

Central Coast BRIDE

Spectacular Spring Bridal Show

Sunday, April 5, 2009

12:00 - 4:00 pm

Alex Madonna Expo Center

Hello Spectacular Spring Exhibitors!

Below is all of the information about the April Expo. Please read. REMEMBER - you need to provide your own Table Cloth + we have some booth side height restrictions.

Booth Assignments – Booth assignments are sent out via email.

On-Line Tickets. Please tell your already contracted brides, as well as any new brides with whom you meet, that they can 1/ save time at the entry door and 2/ save \$2 per ticket by pre-registering online by clicking on the Bridal Show information button for the April 5th show. http://www.centralcoastbride.com/bridal_show_details.php?id=1

Give Aways – See the current list of giveaways on the website under the Bridal Show information button for the April 5th show.

- **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. Prizes must be unconditional (i.e., does not require a purchase). 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. One of our ccBride Representatives will come to your booth to pick it up. Please do not bring it to the registration table or it WILL get lost!**

- **Overall Show Giveaways.** We encourage you to provide a prize for the **Overall Show Contest.** Doing so gets your business additional publicity, including being listed on our website, on the large poster at the stage, 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. One of our ccBride Representatives will come to your booth to pick it up. Please do not bring it to the registration table or it WILL get lost!**

Business Name

- Please check the Program On-Line Bridal Show information button for the April 5th show to confirm that your business is listed in the right category and that the spelling and format of your business name is correct. (i.e., I Do Photos rather than I Do Photography, etc.) 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 \$150. 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 or you can decide to do this later and simply bring your stuffers and check to the show. Maximum bag stuffer size is 8.5 x 11 inches. Bring around **400 Stuffer Items** to the show with you. **Drop them at the Registration Table.**

YOUR BOOTH

Your booth includes:

- One 8-foot table
- Two folding plastic chairs
- 8-foot Backdrop of **BLACK** drape supported by pipe (10 feet wide x 8 feet tall – unless you have a Mini Booth)
- You will need to supply your own table cloth, drape, or skirt (table cloths are not included)
- If you do **NOT want a table or chairs in your booth**, please let us know. Info@CentralCoastBride.com

Booth Details

Boundaries - unless noted otherwise, booths are 10ft across the front and 8ft deep.

Floor - The floors are faux-stained concrete. Many vendors have brought along floor rugs for their booths to dress them up. Please feel free to bring a rug if you like.

Pipe & Drape – Except for mini booths, all booths have 8 foot tall Black pipe and drape behind them. There will be no short pipe and drape on the sides of the booths. Rather, the side and front boundaries of each booth are demarked by the vertical pipe at the back of your booth (**If your booth is along the wall, your side boundaries are marked on the floor**)

Backdrop Height Restrictions - without advance approval, any backdrop you are bringing should not exceed 8-feet in height.

Side Height Restrictions - without advance approval, materials you use for booth sides should not exceed 3-feet in height (from the front of your booth to a depth ½ way back) or 8-feet in height (from halfway back to the drape).

Electricity

All booths will be set up with electricity. We recommend that you bring power strips and/or extension cords to move electricity to the desired location of your booth.

Wireless Internet

Is available at the Alex Madonna Expo Center. You do not need a password, you only need a laptop with wireless internet connection capability.

Best Booth Contest

Judging will take place throughout the day & will be awarded at 4:00

TIMES

Vendor SET UP days & times

Saturday. Saturday drop off time is from **1:00 to 2:30** (Saturday April 4th). We cannot let you in before 1:00 because we will not have the booth set up completed until then. We have to have our set up complete before we can let any vendors in to drop off.

Sunday. 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).

Booth Inspection - A Fire Marshall and a Madonna Inn official will make an inspection at 11:45. The aisles at the faire are for the attendees only. No part of your display, including your staff, may be placed outside of your assigned booth perimeter. This includes tables, arbors, rugs, wires, brochure stands and staff. All booth décor, distributed materials and solicitations must be contained within your assigned space area. Its not just a good idea, it is the law (fire regulations require the specified aisle width be clear). Thank you for your cooperation!

