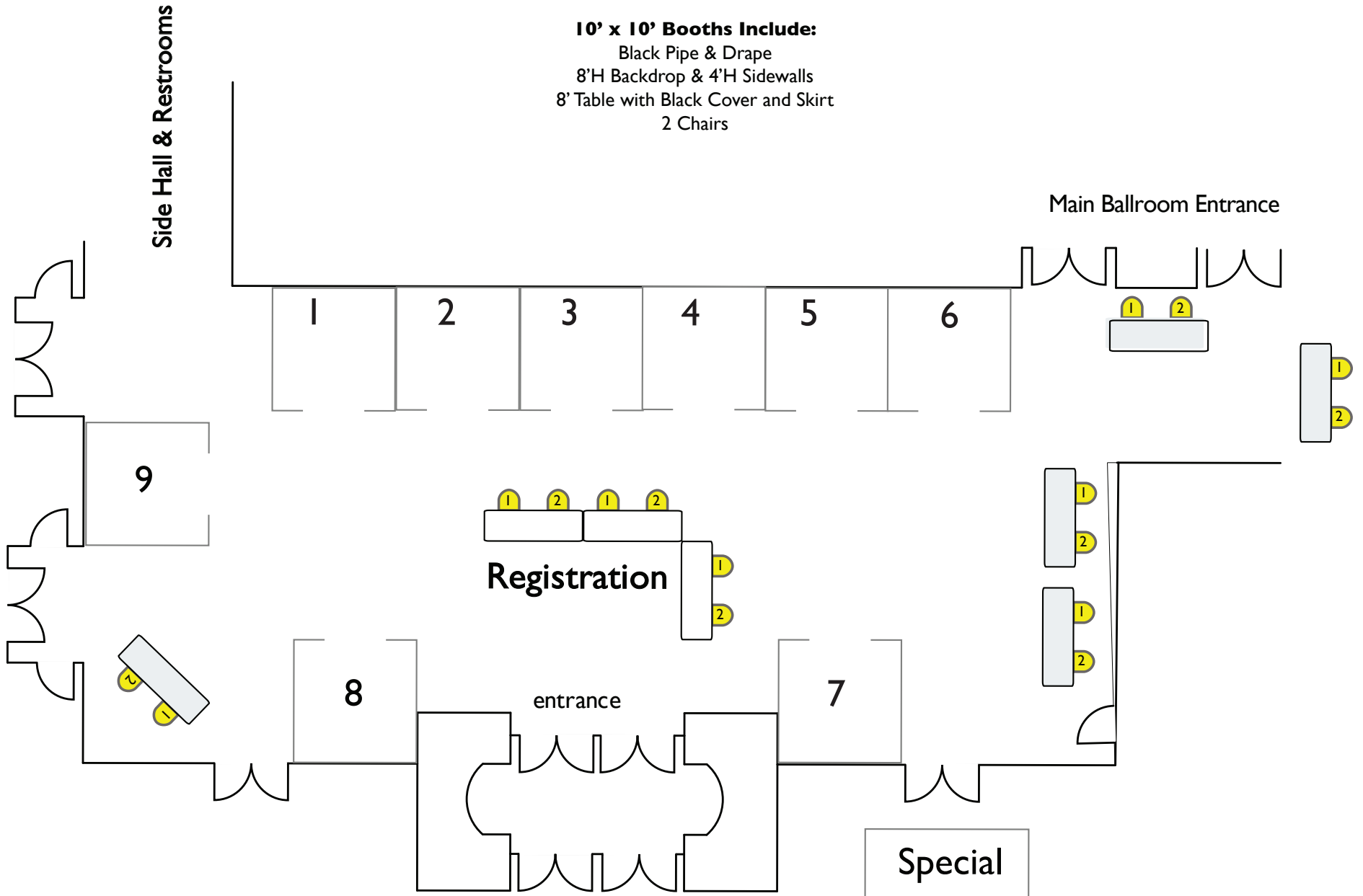


Front Lobby

Clarence Brown Conference Center

10' x 10' Booths Include:

- Black Pipe & Drape
- 8'H Backdrop & 4'H Sidewalls
- 8' Table with Black Cover and Skirt
- 2 Chairs



Northwest Georgia Bridal Expo
ShawTI, January 26, 2020 • 1%00c – (:00p
Clarence Brown Conference Center
5450 State Route 20 • Cartersville, GA 30120

Thank you for your recent interest participating as an exhibitor in the 2020 Northwest Georgia Bridal Expo.

