

**6<sup>th</sup> Semi-Annual**  
**Always & Forever Bridal Show**  
**Goes Virtual!**

**DATE:** Sunday, April 19<sup>th</sup>, 2020 10:00 am – 3:00 pm

**LOCATION:** From the comfort of your Home/Office, Zoom Meeting Room

The Always & Forever Bridal Show is East Durham's 1<sup>st</sup> Wedding Show. To support the current social distancing initiative, we are leveraging modern tools to help you keep your business thriving. Therefore, we are moving our Spring Show online to allow our clients; both vendors and engaged couples to move forward with wedding preparations.

**Promotion**

Website: [www.alwaysandforeverbridalshow.ca](http://www.alwaysandforeverbridalshow.ca)  
Email: [info@alwaysandforeverbridalshow.ca](mailto:info@alwaysandforeverbridalshow.ca)  
Facebook Page: [www.facebook.com/alwaysandforeverbridalshow/](http://www.facebook.com/alwaysandforeverbridalshow/)  
Instagram: [www.instagram.com/alwaysforeverbridalshow/](http://www.instagram.com/alwaysforeverbridalshow/)

**Social Media Campaign**

- starting April 1<sup>st</sup>
- posts shared within groups of like interest
- Facebook Ads

**Facebook Show Page**

- regular promotional posts starting April 1<sup>st</sup>
- paid Facebook Ad to promote show starting April 1<sup>st</sup>
- Facebook Event Page
- monthly posts year round
- posts by vendors to page to promote business and shows

**Internet**

- promotion starting April 1<sup>st</sup> until show
- 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

**Event Day**

- Shout out twice during and once at end of the show
- Info video & show promotion displayed twice in main
- Facebook Live posts throughout the event

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

## **Schedule**

This schedule maybe amended if needed to allow for more guest speakers/workshops. We will schedule a test run with vendors a couple of days prior to make sure everyone understands how the event will operate

## **Main Meeting Room**

9:00 am	Room Opens to Vendors to test equipment and troubleshoot any issues
10:00 am	Event Opens to guests
10:10 am	Program Start - Welcome
10:25 am	Vendor Intro Videos & show promotions if applicable – in alphabetical order
11:15 am	Spotlight Presenters – 3-4 presenters – 5 min webinar + 3-4 min of Q & A through moderator
11:45 am	Fashion Show – prerecorded
12:15 pm	Door Prizes <ul style="list-style-type: none"><li>• must be in attendance to win</li><li>• only attendees arriving prior to 11:45 am are eligible to win</li></ul>
12:30 pm	Afternoon Welcome
12:45 pm	Vendor Intro Videos & show promotions if applicable – in alphabetical order
1:35 pm	Spotlight Presenters – 3-4 presenters – 5 min webinar + 3-4 min of Q & A through moderator
2:05 pm	Fashion Show – prerecorded
2:35 pm	Door Prizes <ul style="list-style-type: none"><li>• must be in attendance to win</li><li>• only attendees arriving between 11:45 pm – 2:30 pm are eligible to win</li></ul> Grand Prize Draws <ul style="list-style-type: none"><li>• do not have to be in attendance to win</li></ul>
2:55 pm	Final Thank you to all involved
3:00pm	Event Ends

## **Admission**

- Tickets           \$15 each, additional tickets \$10 each

\*\*\*Couples attending together, require only 1 ticket and will receive 2 entries into all draws. Both names must be listed on registration form

50% of all ticket sales will be donated to OneSpark. All vendors will receive 10 free tickets to distribute as they want. Attendee names & email must be submitted so they can be sent the registration link.

## Swag Bags

Cost to participate:

Vendors – FREE

Other Local Businesses - \$25+hst

# of Bags: 100 filled

- To be distributed during the event for local attendees (porch drop-off only)
- For out of town attendees or those unable to accept porch delivery, porch pick-up in Bowmanville will be available as of April 20<sup>th</sup> by appointment only.
- 100 extra bags will be available will be fill with any extras if required

**NOTE:** All contributions must have some immediate 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.

**Porch P/U:** Due to the current conditions, we are offering to pick up the items from your address if local. To ensure social distancing, this will need to be through porch pick-up. If porch pick-up is not an option, delivery is an option.

**Delivery:** Items must be delivered to 10 Lockhart Gate, Bowmanville by April 17<sup>th</sup> before 9 pm. Items may be left in the purple bin outside the front door. Please email when you have dropped off items, to ensure we receive them.