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

Vendor 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. ccBride will have our own Parking Directors teaming up with Miller Event Security to direct all traffic. If you have any parking questions or problems the day of the show, please speak with one of ccBride's Parking Directors. There is very

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 the designated vendor parking lot (see attached parking map) 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 building and having too many cars parked adjacent to the building, so be sure to pay attention to these professional parking attendants. There cannot be any vendor long term parking anywhere around the building. All vehicles will have to go to the Vendor parking lot after unloading. Thank you for being a team player! We all put in a LOT of time, effort, and money to make this opportunity to connect with Brides. Please move your cars to the appropriate lot so that we don't lose a single bride to frustration over not having any place to park.

- **Vendor Parking Lot.** The parking attendants will direct you to this lot.

- **Handicapped Vendors.** If you have a handicap that prevents you from walking up from the parking lot, we do have a few ADA spots in front of the building. But you must contact me in advance in order to get a parking placard for your car. If possible, please have an associate drive you up to the building and drop you at the door. Why do we want to limit the number of Vendor used handicap spaces? Because if all of the ADA parking spots are taken up by Vendors who could have been dropped off by an associate, then there will be no Handicap spots for the Brides.

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. Some complaints have been received about this at previous faires. 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's 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 just inside the entrance doors, which are on both the Right

and left sides of the building when facing the building. The front doors are used for exit only during the show (no entrance). All doors are used for vendor unloading prior to the show.

- **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. Nor will there be a bar for purchasing drinks of any kind. We will have a water dispenser in the Break Area. You are welcome to bring a bag lunch and drinks. There is a large private kitchen area where Vendors are welcome to take a break and eat their lunch. Plus you can always order food from the Madonna Inn café via phone order and then send a runner to pick it up.

- **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 at the front and back of the building. The models dressing room will be in the kitchen.

- **Trash Cans.** Most Caterers need to have a trash can at their booth for the bride's 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. When your can fills, you are welcome to bring your bags to the kitchen area and the Madonna guys will take it from there. The Madonna Inn 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).

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.

- **ELECTRICITY.** There have been breaker issues with certain aisles at past shows. This is why it is important that we know your planned level of electrical usage; we use this information to spread heavy electrical users around the building to prevent any potential outages. All booths have electricity. If you plan to use electricity, you might want to bring along a variety of extension cords to ensure you have electricity at the exact spot where you need it.

- **CLIMATE CONTROL.** This building does have heat and fans; 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 & distributed within 2 weeks after the show.

Attendance

- Be prepared for a lot of attendees. I would plan for 750 to 800 attendees with about 300 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

- Saturday drop off is from **1:00 until 2:30 pm**. This is to help lessen the vendor drop off traffic (and stress) that occurs on the morning of the bridal faire. This way, on Sunday, you can simply park your car in the vendor parking lot when you arrive and then set up your booth. No dealing with traffic around the building, no unloading, etc. You simply walk to your booth and then complete the actual set up of your booth. You do not need to let us know if you will be coming on Saturday to drop off. You can simply show up!

- Throughout Saturday night, the Alex Madonna Expo Building will be locked, the upper drive gate will be locked and the lower drive gate will be locked. Our security company has determined that, because of these three levels of security, that a security guard will not be needed at the building on Saturday night.

- Please remember that the Madonna Inn and Central Coast Bride cannot be responsible for any items brought in for the bridal faire, whether it is for day of the faire

only or if it is in place in the building over night. 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 & promoted by Central Coast Bride magazine. 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/ time at the entry door and 2/ save \$2 per ticket by pre-registering online 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

Publisher, Central Coast Bride

Producer, Fabulous Fall Bridal Show & Spectacular Spring Bridal Show

805-929-5757

805-343-9130 fax

www.CentralCoastBride.com Carolayne@CentralCoastBride.com