What's the first step?

Please review the Exhibitor Application and Agreement included in this packet. We are very excited about this year's event, and we hope that you will be a part of it.

If you have any questions please contact:

Name: Deanna Berry, Northwest Georgia Bridal Expo
Phone: (770) 386-0022 or (678) 314-3556
Fax: (770) 386-0070
Email: deanna@nwgabridalexpo.com
Website: www.nwgabridalexpo.com

Thank you, and I look forward to seeing you at the show!

Northwest Georgia Bridal Expo
Shawty, January 26, 2020 • 10:00c – 4:00p
Clarence Brown Conference Center
5450 State Route 20 • Cartersville, GA 30120

Exhibitor Information

We are truly excited about the 2020 Northwest Georgia Bridal Expo at the Clarence Brown Conference Center in Cartersville.

Join others in the bridal industry who have promoted their expertise and grown their businesses by becoming an exhibitor or sponsor at our previous bridal shows. Our attending brides and bridal party members are looking for a variety of products and services for that most important day of their lives. Whether you are beginning a new business endeavor, wish to increase sales, or simply reinforce brand loyalty, you will find success at the Northwest Georgia Bridal Expo.

For a photos from last year's expo, please visit www.nwgeorgiabridalexpo.com or find us on Facebook at www.fb.com/NorthwestGeorgiaBridalExpo.

General Expo Information

- All brides will be registered at the entrance or pre-registered online.
- Outstanding DOOR PRIZES to be given away.
- GRAND PRIZE – To be determined
- Exhibitors will be able to bring products to the expo for immediate sales, sign contracts, accept deposits, etc.
- Each exhibitor will be provided with a list of all expo attendees containing contact information and wedding dates.
- Each exhibitor that has paid in full by COB January 3, 2020 will be listed (with contact information) in our complimentary expo program given to attendees.
- Paid exhibitors will be listed on the event website (www.nwgeorgiabridalexpo.com) with direct link to exhibitor's website.
- Additional marketing and advertising will occur prior to the show in the many counties.
- Vendors per category will be limited, and will be at the discretion of the event coordinator.
- Final instructions will be provided well in advance of the event.

Vendor Booths

- Each 10'x10' booth will be furnished with an 8-foot table (with tablecloth and skirt) and two chairs.
- Black pipe and drape is included (8' back drop and 4' side walls)
- Upon receipt of application and deposit, the coordinator will assign booth spaces.
- Careful consideration will be given to keep "like" products as separate as possible.
- Electrical outlets are available if listed as a requirement on the application.
- Your booth is your best opportunity to introduce, sample, demonstrate and highlight your products and services to your best potential customers!
- Premium booths are available for an additional charge. Located in the lobby, these booths have prime visibility and optimal exposure. Premium spaces are limited and subject to first come first serve.

Limited Exhibitors

- Although industry exclusivity is not guaranteed, the number of exhibitors per category will be up to the discretion of the coordinator.
- Northwest Georgia Bridal Expo will limit to one exhibitor booth for "product name" exhibitors such as but not limited to: Merle Norman, Juice Plus, Thirty-One Gifts, Avon, Tupperware, Miche, Premier, Pampered Chef, etc.
- Booth sharing will not be allowed unless expressly approved by the coordinator and subject to availability at an additional \$50 fee per sharer in addition to the booth cost.

***** EARLY BIRD SPECIAL *****

All merchants who submit their Exhibitor Agreement Form and payment in full by November 1, 2019 will receive the discounted Early Bird Exhibitor rate.

