



# *The Ultimate Wedding Experience*

*Charlotte, North Carolina*

*October 11, 2009*

# *The Ultimate Wedding Experience*

Sunday October 11, 2009

Doubletree Guest Suites Charlotte – South Park

6300 Morrison Blvd

Charlotte, NC 28211

12pm – 5pm

This event will host live presentations of bridal fashions, it includes a mother/daughter luncheon in the pavilion with an Art of the Table competition and a panel of experts Q & A session. Special printed invitations will be sent to the brides who pre-register as a reminder.

## Exhibitor Package - Booth

- ❖ One 6 foot table for your display with linens and 2 chairs
- ❖ Prospect List – 7-10 days after event via e-mail
- ❖ Program Listing given to all brides upon entering the show
- ❖ Electrical is FREE, but you must bring your own extension cord
- ❖ One year listing as a vendor at the show on [www.ncweddingpros.com/uwe](http://www.ncweddingpros.com/uwe)
- ❖ Hospitality Suite Access

## Exhibitor Package – Art of The Table

- ❖ One 60” Round Table and 10 banquet chairs
- ❖ Prospect List – 7-10 days after event via e-mail
- ❖ Program Listing given to all brides upon entering the show
- ❖ One year listing as a vendor at the show on [www.ncweddingpros.com/uwe](http://www.ncweddingpros.com/uwe)
- ❖ Hospitality Suite Access

## Grand Prize for Brides – A FULL Wedding Package!

- ❖ We need for different vendors to donate some of their services to the winner of this prize. We are looking for rehearsal dinner location, caterer, wedding ceremony location, wedding reception location, cake, stationery, photographer, videographer, décor, lighting, linens, DJ, etc. Please contact Veronica Foster to coordinate your donations.
- ❖ We are working on getting the event televised and in local newspapers so be sure to reserve your services early and reap the rewards of the advertisements!

## Other Exhibitor Opportunities

- ❖ Bride Gift Bag – The first 200 brides that enter the door will receive a gift bag of goodies
- ❖ Mother / Daughter Luncheon – one member from you company to sit at the luncheon table and eat and speak with potential brides.
- ❖ Panel of experts – for Association of Bridal Consultant members only.

### Why our show?

- ❖ All different wedding vendors featured, a one stop shop for brides
- ❖ Face to Face Contacts
- ❖ Qualified Brides
- ❖ Cost effective Opportunity
- ❖ Intimate Affair
- ❖ Multiple events to keep the brides at the show all afternoon
- ❖ Prize form that brides must have signed by each wedding vendor
- ❖ Lead List of attendees and registrations
- ❖ Brides will be wearing white necklaces so you can distinguish who the potential clients are.
- ❖ Ability to network and meet other wedding vendors in our hospitality suite, we will be serving snacks and drinks

### Promotion to Brides

Includes but is not limited to: [www.ncweddingpros.com](http://www.ncweddingpros.com), [www.wedalert.com](http://www.wedalert.com), [www.getmarried.com](http://www.getmarried.com), and other website promotions, posted flyers, mass mailings and e-mails, radio ads, local and regional wedding publication ads, press releases to local wedding and news publications living and style sections, special interest newspapers, flyers, postcards and e-mails. We are expecting around 200 or more brides.

### Who is the Association of Bridal Consultants?

Our goal is to introduce you to wedding professionals who are bound by a code of ethics and vendors throughout North Carolina, that are extremely talented and capable of assisting you in planning the most important day of your clients life. The Association of Bridal Consultants is the only international trade association dedicated to serving the wedding professional worldwide. Founded in 1981, the Association of Bridal Consultants has grown an average of more than 50 percent every year. Its predecessor, the American Association of Professional Bridal Consultants, had been formed in 1955 and served the wedding industry for more than 25 years. The Association of Bridal Consultants is a membership service organization, designed to increase awareness of the wedding business and improve the professionalism of its members

### Art of the Table – Mother/Daughter Bridal Luncheon

Brides and mothers or Brides and Maids of Honors will have the opportunity to sit down and have lunch at a reception table designed by a local wedding vendor. The Art of the Table is a way to showcase your product offerings and creativity to hundreds of brides to be that attend the show. The area will be set up like a wedding with each table decorated differently by the exhibitors. Each table will be furnished with plates, glasses and utensils by the hotel; you will furnish linens, centerpieces, and your creativity.

Any wedding vendor business is eligible to compete in the Art of the Table event. The event will take place in the Pavilion area. You will receive one round table, ten chairs, plates, glasses and utensils. The area will open promptly at noon so brides can come through and take photos; the luncheon will start at 1pm. Each vendor that participates will have the opportunity to sit at your own table and speak with brides. Vendors that do not participate in the event but want to have lunch with a bride can do so upon registration. We will have two vendors at each table with 4 brides and their guests for a total of 10 people per table.

Table set up will take place during regular move in hours and must be removed at the end of the show. ABC will provide signage for each exhibitor, but of course you may provide your own.

#### Floor Plan / Booth Locations

The floor plan for the events will be posted on the [www.ncweddingpros.com](http://www.ncweddingpros.com) website and will be updated as registrations are received. Booths will be assigned on a first come first serve bases. There are 2 ballrooms and the luncheon area.