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

## Exhibitors

As an exhibitor, we require the following from you:

- 60 sec intro video, to use for promotion and in main meeting room
- Description of any show promotion you are offering, to be displayed in main meeting room
- EPS or PDF file of Business Logo – used for promotion and to display in main meeting room
- Scheduled break preference – up to 1 hour during the show, staggered to ensure not all vendors are on break at the same time, we will accommodate time preferences to the best of our ability
  - 1 hour all together – state time preference allowed
  - 2 x 1/2 hour breaks – 1 am & 1 pm, state time preference allowed
  - 1 x 1/2 hour and 2 x 15 min breaks – 1 x 15 min in each am & pm, 1/2 hr mid-day
  - 1 x 10 min per hour
  - If you have a specific reason for your specific time break, we will schedule first
- Door Prize and/or 100 Swag Bag items – choice of one required
  - Porch drop-off or pick-up – pick-ups will be scheduled over Wednesday – Friday prior

In exchange you will receive:

- Private Room with small numbers of attendees who want have requested to speak to you
  - 1-5 guests at a time
- Sharing of intro video on social media prior to the event – up to 5 shared per day
- Name & website listed on Bridal Show website
- Intro video shown twice throughout event in main meeting room
- Shout out in main meeting room 2x during and once at end of event
- All logos received by April 8<sup>th</sup> will be used in a compilation video used for promotion the week prior to the show
- 10 complimentary tickets – must provide contact name and email to register and receive link for show
- List of all attendees with contact info & wedding date
- Contact info shared with all attendees
- Vendor Facebook Group for tips and tricks, ask questions & materials to use for promotion
  - Sheldon – live giving tips on creating 60 second video
  - Orzala – weekly live events giving social media promotion, what to do during event
  - Myself – tips on how to create your booth and ways to promote during the event

## Booth Price - **Introductory Bonus**

- As this is our first virtual event and people may be new to zoom meetings, we are offering all vendors a complimentary 2 hour Zoom Training (value \$99)

## **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](mailto:info@alwaysandforeverbridalshow.ca) so we can send them a vendor package.
- If they become a registered and fully paid vendor, you will receive \$10 credit to apply to any future 2020/2021 vendor event

***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.***

**6<sup>th</sup> Always & Forever Bridal Show**

**Sunday, April 19<sup>th</sup>, 2020**

**Virtual – Zoom Meeting Room**

**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 (3 max)            | <input type="checkbox"/> Floral (5 max)                  | <input type="checkbox"/> Photo Booth (3 max)          |
| <input type="checkbox"/> Cake Decorator (5 max)                       | <input type="checkbox"/> Formal Wear & Kids Wear (3 max) | <input type="checkbox"/> Photographer (5 max)         |
| <input type="checkbox"/> Casual Wear (5 max)                          | <input type="checkbox"/> Gifts & Misc (5 max)            | <input type="checkbox"/> Planner (5 max)              |
| <input type="checkbox"/> Caterer (5 max)                              | <input type="checkbox"/> Hair (5 max)                    | <input type="checkbox"/> Spa (5 max)                  |
| <input type="checkbox"/> Décor & Rentals (5 max)                      | <input type="checkbox"/> Jewellery & Accessories (5 max) | <input type="checkbox"/> Transportation (5 max)       |
| <input type="checkbox"/> DJ & Entertainment (5 max)                   | <input type="checkbox"/> Make-Up & Skn Care(max 5)       | <input type="checkbox"/> Travel (3 max)               |
| <input type="checkbox"/> Financial & Realtor (7 max, 2 per category ) | <input type="checkbox"/> Men's Wear (3 max)              | <input type="checkbox"/> Venue (5 max)                |
|   | <input type="checkbox"/> Officiant (3 max)               | <input type="checkbox"/> Videographer (5 max)         |
|   | <input type="checkbox"/> Paper Products (3 max)          | <input type="checkbox"/> Weight Loss & Nutrtn (3 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 \_\_\_\_\_

**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 24hrs to secure your booth in the show. If payment is not received within the allotted timeframe, your booth may be given to another exhibitor

**One of the Following is required (you may contribute more than one item if you would like):**

**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 deliver to the addresses below:

**Email:** [info@alwaysandforeverbridalshow.ca](mailto:info@alwaysandforeverbridalshow.ca),

**Subject Line:** 2020 Spring Virtual Bridal Show – Vendor Contract

**Mail:** PEPP Services

Attention: 2020 Spring Virtual Bridal Show

10 Lockhart Gate, Suite 103

Bowmanville, ON L1C 4L1

**TERMS OF PAYMENT:** *please indicate method of payment*

E-Transfer     Visa     Mastercard

E-Transfers can be sent to [info@alwaysandforeverbridalshow.ca](mailto:info@alwaysandforeverbridalshow.ca) which is set up for automatic deposit. 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 through the payment processing link provided on invoice. Credit Card info is not permitted to be left on voicemail.

