

Central Coast BRIDE

Fabulous Fall Bridal Show
Sunday, Sept. 12, 2010
12:00 - 4:00 pm
Monterey Conference Center

Hello Fabulous Fall Exhibitors! Below is all of the information about the Fall Expo. Please read.

On-Line Tickets. Please tell your already contracted brides, as well as any new brides with whom you meet, that they can 1/ WIN - be entered into The Big Draw competition with a Grand Prize of \$1000 Cash, 2/ SAVE TIME at the entry door and 3/ SAVE MONEY – 50% per ticket by pre-registering + purchasing their tickets online using Code 10MON at www.CentralCoastBride.com

GIVE AWAYS

To see the current list of both Overall Prizes from the Stage (ie, Big Draw) & In-Booth Giveaway Prizes, please see the Bridal Show details in the Bride area of the website.

- **In-Booth Giveaways.** We do NOT require that you bring a door prize; however, you MAY have drawings for prizes of your own at your booth. Let us know what you are giving away and we will include it in a free email blast out to our Brides.

Bring your Prize or your Gift Certificate with you to the Bridal Show and keep it in your booth. You will give this directly to the Bride.

- **Overall Stage Giveaways.** We encourage you to provide a prize for the Big Draw. Big Draw prizes must be unconditional (ie, does not require a purchase). Giving away a Big Draw prize gets your business additional publicity, including being listed on our website, on the large poster at the stage, your business name on the program cover, during announcements from the stage, and it is also included in an email blast out to our Brides. **Bring your Prize or your Gift Certificate with you to the Bridal Show and keep it in your booth. We will send the winning Bride to your booth to collect her prize and give you the opportunity to Up Sell her.**

BUSINESS NAME

Please check to confirm that your business is listed in the right category with correct spelling and format. (i.e., I Do Photos rather than I Do Photography, etc.). To get to the link, go to www.CentralCoastBride.com, click on Bridal Shows under the Planning Tools tab, click on the appropriate Show link, then scroll to the bottom and click on the Vendor link. Send an email to Carolayne@centralcoastbride.com if there are any errors.

BAG STUFFERS

- We can pre-stuff bridal show bags with your flyer, brochure or other item for \$100. Having your company information prestuffed ensures that every single bride takes your information home with them. If you want to sign up, send Carolayne an email. Maximum bag stuffer size is 8.5 x 11 inches. All Stuffer Items must be delivered to the Registration Desk by 9:00 am on the morning of the show. Bring around 300 Stuffer Items.

YOUR BOOTH

Your booth includes:

- One 6-foot table with cloth
- One folding plastic chair
- 8-foot Backdrop of black drape supported by pipe (10 feet wide x 8 feet tall)
- There are no side rails
- If you do NOT want a table or chair in your booth, please let us know.
- Unless noted otherwise, booths are 10ft across the front and 8ft deep.

Tabletop displays do not include any backdrop.
Floors are carpeted throughout the show room.

Electricity

Only booths that have ordered and paid for electricity will have power. All electricity is supplied by Tricord, a third party company required by the venue. Cost for electricity (up to 500watts) that is ordered in advance (by the Thursday prior to the show) is \$60 per booth. You WILL be able to order electricity the day of the show: however, requesting electricity from the Tricord representative without advance reservation will cost you around \$120 on the day of the show.

Wireless Internet

Wireless internet is available for a facility fee of \$250 if ordered more than 2-weeks in advance or \$300 if ordered less than two weeks in advance. Notify me at Info@CentralCoastBride.com if you are interested and I'll email the form to you.

Best Booth Contest

Best Booth judging will take place throughout the day & will be announced at 4:00

TIMES - Vendor SET UP days & times

Exhibitor Unloading & Set Up. Unloading is from 8 to 11 am. As noted in the Terms of Agreement, any vendor arriving at 11:30 or later will not be allowed to set up. Booth should be completely set up by 11:30. Any booth remaining vacant at 11:30 will be used for a seating area, water station, magazine distribution, etc (it cannot be left empty).

Bride Access - Brides times are Sunday from Noon to 4:00.

Exhibitor Break-Down and Loading - Tear down no earlier than 4:00 on Sunday afternoon

PARKING

Security Staff will be directing how and where vendors park when unloading their gear into the building. If you have any parking questions or problems the day of the show, please speak with one of the Parking Directors. There is limited access, so please be a team player and help your fellow Vendors by following these instructions: Unload, then Park, then Set Up your booth:

- 1) **Unload** - park adjacent to the building to unload your car. After unloaded, do not set up your booth, rather
 - 2) **Move** - immediately move your car to any of the nearby city parking lots, and
 - 3) **Set Up** - after your car is in its final parking space, then set up your booth displays. There are very strict Fire Marshal regulations about maintaining a driveable road around the property and having too many cars parked adjacent to the building, so be sure to pay attention to these parking attendants who will be in place to assist you.
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COURTESY

- **Noise Level.** Volume of music or videos or singing in your booths must be at a minimum and must not infringe on other vendors. Please respect your neighbors and give them the ability to speak with the Brides without having to shout over the volume from your booth.
- **Trespassing.** Vendors are not allowed to go into the aisles to solicit brides; even in the aisle in front of your own booth, but particularly from in front of other Vendor booths. We know that this is not common practice, but please keep this in mind during the excitement of the day. Please respect your neighbors. Do not infringe on them by blocking their booth in any way.

