



EXHIBITOR INFORMATION SHEET for the 2021 Prescott Bridal Affaire Expo

Please carefully read all information.

If you have any questions, please contact us at info@StarStruck-Events.com or call us at 928.445.0012.

StarStruck Event Planning and the Prescott Bridal Affaire Expo, will be referred to as “PBAE” from hereinafter.

EXHIBITOR'S SPACE:

Please see the Registration Form for size and pricing on booth spaces in the various rooms at the Hassayampa Inn. Electricity is also available at the spaces noted on the Registration Form.

Your space comes with one swag bag, one program book, one menu for ordering lunch from the Hassayampa, and two bottled waters, unless otherwise noted on the Registration Form. You are responsible for bringing additional water to drink. Please be prepared and stay hydrated.

Two chairs, one (6') rectangular table and one ivory linen will also be provided with your booth space (a 36" cocktail table with black linen and one bar stool for cabaret spaces). **However, you MUST let us know whether or not you need it as it will not automatically be at your booth space the day of the Expo. If you do not let us know ahead of time, you will be charged \$25 per item the day of the Expo.**

On the day of the Expo, your booth space will be taped out according to the approximate dimensions provided on the layouts and Registration Form. Your display is to fit within these parameters. You are NOT to remove the tape on your own. A representative from the Expo will come by your space and pull up the tape for you after approving that you are within the space's parameters. **This will be strictly enforced.**

You may have most any type of backdrop as long as it does not attach to the wall. The maximum height of any backdrop is to be 8 feet or under. If you are unsure about your backdrop, please call us to discuss further. NO signage on the walls of the Hassayampa is permitted.

PBAE reserves all rights to re-assign Exhibitor's space up-to and through the day of the 2021 Prescott Bridal Affaire Expo.

Any special requests changing what is being provided or rented must be submitted no later than **Friday, February 26, 2021** and approved by PBAE and the Hassayampa Inn. **Changes requested after Friday, February 26 are subject to an additional fee.**

Booth spaces may NOT be shared with another business, unless you also own that business. Shared booth spaces between same-owner businesses will incur an additional \$200 fee.

There will be NO marketing of any kind allowed for another vendor who is NOT participating in the show. NO outside vendor products/services including flowers and food may be displayed or distributed unless that vendor is also participating in the show.

Due to liability, each Exhibitor must sign the Registration Form acknowledging they have read and accept the terms and conditions of the Expo contained in this Exhibitor Information Sheet. Failure to do so will result in that Exhibitor's non-participation in the 2021 Expo.

SUPPLIES AND EQUIPMENT:

Exhibitors must bring all supplies and equipment necessary for set-up the day of the Expo, including a step stool, if needed. **You may NOT stand on chairs for setup of your space.**

PBAE, the Hassayampa Inn and Verve Events & Tents are not responsible for providing any items necessary to complete your set-up, including tools, items for attaching signage, and/or assistance moving your items and/or carts.

REGISTRATION:

You are able to register and pay online through our electronic portal. Please make sure you designate the room and space number when you register as well as your second choice for space. Once you have purchased your space and payment has been received, your company will be posted on the *2021 Prescott Bridal Affaire Expo* website.

Payments for your space may be broken up into two equal payments if first payment is paid before December 1. 50% will be due upon registration and the remaining 50% will be due by **December 15**. You may not break the payments up if you are registering after December 1. **All payments are non-refundable.**

EXHIBITOR APPROVAL:

PBAE reserves the right to deny any Exhibitor space, registration or to participate in the *2021 Prescott Bridal Affaire Expo* in any form.

Should you or your company have a policy where there is only allowed to be one representative per expo, it is up to you to determine what your company policy is and ask questions and if the *2020 Prescott Bridal Affaire Expo* has other Exhibitors under the same parent company name.

We will only **permit 5 non-wedding industry exhibitors** to participate in the Expo. This is defined as any vendor that does NOT provide day-of services or goods. This includes but is not limited to chiropractors, dentists, weight loss programs, etc. Exceptions may be made upon approval from PBAE. If you are unsure, please contact us to discuss further. We want to maintain the integrity and reputation of this event and ensure that we are providing the types of vendors that our attendees are expecting to find at our Expo.

SETUP & BREAKDOWN:

Exhibitor setup begins **no earlier than 7:00 am the day-of and must be completed by 9:30 am**. All Exhibitors are expected to attend a **brief meeting at 9:30 am**.

Breakdown and removal of materials starts after the *2020 Prescott Bridal Affaire Expo* has concluded, *i.e.*, **no earlier than 4:00 pm**, and must be completed by no later than 6:00 pm. **Penalties may occur for violation of early breakdown.**

MARKETING OPPORTUNITY #1!

