

4th Always & Forever Bridal Show

DATE: Sunday, March 24th, 2019 10:00 am – 3:00 pm

LOCATION: Newcastle Town Hall

20 King Ave W, Newcastle, ON

The Always & Forever Bridal Show is East Durham's 1st Wedding Show. This show will give a high-class feel with all of the extras such as pipe & draping booths and quality prizes and gifts for guests but without the high cost price tag for vendors.

Promotion

Website: www.alwaysandforeverbridalshow.ca

Email: info@alwaysandforeverbridalshow.ca

Facebook Page: www.facebook.com/alwaysandforeverbridalshow/

Admission

All ticket proceeds will be donated to Wings Maternity Home – Wedding Fund.

- Advance Tickets \$8 each or 2/\$12 – available January 15 – March 20th

List of online ticket holders will be at the door during the show

- Tickets at the Door \$12 each or 2/\$20

***Couples attending together, require only 1 ticket. Will receive 2 entries into all draws.

All vendors will receive 10 free tickets to distribute as they want. There will also be monthly draws for free tickets at the end of each month - January, February and mid-March.

Tentative Schedule

Saturday evening setup times for vendors will be announced closer to the show. This schedule is only tentative and maybe amended if needed to allow for more guest speakers/workshops.

Event Day

- 8:00 am Vendor Set-up
- Snack Bar Open - Light Breakfast & Snacks, Hot & Cold Beverages available
- 9:30am All Booths required to be Set-up
- 10:00am Show Opens to Public, first 50 Swag Bags given out
- 11:00am Guest Speaker Workshop – 30 mins long (2x10mins each with 5 min break in between)
- Snack Bar - Lunch available
- 11:30am First Fashion Show – 45 mins long
- 12:15 pm Door Prizes
- must be in attendance to win
 - only attendees arriving prior to 11:30 am are eligible to win
- 12:30pm Second 50 Swag Bags given out
- 1:30pm Guest Speaker Workshop – 30 mins long (2 x 10 mins each with 5 min break in between)
- 2:00pm Second Fashion Show – 45 mins long
- 2:45pm Door Prizes
- must be in attendance to win
 - only attendees arriving between 11:30 am – 2:30 pm are eligible to win
- Grand Prize Draws
- do not have to be in attendance to win
- 3:00pm Snack Bar Closes
- Show Closes – Vendor Draw for 25% off Vendor Booths at next show (must stay set up until the end to be entered)
- 6:00pm Vendors Clean-up to be completed

Promotional

Promotional Postcards

- 2500 printed
- distributed to vendors and local businesses by the first week in February

Social Media Campaign

- starting 2-3 months prior to the show
- posts shared within groups of like interest
- posts made throughout the show

Facebook Event Page

- regular promotional posts starting 2-3 months prior to the show
- paid Facebook Ad to promote show starting February 25
- Facebook Show Page
- monthly posts year round
- regular show promotional posts to page starting 2-3 months prior to show
- paid Facebook Ads 4 weeks before show
- posts by vendors to page to promote business and shows

Other Local Events & Vendor Shows

- promotion starting in January
- Website
- opportunity to pre-purchase tickets online
- exhibitor listing and link to business website with full payment of booth

Posters

- 100 minimum distributed to local businesses to display in store windows
- Professional Flyers - 1000 minimum printed
- Promoting prize details and fashion shows
- distributed to local businesses and vendors by end of February
- Promotional Videos/Photos
- promoted online through social media and website

Internet

- promotion starting in January
- promoted through local Board of Trades/Chambers
- promoted through radio and newspaper community event listings
- promoted on community websites
- promoted on Kijiji and other promotional sites

Lawn Signs

- 100-150 printed
- placed around Durham Region week of show

Event Day

- Visit by Snapd Newspaper
- Directional signs placed on main corners leading to the show
- Program for guests, listing all vendors, prizes, door prize and swag bag sponsors
- Scrolling video on Projector Screen promoting vendors and sponsors

Promotion of show will encompass Durham Region, Kawartha Lakes, Northumberland, Peterborough and East Toronto/York.