Expo Rules and Instructions

Show Date: Sunday, January 26, 2020

Show Hours: 12:00p – 5:00p

1. Exhibitor Set-Up:
Saturday, January 25, 2020 (Time TBA) and Sunday, January 26 (8am - 11am)
2. Exhibitor Teardown: Sunday, January 26, from 5:00p – 7:00p. Please inform the event coordinator PRIOR TO SET-UP if you will require additional teardown time.

Exhibitors are required stay for the entire show. Teardown will not be permitted during show hours, as this will disrupt the flow of the show and fellow exhibitors. Failure to comply will make their company ineligible for participation in future shows.

3. Clean Up: Exhibitors are responsible for cleaning up their booth and space area. Trash receptacles will be provided for your convenience. A \$25 cleanup fee will be charged to your credit card if items are left behind after teardown is complete. Please be sure that all trash is placed in the trash area before dismantling your booth.
4. Exhibitor Booth Fees: Please refer to the Exhibitor Application & Agreement for all fees. Coordinator will have the right to refuse unacceptable or inappropriate products/services. Only paid exhibitors may distribute information or solicit brides, etc. NO EXCEPTIONS
5. Payment: Exhibitor understands that the full payment must be received in order to secure a booth for the show. Exhibitor also understands that booth reassignments will not be honored the day of the show if not specified in the special instructions.

All payments in the form of check, money order or cashier's check should be made out to Northwest Georgia Bridal Expo. Master Card, Visa, American Express, and Discover are also accepted but a 4.0% administrative fee will be added to the charge. Payments will be processed immediately. ALL RETURNED CHECKS and/or credit card cancellation will automatically forfeit your booth space until payment can be made in full to include any fees associated with such check/cancellation, etc.

6. Booth Assignments:
Booth layout is included with the Exhibitor Application. Applicant may list 1st, 2nd, and 3rd choice on registration forms. All efforts will be made to assign one of your preferred spaces, but no guarantees can be made.

7. Confirmation: Exhibitors will be notified shortly upon receipt of Application & Agreement Entry fees. All fees will be returned to all applicants not accepted to the show and/or those who do not wish to be placed on a wait list.
8. Parking: There is no charge for parking. You may drop your exhibit materials at the delivery door (more specific info available in final instructions).
9. Refunds: Initial deposit refundable up until COB on December 1, 2019. Thereafter, booth fees are non-refundable.
10. Door Prizes: Exhibitors are asked to donate one item/gift/service for door prize giveaways of at least \$25 value and cannot be a discount off your products or services. Ex: Dinner certificates, gift cards, gift baskets, etc.\

Exhibitors are asked to keep their prizes at their table or make their own arrangements for pickup. However, they are asked to indicate the prize in advance and particularly on the Application & Agreement. A Master of Ceremonies will draw and announce the winner and the vendors providing the prize. Winners will be advised of the Vendor's Booth Number to pick up their prize.

11. Attendee Admission Fee:
\$10 at the Door (subject to change)
\$6 Pre-Registered On-line (subject to change)
12. Complimentary Tickets: Exhibitors will receive up to 6 coupon codes to be given out to clients. Each coupon code can be used to reserve 2 free tickets from the website ticketing portal. (total of 12 free tickets per exhibitor)
13. Show Cancellation: In the event that the show is canceled, exhibitor will be notified as soon as possible. It is important that your application is clearly legible with all appropriate phone numbers for communication, and important to list more than one contact number.
14. Showcase your Table: Please feel free to exhibit samples, photos, pamphlets, business cards, literature, company banners anywhere within your area but not walls), or any additional items that are appropriate to best showcase your business. You will be notified of facility compliance rules/regulations.
15. Catering and/or Alcoholic Beverages: In order to distribute food samples and/or alcoholic beverage samples, you MUST be approved through the Clarence Brown Conference Center. Email rdrawver@brownconferencecenter.com for a list of the documentation required.