# The Ultimate Wedding Experience

## Doubletree Guest Suites Charlotte - Southpark

6300 Morrison Blvd, Charlotte, NC 28211

Sunday, October 11, 2008 ♦♦ 12 pm to 5 pm

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Table Options:** (choose one) Linens Included. \_\_\_\_\_ 6 Foot \_\_\_\_\_ 60 Inch Round

### FEE SCHEDULE:

Members	Non-Members
<input type="checkbox"/> Booth \$200 <input type="checkbox"/> Bridal Bag Inserts \$50 <input type="checkbox"/> Art of The Table \$75 Table Design and Lunch Lunch Only <input type="checkbox"/> Panel of Experts (only one of each) Baker, Photographer, Videographer, Caterer, Invitations, etc \$200  Specialty _____	<input type="checkbox"/> Booth \$300 <input type="checkbox"/> Bridal Bag Inserts \$100 <input type="checkbox"/> Art of The Table \$175 Table Design and Lunch Lunch Only

**TOTAL DUE** \_\_\_\_\_

Less 50% Deposit \_\_\_\_\_

**Balance Due** \_\_\_\_\_

I will pay by credit card  Full  Deposit

cc# \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV# \_\_\_\_\_

Signature \_\_\_\_\_

Cancellation policy: Deposits/payments are non-refundable. Deposit must accompany this form to reserve space. Remaining balance will be due 60 days before the event.

**PLEASE COMPLETE AND MAIL OR FAX YOUR CONTRACT AND PAYMENT**

Make Checks payable to Association of Bridal Consultants

### Association of Bridal Consultants North Carolina Branch

Veronica Foster, ABC NC State Coordinator ♦ [behindthescenesinc@triad.rr.com](mailto:behindthescenesinc@triad.rr.com)

708 Peach Orchard Drive ♦ Brown Summit, NC 27214

336-375-3164 (office) ♦ 336-218-6340 (fax)

## *Terms and Conditions*

1. Set up time begins at 9am all booths and Art of the Table should be ready for brides to enter at 12 noon. Bride registration starts at 11:30am.
2. **All vendors must check in at the registration desk.** Only two members of each company may be at a booth at one time. One person from the company should represent at the Art of the Table, if you are doing both events, then 3 people total only. We will supply exhibitor badges for all vendors.
3. Caterers only may give out sample size food. No beverages may be served except by caterers. Exhibitors can give out pre-wrapped candy, etc.
4. You must supply us with a list of employees manning your booth or Art of the Table exhibit, also any models must also be put on the list to avoid being charged to get into the show.
5. Booth sharing – We do not allow booth sharing or subleasing. Each business that participates in the show must have a signed contract. An example would be a florist supplying flowers in exchange for handing out business cards, this is not allowed. **This is STRICTLY enforced.** All literature, in any form, must be from the business that has a signed contract.
6. If you are a DJ or providing any sound on the day of the show, you are permitted to bring your equipment and set up your sound system, but we will ask that all DJ's turn down their sound to a very low level. With too much music and distraction in the room, vendors around the room have difficulty speaking with brides. Our vendor exhibit room should provide an environment where brides and vendors can speak easily without distraction.
7. Tear down time is 5:15pm or whenever the last bride leaves the area. If you tear down your booth before then you will forfeit the bridal lead list. **This is STRICTLY enforced.**
8. Bridal lead list will be available no more than 2 weeks after the show and will be sent via e-mail. Exhibitor agrees that the list and any names collected at the show, through door prizes or any other means, shall remain the property of show management, and Exhibitor agrees not to sell, lend or otherwise transfer the list to any business or individual for any reason. Exhibitor agrees that under no circumstance will the list be used to promote any other multi-business bridal or weddings related who or event, directly or indirectly, including Exhibitors participation within such an event. Exhibitor agrees to be held liable for any unauthorized use of the list and names collected at the show according to Exhibitor contract. This includes the transfer of list from one hotel branch to another. Exhibitor is responsible for contacting show management if list is not received.
9. You will receive an e-mailed confirmation when your contract is received and accepted. If you have not heard from us within 48 hours please e-mail [behindthescenesinc@triad.rr.com](mailto:behindthescenesinc@triad.rr.com)
10. If you need internet services please contact us 60 days before the show and we'll organize that for you. The facility does have internet service codes at \$125 each, but if we have more than one vendor requesting internet service the cost will be split among everyone.
11. All correspondence except the post cards and poster mailing will be via e-mail it is up to the Exhibitor to keep up with their e-mail to note if there has been a change.
12. Please note below booth preferences (please see set ups). We will try to accommodate each businesses request as much as possible, but no one booth is guaranteed until contract and deposit is confirmed. All booths are given on a first come first serve basis and set up will be updated accordingly each week until show time.

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

13. If you need a trash can placed at your booth please let us know, otherwise there will be random trash cans around the room. YES \_\_\_\_\_ NO \_\_\_\_\_

14. A door prize with a \$50 minimum value is requested. It must be a gift and not just money off your services. Please bring it with you to the show and keep it at your booth. If you want it announced along with your company name on our website and during the show please list the prize here:

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Company Name \_\_\_\_\_

Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

By signing above, you are agreeing to the terms of our bridal show.