The *2021 Prescott Bridal Affaire Expo* will be advertised in the *Prescott Woman Magazine's February/March issue*. Add your logo and/or company name to this 2-page spread. Space is limited, so if you are interested, please reserve your space now. **Deadline is December 15**. See Registration Form.

MARKETING OPPORTUNITY #2!

Bridal Resource Guide: Please indicate on your Registration Form if you want to advertise in the *2021 Prescott Bridal Affaire Expo* Bridal Resource Guide. Please see Registration Form for 3 options.

You **MUST** provide your camera-ready ad to us or ad space is **NOT** guaranteed. **The deadline for this opportunity is Friday, February 12, 2021.**

MARKETING OPPORTUNITY #3!

Swag Bags will also be given to all registered engaged couples or engaged persons at check-in. See Registration Form about cost to add marketing items into these bags.

All Swag Bag inserts MUST be delivered to the Hassayampa Inn no later than Monday, March 1, 2021. Inserts received after that date are not guaranteed to be placed in the Swag Bags.

To avoid recycling, any inserts remaining after the *Expo* has concluded, **must be secured before you leave the Expo.**

MARKETING OPPORTUNITY #4!

The Daily Courier is also providing its own early bird special for any ad placed in its online bridal issue being released in conjunction with the *2021 Prescott Bridal Affaire Expo*. Call the Advertising Director at 928.445.3333.

GIVEAWAYS:

Please consider donating an appropriate prize to be included in the Grand Prize, mini-grand prize, or as part of our 30 minute raffle prizes. Each year, we give away 1,000's of dollars' worth of prizes. This is a huge draw for engaged couples and is a great way to put your company in the spotlight.

Exhibitors at the *2021 Prescott Bridal Affaire Expo* are encouraged to distribute literature and other freebies to the attendees. You may register attendees that stop by your booth to develop your own contact list of interested attendees. Don't forget to provide a "fish bowl" and drawing slips.

FOOD SAMPLES:

Exhibitors **may NOT** sell food or beverage, but **can distribute** food samples. There will be **no** kitchen access at the Hassayampa Inn and Exhibitor must provide all supplies and utensils.

All Exhibitors providing food samples must meet insurance and serving guidelines as set by the Hassayampa Inn and must also sign the Hassayampa Food Waiver.

MAILING LIST:

Couples attending will be registering at one of our registration tables the day of the Expo and will be providing their contact info in order to receive a *2021 Prescott Bridal Affaire Expo* Swag Bag or have the opportunity to be entered into any one of our prize giveaways. **This list will be compiled in wedding date chronological order and provided FREE to all participating Exhibitors the week following the Expo.**

You may receive emails from individuals **NOT** affiliated with the Expo trying to **SELL** you "the list." These individuals do **NOT** have access to any list and are simply **trying to scam you out of money**. Please ignore these emails.

TAX LIABILITY:

Exhibitors are responsible for all tax liabilities for any merchandise or services sold during the *2021 Prescott Bridal Affaire Expo*. For further information, contact the City of Prescott, 928.777.1247.

ACT OF GOD:

In the situation of an Act of God, such as flood, fire or other natural events outside the control of PBAE or the Hassayampa Inn, preventing the *2021 Prescott Bridal Affaire Expo* from taking place, all monies paid are **non-refundable**.

LIABILITY:

Exhibitor acknowledges that he/she has read and accepts the terms and conditions found in this Exhibitor Information Sheet. Exhibitor agrees to make no claim for any reason whatsoever against PBAE, the Hassayampa Inn, Verve Events & Tents, or any co-host, sponsor, coordinators and their representatives for loss, theft, damage, destruction of goods, or any bodily injuries. Exhibitor's signature on the *Registration Form* indicates total consent and agreement in addition to releasing PBAE, the Hassayampa Inn, Verve Events & Tents as well as all co-hosts, sponsors, coordinators, and their representatives, from **any** liability regarding the *2021 Prescott Bridal Affaire Expo*, other than their responsibility for fulfilling provisions of this Agreement.

DISCLAIMER:

PBAE implies no warranty of actual attendance since it is not possible to accurately determine the number of attendees prior to the event.

We do not know what it will look like in March with regard to any Covid-19 restrictions, if any at all, but we will take any required measures needed to ensure the community stays safe and that we still maintain the integrity of this event.

NAME USE:

By registering as an Exhibitor, you are allowing PBAE, the Hassayampa Inn, Verve Events & Tents, any co-host or sponsor or exhibitor to use your company name, logo, photos and website on any and/or all promotions and marketing material prior-to and following the event.