Swag Bags

Cost to participate:

Vendors – FREE

Other Local Businesses - \$50

of Bags: 100 filled

- To be distributed at 2 times throughout the show to promote traffic all day long
- 10:00 am (start of event) and 12:30pm (1 1/2 hour before 2nd fashion show). There will be 50 given out at each time slot to the first come, first serve until they are gone.
- Another 100 empty bags will be available throughout the day to be given out after the filled bags are gone.

NOTE: All contributions must have a value to the guest. **NO BUSINESS CARD/BROCHURE ONLY contributions will be accepted.** Business Cards & Brochures are acceptable if included with something else. Gift Certificates are acceptable on their own **ONLY** if there is no minimum purchase required.

- Example: G/C \$50 off a \$500 pkg, will not be accepted unless grouped with something else of value. The accompanying item does not have to be large but could be as simple as a small gift box/bag with a couple of chocolates or candies. Be creative! It will help make your business memorable to the guest.

Delivery: Items must be delivered to 10 Lockhart Gate, Bowmanville by March 10th, 2019 @ 9pm. Any business with items that are deemed unacceptable, as per the above standards, will be notified within 5 days and will have the option to pick up their items and replace them with acceptable items before March 20th, 2019 to be distributed into the bags.

Our goal is to offer Swag Bags with a value of a minimum of \$150, including gift certificates. We will also be looking for sponsorships and donations from larger suppliers to help boost the value and cover the cost associated with the bags themselves.

NOTE: Swag Bags will be given to every bride and each paying guest, until numbers reached, so your contribution does not have to be wedding-based. A small candy/chocolate will suffice.

Exhibitors

As an exhibitor, you will receive the following:

Business Listing on Show website with link to business site

- Highlight Post monthly on Facebook Show Page – 1 per month after deposit received
- Access to all electronic advertisements to promote show on website and social media
- Listing of all guests in attendance who have given authorization with couples highlighted
- Opportunity to post on all Show social media sites to promote business
- Complimentary Swag Bag (empty, reusable canvas bag)
- Complimentary Lunch – one per booth including beverage, snack and choice of soup, sandwich or salad. Additional items will be available to purchase throughout the day.
- 10 Complimentary Tickets to give away or use as you please
- Access to an Exhibitor Only Facebook Group offering Vendor Show/Booth tips and tricks, reminders and updates
- Optional: Business promoted on Projector Screen throughout the show for an additional fee

Early Bird Discount

- Receive 10% discount off the booth if you submit your completed vendor contract, waiver and booth registration along with 1/2 payment by January 31st, 2019. Booths will be booked on a first come, first serve basis and **NO** booths will be held without completed paperwork **AND** deposit. Balance of booth required by March 10th, 2019 to confirm booth. Any booths unpaid will be offered to first eligible business on waiting list.

Regular Registrations:

Registrations received prior to February 25th, are required to pay 1/2 of fee upon acceptance of registration. Balance of fee is due by March 10th.

All registrations received on or after February 25th are due to be paid in full upon acceptance of registration.

****NEW** - Referral Program**

- Do you know of a business who may be interested in becoming a vendor at the show?
- Please forward their contact info to info@alwaysandforeverbridalshow.ca so we can send them a vendor package.
- If they become a registered and fully paid vendor by March 1st, you will receive \$10 off your remaining balance owing. Please remember booths are reserved on a first come, first serve basis and all business categories have a limited number of vendors. Please refer to the vendor contract below for the category limits.

Booths

Total Available – 35 Booths

Include: Black Pipe & Draping, Table (size varies depending on booth), Black Fitted Tablecloth,

2 chairs, (extra tables, tablecloths and chairs are available for a rental fee), one complimentary lunch combo per booth, 2 bottles of water

All prices are subject to HST.

