
Event Nation 
Wedding SHOW

Vendor Opportunity Guide

August 11, 2019

Fayetteville Town Center



WHY WEDDING SHOWS WORK

"In this era of digital interactions we all still crave that personal touch. Wedding expos are one of the last bastions of getting face-to-face time with your prospects. You don't get it online or in print, so seize the chance to get in front of your prospects with a quality wedding expo.

-Alan Berg
Author, Speaker, Wedding Marketing Expert
AlanBerg.com

WHY EVENT NATION?

We teach you how to be successful

We host a pre-show meeting with tools to help you make the best of your bridal show experience.

We give you 10 opportunities to connect with Brides

We offer multiple opportunities for you to connect with potential clients.

We attract a large number of quality brides

Our media partners are carefully chosen to attract the brides that are the best fit for your business.

We make it easy to follow up

We provide you with the contact information for the brides who attended the show.

WE GIVE YOU 10 WAYS TO CONNECT WITH BRIDES

1. Exhibit space to showcase your talents.
2. Brides list emailed regularly as they preregister.
3. Website listing from registration until thirty days after the show.
4. Social media features for all vendors.
(must register at least 30 days before show)
5. 5 complimentary tickets to give-away to prospective clients.
6. Contact list of attending brides emailed one week following the event.
7. Opportunity to participate in contest & giveaways.
8. Bridal Bag advertisements.
9. Wedding Deal book emailed to brides following the event.
10. Listing in our "show directory."

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$2500 (Limit 3, one vendor per category)

- ◆ 10 x 20 booth space in a Premium Location
- ◆ Promotional Item included in Bride's Bag
- ◆ Logo included in all advertisements and printed materials
- ◆ Logo printed on pre-purchased tickets

BRIDE'S BAG ITEM \$100 (Must purchase a booth space to participate)

- ◆ Promotional item included in Bride's Bag
- ◆ Must be 8 1/2 x 11 or smaller
- ◆ 300 items for August Show and 400 items for January Show
- ◆ Items must be delivered by 10:00 a.m. the morning of the show

BRIDE'S CONTACT LIST \$500

- ◆ Great opportunities for those who are unable to participate in the show
- ◆ Contact information for all registered brides delivered one week after the event

CURBSIDE PARKING \$200 (Must purchase a booth space to participate)

- ◆ Great opportunity for vendors to park their vehicle, ie. Limos, vintage cars, etc., associated with their business near the wedding show entrance for advertising

Event Nation Wedding SHOW

Please return to:
 Event Nation
 3641 South Avenue
 Springfield, Missouri 65807
 Fax: 417-887-2886
 Email: Terrie@EventNationOnline.com

Company _____ Contact _____
 Phone _____ Email _____
 Website _____

Please list what services you provide (i.e. Venue, Catering, DJ, etc.)

Booth(s) Requested	10'X10' Booth Space	Number of Booths	Total
August 11, 2019 Show Early Bird pricing by May 31st (Save \$75)	\$450		
August 11, 2019 Show Pricing On or After June 1st	\$525		
Upgrade to Premium Booth (per booth)	\$100	per booth	
Brides' Bag Item (must purchase booth)	\$100		
Curbside Parking (must purchase a booth)	\$200		
Multi-Booth Discount (Deduct \$25 per booth) i.e. 2 Booths = \$50 discount	Less \$25	per booth	
Sign up for the January 19, 2020 Lock in the same price as today plus save \$25 per show \$100 deposit is required to receive discount	Less \$25* Plus \$100* deposit		
Additional Services ** 10.75% tax will be added to invoice for services. Orders placed 3 days or sooner to the event is subject to price increase & availability.			
110 Volt Electric	\$30		
Private WiFi	\$20		
Visqueen (Floor covering is required for food vendors)	\$ 25		
Grand Total			

Your booth comes with 1 table with linens and 2 chairs.

How many tables do you need (up to 1 per booth)? ____ How many chairs (up to 2 per booth)? ____

Invoices will be sent via Square to the email provided.

How are you paying? ____ In Full ____ 50 % Deposit Paying by? ____ Credit Card ____ Check

50% deposit required to hold booth reservation. Final payments due 30 days before the show.

***If booking both shows, the \$100 deposit is invoiced separately & due when you reserve your Aug. booth.**

\$25 discount for January show will be shown on the January invoice.