CENTRAL COAST BRIDE MANAGEMENT

- **Bride & Vendor Registration Tables.** If when you arrive at the show you do not know your booth assignment, stop at these Registration Tables and someone will help you. The registration tables are in the foyer of the Conference Center.
- **Problems or Questions.** If you have any questions or problems during the show, please see staff at the Registration Booth

FOOD

- **FOOD & DRINK for VENDORS.** Please remember that you will be arriving at the faire in the morning and will not leave until after 4pm. You will get hungry while at the faire, so please remember to eat a good breakfast and to bring along something to eat for your lunch. The Bridal Show does not provide breakfast or lunch. The conference center will have minor food/drink available for purchase plus there are nearby cafes you could visit. You are welcome to bring a bag lunch and drinks. There is a small area behind the stage where Vendors are welcome to take a break and eat their lunch.
- **FOOD & DRINK for BRIDES.** Do not forget, the caterers are at the faire with food samples for potential brides. They spend a lot of time and money on this food and have taken the amount of expected attendees into account in the volume that they prepare. As vendors, we should not sample their food so that 1/ they have enough for their potential customers and 2/ so that we do not block access to their booth for potential customers. Near the end of the day when the bride traffic slows down, most booths with food will likely be happy to let you sample their food, cake, etc., so wait until after 3pm.

BATHROOMS & TRASH CANS

- **Bathrooms.** Bathrooms for both Brides and Vendors are located in the foyer.
 - **Trash Cans.** Most Caterers need to have a trash can at their booth for the brides discarded plates from their tastings. We recommend that Caterers bring along a regular sized kitchen style trash can and trash bags for placement in your booth area. The conference center does supply us with a few of the very large round trash bins that are placed around the facility. However, they do not provide cans for the individual booths (plus their bins are very large and unattractive).
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LIGHTING & ELECTRICITY & CLIMATE CONTROL

- **OVERHEAD LIGHTS.** This building does have good overhead lighting. However, we cannot guarantee that your display/products will be lighted to your satisfaction. If you want to ensure great lighting for displaying your photos or jewelry, you may want to bring along some specific light sources to highlight your products.

- **CLIMATE CONTROL.** This building does have climate control; however, we cannot guarantee that the temperature will be comfortable for you. It is difficult to maintain ideal climate control with sporadic large influxes of people and the heat they bring along with them. To help ensure your comfort, if you tend to be cold, bring along a sweater. If you tend to be warm, you can bring along a small fan.

MISCELLANEOUS

Booth Sharing

- Please do not take on any booth mates that we are not already aware of, since a late addition may result in an undesirable arrangement of adjacent like businesses + we cannot put them in the program if we do not know about them!

Bride Contact Information

- Bride names and contact information will be generated & emailed to you within 2 weeks after the show.

Attendance

- Be prepared for a lot of attendees. I would plan for 400 to 500 attendees with about 200 of those being brides. Not every individual will pick up your information, but you do not want to run out. I would bring at least 300 brochures.

Security, Loss, Damage & Saturday Set-up

- Please remember that as noted in the Terms & conditions, the Conference Center and Central Coast Bride cannot be responsible for any items brought in for the bridal faire. There is no way for anyone other than yourself to know what was actually brought into the building and what condition it was in. This is why we require, in our registration form, that all vendors carry their own insurance policies for their protection.

Some final thoughts:

- This faire is being sponsored and promoted by Central Coast Bride. We have invested a tremendous amount of time, effort, and money to produce a very successful faire for you, our vendors. The main benefit to us is "Name Recognition" in the community. To assist us in this branding, we ask that you have no competing Bridal Magazines present or on display at your booth during the Central Coast Bride faire. We encourage you to display Central Coast Bride magazine in your booths.

- **Don't forget ...** let your already contracted brides as well as any new brides with whom you meet know that they can 1/ be entered into the Overall Stage raffle, 2/ save time at the entry door and 3/ save 50% off per ticket by pre-registering + purchasing their tickets online **using Code 10MON** at www.CentralCoastBride.com. This Bridal Faire is a Co-op effort. Your contracted bride may already booked you for, say, her wedding photos, but introduce her to the other wedding service providers at the faire for other needed services....and they will do the same for you! Remember, one of the things that makes the magazine and the faire work for all of us is the cooperative effort...getting the magazine and the faire information into the hands all of your bride contacts!

With best wishes,
Carolayne Holley
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