Show Hall Booths, 2 sizes

| | | |
|---------------------------------|--------------|-------|
| 8ft wide x 6ft deep | 8 available | \$350 |
| 8ft wide x 6ft deep (end booth) | 10 available | 375 |
| 6ft wide x 6ft deep | 9 available | 325 |
| 6ft wide x 6ft deep (end booth) | 8 available | 350 |

- Tables automatically included in the booth are 2 ft. smaller than the booth width. If you would like to change your table size, you may do so at no additional charge but must notify us at time of registration to ensure we order the correct table size.
- All booths will be finalized by March 15th, 2019 and completed floor plan will be sent out by March 20th, 2019. Only minor changes will be made after that date to accommodate last minute changes.

4th Always & Forever Bridal Show

Sunday, March 24th, 2019

Newcastle Town Hall, Newcastle

Name: _____ **Phone #:** _____

Address: _____

City: _____ **Postal Code:** _____

Email: _____

Website: _____

Business Name: _____

Business Category: (please select all that apply and will be promoted at the show)

- | | | |
|--|--|--|
| <input type="checkbox"/> Alteration & Dry Cleaning (2 max) | <input type="checkbox"/> Bridal Wear (2 max) | <input type="checkbox"/> Cake Decorator (3 max) |
| <input type="checkbox"/> Caterer (3 max) | <input type="checkbox"/> Décor & Rentals (3 max) | <input type="checkbox"/> DJ & Entertainment (3 max) |
| <input type="checkbox"/> Financial & Real Estate (4 max) | <input type="checkbox"/> Floral (3 max) | <input type="checkbox"/> Formal Wear & Kids Wear (2 max) |
| <input type="checkbox"/> Gifts & Misc (4 max) | <input type="checkbox"/> Hair (3 max) | <input type="checkbox"/> Jewellery & Accessories (3 max) |
| <input type="checkbox"/> Make- Up & Skin Care (max 4) | <input type="checkbox"/> Men's Wear (2 max) | <input type="checkbox"/> Officiant (2 max) |
| <input type="checkbox"/> Paper Products (2 max) | <input type="checkbox"/> Photo Booth (2 max) | <input type="checkbox"/> Photographer (3 max) |
| <input type="checkbox"/> Planner (3 max) | <input type="checkbox"/> Spa (3 max) | <input type="checkbox"/> Transportation (3 max) |
| <input type="checkbox"/> Travel (2 max) | <input type="checkbox"/> Venue (3 max) | <input type="checkbox"/> Videographer (3 max) |
| <input type="checkbox"/> Weight Loss & Nutrition (2 max) | | |

Each category will be limited to the number of exhibitors permitted to allow a balanced show and no over saturation by any one category. We do value all of our exhibitors and will do our best to make sure no two like businesses are near each other at the show. **Please note: No category is exclusive within the show**

Booths are assigned on a first come, first serve basis. Signed contract, waiver, and payment must be received to secure your booth. Any applications received for categories that are full will be put on a waiting list and payment will not be processed unless a spot opens up.

Social Media: For event promotion purposes only, please select all that apply

Facebook _____ **Page Name:** _____

Twitter

YouTube

LinkedIn

Instagram

Booths

Early Bird Registration Promotion: Submit your completed registration, signed waiver and 50% deposit before January 31st, 2019 and receive a 10% discount off your booth. Balance of payment due March 10th, 2019.

The show will be operating in the main hall at the Town Hall. The main entrance is at the front of the building on the South side off of King Ave. During the show there will also be an accessibility only entrance on the East side of the building. This entrance can be used to load and unload only after exhibitors check in with the Exhibitor Coordinator at the front entrance. There will be a refreshment stand offering light breakfast and lunch options at an additional charge. Lunch will be catered.