I have read and agree to the terms & conditions for participation in the Event Nation Wedding Show.

X _____ **Date** _____

Wedding Show Rules & Regulations

SCHEDULE – August 2019 Show

Vendor Setup

Saturday, August 10th from 2:00 pm to 5:00 pm
& Sunday, August 11th from 9:00 am to 11:30 am

Vendor Teardown

Sunday, August 11th from 4:00 pm to 6:00 pm

EXPO HOURS

Sunday, August 11th from 12:00 pm to 4:00 pm

January Show Schedule and Details
will be posted at a later date

Booths – Setup:

- Single Booth Size: 10' X 10'. An 6 or 8ft table with linen, 2 chairs and pipe and drape are incl. Additional equipment and services may be ordered directly through the convention center including chairs, tables, electricity, wifi etc.

Vendor Load-In/Out:

- Fayetteville Town Center has a truck-height loading dock.
- You may also load-in/out through the front doors during the above designated hours.

Fire Department Regulations:

- Regular 6' wide fire aisles must be maintained.
- No open flames (sternos allowed).
- Vendors must provide their own fire extinguisher, if needed (required for Vendors with tents).
- Cardboard boxes must be removed or broken down.
- Exhibits over 14' in height must be approved and remain 18" below sprinkler heads.

Show Regulations:

- Vendors with Food or Beverages:
- NO ALCOHOL may be served, sold or distributed by any vendor at any time at the Wedding Show. Failure to comply will result in immediate dismissal from Wedding Show without refund.
- Sample sized food items or non-alcoholic beverages may be distributed by vendors during the Wedding Show. Vendors planning to distribute food or beverages must sign the hotel's release of liability to be kept on file.
- Tape, nails, tacks or screws may not be used to attach displays or signs to floor, walls or ceiling.
- Exhibits will not be allowed in the Town Center outside of designated schedule above.
- Vendors are required to leave booths set up until the close of the Wedding Show. Vendors that begin dismantling booth prior to show close will forfeit receiving the Bridal Registration list via email and not be allowed to register for the following year's Wedding Show.
- All necessary power cords and interior booth lighting must be provided by Vendor, unless ordered through Town Center.
- Each vendor must register with Event Nation upon arrival to set up the booth space

Wedding Show Rules & Regulations continued

- All aisle spaces must be kept open and shall not be used for exhibit demonstration purposes.
- Booth spaces must be kept clean and orderly.
- All signs must be professional produced of quality acceptable to Event Nation. Signs must be freestanding or on an easel or mounted to the booth. Hanging signs will be allowed with approval of the Center management. Questionable displays, signs, items or promotions will be removed as requested by Event Nation.
- No vehicles may park near the wedding show entrance for advertising unless curbside parking is paid for in addition to the vendor booth space. Vehicle must be approved by Event Nation.
- Only literature from contracted vendors will be allowed to be distributed. Violations will result in immediate removal from the event without refund.
- Any equipment causing excessive noise or annoyance will not be allowed.
- Smoking is not permitted inside the Town Center.

Deposits and Payments:

- A 50% deposit is required with the Vendor Order Form to secure booth space. Booths will not be held without a deposit or payment in full.
- If vendor opts for 50% deposit, the balance of payment must be received no later than 6/30/19 for the August show.
- Vendors signing up after 6/30/19 for the August show will be required to pay in full at the time of contracting.

