

HAPPILY EVER AFTER...2012

BRIDAL & SPECIAL EVENTS SHOW

Our **Tenth** Special Event showcase!

February 26, 2012 2 p.m. - 6 p.m., Murray Center – Taste-N-See, Norfolk, VA

Happily Ever After...2012

c/o Happily Ever After, 611 Masefield Circle, Virginia Beach, VA 23452

Phone (757) 248-3820 Fax (866) 400-0201 Email: customerservice@happilyeverafter.be	
Business Name:	
Contact Person:	
Type of Service:	
Mailing Address:	
City:	State:
Business Phone:	Contact Phone:
Email:	Fax:
Web Site:	
Name to Appear in Show Guide:	Electricity: YES NO
INVESTMENT	
Limousine -- Outside Parking 1 Listing on bridal show website	\$125 Per vehicle
Plan A -- Exhibitor Table (Inside the Ready Room) 1 One 6'x2 draped table, two chairs 2 12 month Website listing on www.HappilyEverAfter.Be 3 Guest leads from this show 4 Placement on 2500 Murray Center HEA vendor brochure 5 Listing on Event program	\$210 (10 Spaces)
Plan B -- Ballroom Exhibitor Table 6 One 6'x2 draped table, two chairs 7 12 month Website listing on www.HappilyEverAfter.Be 8 Guest leads from this show 1 Placement on 2500 Murray Center HEA vendor brochure 2 Listing on Event program	\$275 (18 Spaces)
Plan C – Gift Bag Sponsor 1 Placement of marketing pieces into 400 shows gift bags	\$75 (Unlimited)
Circle One: Check American Express Visa MasterCard	
Name on Card:	
Card Number:	Additional Subletting/Sharing packages : _____ x \$50 fee Total: Plan amount + \$50 = \$ _____
Expires:	Security Code:

Show sponsor: Murray Center / Positive Vibes Inc. event
757-622-5660 (The Murray Center) – 757-248-3820 (Positive Vibes)

Exhibitor Agreement – Page 2 of 3 - Procedures & Rules

This form confirms the agreement between Positive Vibes Inc. and _____ for involvement in the Happily Ever After...2010 Bridal Show on **Sunday February 26, 2012 from 2 pm to 6 pm, Murray Center – Taste-N-See, 455 E. Brambleton Avenue, Norfolk, VA 23510.** Please read the information below and then sign. **Return with application.**

- **PAYMENT:** A 50% deposit of the investment plan chosen must be submitted with pages 1 & 2 of this packet.
- **BOOTH SPACE:** Each booth is supplied with a 6' draped table with white cloth and a chair. The total space is 10' X 4'. The size of the Booth space depends on where it is located. Show producer reserves the right to relocate space according to the investment plan chosen by vendor/exhibitor without notice. The entire exhibit must be contained within the assigned space. Layout of show will be issued one week prior to the show. Vendors/exhibitors must bring their own power cords of at least 25 feet to ensure connection to electrical outlet, duct tape and other electronic accessories or equipment. Show producer will not provide these accessories; backdrops or side rails. Show producer reserves the right to deny any applications for whatever reasons our Business chooses.
- **SUBLETTING:** Only the vendors/exhibitors specified on the application may occupy booth space. **Authorized subletting** is permitted with a \$50 purchase of a co-promotion package per individual Business. Authorized subletting is also permitted for companies purchasing a Sponsoring Business booth. The main Business completing the application form is obliged to provide contact information for subletting companies. Subletting companies will not receive coupon, website, brochure, or postcard listings. There cannot be any materials of any kind promoting another business handed out before, during, or after the show. Any vendor/exhibitor who violates this part of the agreement will pay \$75 per unapproved business and literature will be discarded by show management. In addition, said Business may be restricted from exhibiting in future shows.
- **LOADING AND UNLOADING:**
08:00 am - 1:30 pm on the day of the event.
- **PRODUCT SALES:** Vendor/exhibitors that wish to sell products on-site during this event must obtain vending license from City that the event occurs in. Contact the City Department of Business Licenses for further information. Deposits may be taken on products or services to be delivered at a future time.
- **INSURANCE:** Exhibitor is solely responsible for any and all occurrences inside his or her booth. You are required to carry off-premise liability insurance and be prepared to offer proof of that coverage to Show sponsor if requested.