For this show, there will be 2 sizes of booths available – **8x6** and **6x6**. **Please check one:**

- 8x6 Booth** – includes 6' table, black fitted table cloth, 2 chairs, pipe and draping – 8' high backdrop plus 3' high side walls (\$350)
- 8x6 End Booth** - only has one side wall, open to the public on 2 sides (\$375)
- 6x6 Booth** – includes 4' table, black fitted table cloth, 2 chairs, pipe and draping – 8' high backdrop plus 3' high side walls (\$325)
- 6x6 End Booth** - only has one side wall, open to the public on 2 sides (\$350)

Booth Requirements: **Please circle:**

Electricity: Yes No

Table: Yes No **Specify Table Size (if different than provided):** _____

- tables supplied will be 2' ft. shorter in length than the booth width. Special Request may be made for different sized tables. Table sizes available – 4', 5', or 6'. Cruiser Tables are also available at an additional cost but must be ordered with registration.

Tablecloth: Yes No

You are permitted to decorate your booth any way you would like as long as you remain within the dimensions of your booth and abide by the rules and regulations. This means you are able to bring in additional tables, chairs, props, signs to enhance your booth and make it more appealing to guests

PLEASE NOTE: Booth registrations are not completed without payment and submission of completed & signed contract and waiver.

Once application is submitted it will be reviewed by Event Management and you will be notified if accepted. Payment is then due within 5 business days to secure your booth in the show. If payment is not received within the allotted timeframe, your booth may be given to another exhibitor

Event Management reserves the right to place exhibitors in a booth location that would be most appropriate for the overall look of the show and does not conflict with any other competitors. Booths cannot exceed the height of 8' unless you are granted special permission by Event Management. No display will be permitted to block or interfere with another exhibitor's sight lines.

Promotional & Sponsorship Opportunities:

Swag Bags Contribution: Yes No

Item Description: _____

Door Prize Contribution: Yes No

Item Description: _____

I HAVE READ THE RULES AND REGULATIONS AND AGREE TO ABIDE BY THEM. (full list on separate attached document)

Signature: _____

Please submit completed contract for processing by email or mail to the addresses below:

Email: info@alwaysandforeverbridalshow.ca,

Subject Line: Spring Bridal Show – Vendor Contract

Mail: PEPP Services

Attention: Spring 2019 Wedding Show

10 Lockhart Gate, Suite 103

Bowmanville, ON L1C 4L1

TERMS OF PAYMENT: *please indicate method of payment*

Cheque E-Transfer Visa Mastercard

Please make cheques payable to PEPP Services and mail to the address listed above.

E-Transfers can be sent to info@alwaysandforeverbridalshow.ca. The password to use will be sent once application is accepted. Please do not include credit card information on this application. Due to credit card compliance regulations, credit card information must be given directly over the phone or in person. Credit Card info is not permitted to be left on voicemail.

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Sunday, March 24th, 2019

Garnet B. Rickard Recreation Centre, Bowmanville

RELEASE, WAIVER and INDEMNITY FORM

FOR Vendors

IN CONSIDERATION of permission being granted to allow me to enter and remain present for purposes of the Semi-Annual Always & Forever Bridal Show on the premises known as the Newcastle Town Hall, I, for myself, my heirs, executors, administrators, successors, assigns and invitees, HEREBY RELEASE, WAIVE AND FOREVER DISCHARGE

PEPP Services and Newcatle Town Hall, their officers, employees, contractors, and members OF AND FROM ALL claims, demands, damages, costs, expenses, actions and causes of action, whether in law or equity, in respect of death, injury, loss or damage to my person or property, HOWEVER CAUSED, arising or to arise by reason of this permission being granted.

I FURTHER HEREBY UNDERTAKE TO HOLD AND SAVE HARMLESS AND AGREE TO INDEMNIFY all of the aforesaid from and against any and all liability incurred arising as a result of, or in any way connected with the permission granted.

I ACKNOWLEDGE AND AGREE that I shall comply with any requirement and instructions issued with respect to my conduct and attire while at the Showcase and that failure to comply may result in this permission being rescinded.

BY SIGNING THIS STATEMENT, I ACKNOWLEDGE HAVING READ, UNDERSTOOD AND AGREED to the above

RELEASE, WAIVER AND INDEMNITY.

Date: _____

Name: _____

Signature: _____

Witness: _____