Vendor Terms & Conditions

1. Sydnie Grace, LLC DBA Event Nation (EventNation) may cancel contract at any time and reserves the right to refuse rental facilities of the Center and participation unless full payment is made, in advance, as outlined in the Wedding Show Rules & Regulations, under "Deposits and Payments".
2. In the event of inclement weather, the show will not be cancelled. No refunds will be made to Vendor.
3. It is expressly understood and agreed (a) that Vendor is an independent contractor and Event Nation shall exercise no supervision or control over the employees of the Vendor or others in the service of Vendor, and (b) that Event Nation shall provide no special services other than those specifically set out in Vendor Order Form. Event Nation reserves the right to approve all products/services displayed by Vendor. Event Nation further reserves the right to confiscate or demand removal of any and all products/services that Event Nation deems inappropriate. Refusal by Vendor to remove inappropriate materials may result in immediate expulsion of Vendor from the Expo.
4. It is agreed that Vendor will comply with all laws – federal, state and local, including all ordinances of the city of Springdale, Arkansas – and all rules, regulations and requirements of the Police and Fire Departments, and any and all requirements specifically made by the Fire Marshall in connection with the exhibition and/or presentations occurring hereunder, and shall obey any other regulations of any municipal authority of the City of Fayetteville, Arkansas. Vendor will obtain and pay for all necessary permits, licenses, taxes on tickets used in connection with the exhibition and/or presentations hereunder, and will not do or suffer to be done anything on said premises during the term of the Expo in violation of any such laws, ordinances, rules or requirements, and if the City of Fayetteville and/or Event Nation calls attention of said Vendor or any person employed by or admitted to said premises by said Vendor, the Vendor will immediately desist from and correct such violation.
5. Vendor agrees that Event Nation shall be free and clear of all liabilities and expenses which Vendor may incur in connection with or during Vendor's use of the Fayetteville Town Center.
6. Vendor shall assume full responsibility for any damages done to the area rented by Vendor in the building or facilities which may occur during the period of time by Vendor.
7. In the event Event Nation shall, due to conditions beyond its control, find it impossible to provide the Fayetteville Town Center and facilities as provided herein, Vendor agrees that Event Nation shall be held harmless from any liability which Vendor may have incurred in connection with said rental of the premises. This provision includes building damage to such an extent to render the facility unfit for use as determined by Event Nation caused by fire, flood, tornado, wind storm, vandalism, civil turmoil or any other act over which Event Nation has not control. In the event of said damage to the building, Event Nation shall return Vendor's payment, less an amount representing the pro rate of expenses incurred by Event Nation on behalf of Vendor, and the agreement shall be void.
8. Vendor agrees not to transfer or assign any part of the premises, to any person, firm, organization or corporation, without the prior written consent of Event Nation.
9. All Vendors representing any type of product or service at the Event Nation Wedding Show must sign the Terms & Conditions with Event Nation. No products or services may be represented by any individual or business without acceptance of the Terms & Conditions.
10. **Booth Sharing: Event Nation does not allow sharing or subleasing. Every business that participates in the Wedding Show in any way must have a SIGNED CONTRACT with Event Nation. No sharing or subleasing. An example would be a florist providing a floral arrangement in exchange for placing cards or literature at the booth. THIS IS STRICTLY ENFORCED! All multi-business business must have a booth for every business represented at the standard rate per business. All literature in any form, must be from the business that has a contract with Event Nation.**
11. Cancellation by Vendor: In the event Vendor needs to cancel their commitment with Event Nation, Vendor agrees to forfeit all paid monies. No cancellation refunds will be made.
12. Setup and Teardown Times: Vendor agrees to abide by the times outlined by Event Nation in the Wedding Show Rules & Regulations for Setup and Teardown times. Failure to abide by these times may result in additional rental fee due to the venue.
13. **Early Teardown: Due to liability, a \$100 fine will be levied upon any business who tears down their booth before the GRAND PRIZE GIVEAWAY & ALL THE BRIDES HAVE LEFT THE BUILDING. In addition, the brides contact list will be forfeited. The second time the Vendor does not comply with this rule, they will be denied further participation with Event Nation. THIS IS STRICTLY ENFORCED!**
14. Deposits: If paying a deposit of 50% to reserve your booth space, all balances MUST be paid in full no later than 30 days before the show. Vendors must be paid in full by 6/30/19 for the August 2019 show.
15. Door Prizes – Vendors may give away prizes although they are not required. Vendors must be responsible for providing their own door prize boxes & registration cards. At the end of the show, vendors will write the winners name and display it in their booth on a colored slip provided by Event Nation. The brides will walk through the show one last time to see if they have won.
16. Vendor agrees that the list of attending brides is not required to be made available to vendor by Event Nation and is not included in the booth rental. The list will be emailed to any vendor in good standing with Event Nation one-week following the show. Vendor agrees not to sell, lend or otherwise transfer names collected at the show, to any business or individual for any reason. Vendor agrees to be held liable for any unauthorized use of the list and names collected at the show according to the Vendor Contract with Event Nation.
17. Event Nation will assign booth numbers to vendors.