



EXHIBITOR INFORMATION SHEET *for the 2022 Prescott Bridal Affaire Expo*

Please carefully read all the 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 Event Center at Sam Hill Warehouse & Hilton Garden Inn, Prescott Downtown (“Event Center”). Electricity is also available at the spaces noted on the Registration Form.

Your space comes with one swag bag, one Bridal Resource Guide, instructions for ordering lunch, 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 an ivory 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.**

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. If you are unsure about your backdrop, please call us to discuss further. NO signage on the walls of the Event Center is permitted. NO flame is allowed in the Event Center.

PBAE reserves all rights to re-assign Exhibitor's space up-to and through the day of the 2022 Prescott Bridal Affaire Expo.

Any special requests changing what is being provided or rented must be submitted no later than **Friday, February 25, 2022** and approved by PBAE and the Event Center. **Changes requested after Friday, February 25 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 \$100 fee.

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

*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 2022 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 Event Center and Moore Party Rentals 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. Once you have purchased your space and payment has been received, your company will be posted on the *2022 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.** Any spaces not paid in full after December 15 are not guaranteed and your space may be released and open for repurchase.

EXHIBITOR APPROVAL:

PBAE reserves the right to deny any Exhibitor space, registration or to participate in the *2022 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 *2022 Prescott Bridal Affaire Expo* has other Exhibitors under the same parent company name.

We will **not** be permitting **non-wedding industry exhibitors** to participate in the Expo. 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 type of vendors that our attendees are expecting to find at our Expo.

SETUP & BREAKDOWN:

Exhibitor setup begins on **Saturday, March 5, 2022 at 10:00 am and must be completed by 5:00 pm**. Exhibitor setup on the day of the Expo, **Sunday, March 6, begins no earlier than 8:00 am 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 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 *2022 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 *2022 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 11, 2022.**

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 Event Center between Monday, February 28 and Wednesday, March 2, 2022. 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!

SignalsAZ is also providing its own specials for advertising in conjunction with the *2022 Prescott Bridal Affaire Expo*. Please email ads@signalsaz.com

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 *2022 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** sell food or beverage or can distribute food samples. There will be **no** kitchen access at the Event Center and Exhibitors must provide all supplies and utensils needed.

All Exhibitors providing food samples must meet insurance and serving guidelines as set by the Event Center and must also sign the Event Center 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 *2022 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 *2022 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 Event Center, preventing the *2022 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 Event Center, 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 Event Center, as well as all co-hosts, sponsors, coordinators, and their representatives, from **any** liability regarding the *2022 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.

NAME USE:

By registering as an Exhibitor, you are allowing PBAE, the Event Center, 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.