- **SHOW HOURS:** All exhibits must be set up before the show opens. Each booth must be staffed during the entire show. Banners, signs, items on display and anything in or on the booth must stay assembled and intact until the show is over. Show management reserves the right to pull tables out of any booth not set up by **1:15pm.** Show producers reserves the right to withhold the mailing list of attendees from any Business that breaks their booth down early. In addition, said Business may be restricted from exhibiting in future shows.
- **AMPLIFIED SOUND:** Unauthorized Amplified sound is not allowed during show hours. This includes, but is not limited to, the use of microphones, sound systems, tape players or CD players with speakers. Televisions and computers are allowed within reason and are to be kept at a low level, not amplified. The sound should not be heard outside the perimeters of your booth.
- **SECURITY:** Neither Show producer or the hosting location shall be responsible for any damages or additional expenses incurred by vendor/exhibitor in connection with the show.
- **FUTURE SHOW PROMOTION:** This show may be videotaped and photographed by a Business contracted by Show producer. By signing this agreement, the above named Business consents to the use of faces, names, likeness, trade-name and trademark of the Business and its representatives in such photos and film for use on our websites and future promotions.
- **CANCELLATIONS:** Once accepted, this contract is non-cancellable. Refunds will only be made if application is not accepted. By signing this agreement, the vendor/exhibitor, their employees and representatives, agree to comply with all policies (both stated and inferred) and rules of Positive Vibes Inc. and the hosting facility. If it becomes necessary to postpone the event, the vendor/exhibitor has the opportunity to cancel the contract. If we do postpone the event and the vendor/exhibitor cannot attend the new date for the event, Positive Vibes Inc. will be obliged to refund 1/2 of the vendor/exhibitor's payment, if the vendor/exhibitor is paid in full.
- **MAILING LISTS:** Mailing lists remain the property of Positive Vibes, Inc. Guest Leads will be provided from the show with the guests' name, address, contact numbers, e-mail address, wedding date and services interested in. Leads will be provided by e-mail one week after the show. Use is limited to participating exhibitors only.

Positive Vibes, Inc. reserves the right to make decisions on any subject not specifically covered in this application/agreement. Signing certifies that the Vendor/Exhibitor, employees, representatives and other participants will comply with all aspects of this agreement and agree to comply with the "Procedures and Rules."

Signature of Vendor/Exhibitor Representative

Date

Signature of **The Murray Center/Positive Vibes Representative** Date

Office (757) 248-3820, Fax (757) 866-400-0201, E-Mail: customerservice@happilyeverafter.be
www.HappilyEverAfter.Be

Exhibitor Agreement Page 3 of 3

General information regarding the

Happily Ever After...2012 Special Events & Bridal Show.

- Date & Time:** Sunday, February 26th, 2012 - (Doors open @) 2 p.m., event is from 2:00 pm to 6 p.m.)
- Fashion show:** A 55 minute fashion/giveaway/performance segment will begin at 3:00 pm & 5:00 pm !
- Load in:** 08:00 am until 1:30 pm on the day of the event.
- Guest cost:** \$5 donation to benefit The Dwelling Place, Homeless Shelter.
- Exhibitors fee:** Depending upon package chosen.
- Layout:** Show producers issue the lay-out one week prior to the show for best dispersion.
- Space-Sharing:** \$55 additional cost per additional company to share exhibitor space
- Sales at show:** Exhibitors who wish to sell products during the show will need to purchase a vendors Permit from the [City of Norfolk, Virginia](#).
- Door prizes:** Each participating company (sub-letters incl.) must provide a \$50 discount per attendee.
- Space size:** 6 foot by 2 foot draped table with white cloth. The total space is 10 feet by four feet
- Backdrops:** Backdrops are not provided by show producers nor exhibitor's cost.
- Electricity:** Access to an electrical outlet is provided. Company must provide their own power cords of at least 25 feet to ensure connection to electrical outlet.
- Vendor amount:** We limit the amount of full-exhibitor-table vendors to five per category.
- History:** This is the 10th show. Six of our annual shows were held at Norfolk Botanical Garden. The first show was given in 2000 at the Princess Anne Convocation Center. Smaller events have occurred at the Wingate Hotel in Chesapeake and Virginia Beach Library.
- Guests:** We are expecting 350 guests consisting of 200 – 250 targeted parties (Bride & Groom) with guests. For maximum marketing benefits exhibitors should have promotional materials that cater to the general public as well as towards weddings. A database of the pre-registrants and attendees will be distributed within five days of the event. At this time of the year the Brides & Grooms are ready to make decisions after window-shopping since the early shows of the year. Most couples are mid-ranged to lower-high budget event couples. We are not able to determine the quality of the Non-Wedding Special Event market.
- Placement:** The company is added to the bridal show page and noted as a bridal show participant within seven business days upon receiving the contract and deposit. Placement onto the brochure will occur a week following the show. The happilyeverafter.be site is promoted at other bridal related events and in promotional mailings throughout the year. The happilyeverafter.be site also includes listings of companies that are not participants in the show but who have paid for placement of their listing.