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**Virtual – Zoom Meeting Room**

## **Rules & Regulations:**

1. **EVENT MANAGEMENT:** The words, Event Management, as herein, refers to PEPP Services, its employees and agents. The enforcement of the following rules and regulations is the responsibility of the Event Management.
2. **SPACE RENTAL:** The application for exhibit space, when duly signed by the vendor and Event Management, shall constitute a valid contract between the parties. If payment is not received within the prescribed time limit, the contract is considered null and void and the space will be reassigned to another applicant. Should any rented space remain unoccupied by 9:45 on opening day, Event Management reserves the right to repurpose the space for any other purpose without refund to the original applicant. Each space rental includes a private breakout room to represent your exhibit space.
3. **CANCELLATION OF DISPLAY SPACE:** Display space fees are non-refundable if cancelled within 30 days of the show. If cancellation is received more than 30 days in advance, 50 percent of the total rental fee is refundable. All fees are refundable in the event of show cancellation.
4. **USE OF SPACE AND RESTRICTIONS:** The space contracted is to be used solely by the vendor whose name appears on the application, as agreed to by both parties and only products and/or services of the vendor may be exhibited. Any promotion of other products or services is strictly prohibited and will result in ejection from the show without refund.
5. **PRE-SHOW RUN THROUGH & SOUND CHECK:** Vendors will be invited to a dry run of the event 2-3 days prior to the event to ensure they know how the event is going to run. Date to be confirmed one week prior to show. The morning of the show, vendors will be permitted access to the room at 9:00 am on the day of the event for sound check and troubleshooting of any issues. Vendors are expected to remain with their booths and all booths shall remain open for the duration of the show. All vendors will be allowed 1 hour of scheduled breaks at which time their booth will remain closed to attendees. ***Leaving the show early is prohibited and non-compliance, unless granted special permission by the Event Management, and will result in the vendor being barred from any future shows.***
6. **EXHIBIT PERSONNEL:** Vendors will be permitted to have 2 exhibit personnel, including themselves in attendance provided by Event Management.
7. **EXCLUSIVE RIGHTS:** Participating Vendors have the exclusive right to promote or sell goods or services during the show. Any other parties found attempting to sell or solicit business without prior consent of Event Management will be asked to leave the event. Vendors are asked to report any infractions so that immediate remedial action can be taken.

8. **ENTRY TO SHOW:** Event Management reserves the right to refuse admission to any visitor, vendor or vendor's employee who, in the opinion of the Event Management or Security appears to be unfit, intoxicated, or in any way creating a disruption of the show.
  
9. **TECHNICAL ISSUES:** Event Management will have multiple dry runs to ensure everything runs smoothly and will take all possible precautions to prevent any foreseeable issues on our end. We will also have technical assistance available during the event to deal with any issues that may arise. If technical issues arise that we are not able to troubleshoot and interfere with a vendors ability to interact with attendees, a partial or full refund depending on the amount of the show affected. All vendors are responsible to ensure they have a secure connection and required electronical equipment and software required to participate in the event. Event Management will provide assistance where possible but is not responsible for any technical issues on the vendor's end.
  
10. **DATE CHANGES:** Event Management reserves the right at its sole discretion to change the show date and shall not be held liable in damages or otherwise by reason of any such change. In addition, Event Management shall not be liable in damages or otherwise failure to carry out the terms of this agreement in whole or part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of the Event Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space that was to be used by the vendor is rendered unusable, the vendor shall pay only for the time the space was actually used. A refund of all monies paid by the vendor will be given to the vendor, if the show is not held.



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***Sunday, April 19<sup>th</sup>, 2020***

***Virtual – Zoom Meeting Room***

**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 Virtual Always & Forever Bridal Show on the platform known as Zoom,

I, for myself, my heirs, executors, administrators, successors, assigns and invitees, HEREBY RELEASE, WAIVE AND FOREVER DISCHARGE

PEPP Services, 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 Event 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:** \_\_\_\_\_