

Exhibitor Contract Agreement

This contract is an agreement between the representative of the exhibiting company and Bougainvillea Golf Club, as well as Plan Ahead Events of Phoenix Metro for participation in the South Phoenix Bridal Expo.

Please read this contract carefully before signing and contact swang@planaheadevents-phoenixmetro.com for questions and concerns.

EVENT INFORMATION:

The first ever South Phoenix Bridal Expo is a bridal expo presented by Bougainvillea Golf Club and organized by Plan Ahead Events of Phoenix Metro (Plan Ahead Events), a full-service meeting event management company based in South Phoenix. The South Phoenix Bridal Expo was created to not only showcase the venue, Bougainvillea Golf Club, it was created also to help promoting the South Phoenix community, hoping to assist couples in South Phoenix and other parts of the Valley planning their weddings.

The South Phoenix Bridal Expo is taking place on Saturday, March 6, 2010 from 10:00am to 4:00pm at Bougainvillea Golf Club located at 5740 W. Baseline Road in Laveen. Admission is \$5.00 with % of all proceeds go to charity.

GENERAL EXHIBIT INFORMATION:

- Each category will not have more than 2 - 3 exhibitors and spaces will not be sold to more than one representative from the same company.
- *Exhibitor setup starts at 7:00am and each spaces needs to be setup by 9:30am*
- We ask ALL vendors to stay until the end of the show and not break down tables or spaces early

FEE INCUSION:

Below is the description of what the exhibitor fee includes.

1. Indoor space or outdoor space based on your purchase request
2. One (1) eight foot table
3. Two (2) chairs
4. Table linen
5. Electricity where available
6. Business listing in event program and on the website

EXHIBITOR INFORMATION:

- Each exhibiting space is approximately 9' x 6' including an 8' table and 2 chairs to allow exhibitors to create their display. Bougainvillea Golf Club and Plan Ahead Events will do our best to assign spaces and not to have competing vendors placed next to each other. Please note that Bougainvillea Golf Club and Plan Ahead Events cannot guarantee exhibiting space location but will do our best to accommodate all requests.

- Each table will be covered with beige colored linens. Additional table cloth or cover of any color can be used by exhibitors. There are not restrictions on how exhibitors may decorate their tables or space.
- Exhibitors are allowed to bring any racks, stand-alone signage, shelves, or anything else that would better display or represent the products or service they provide as long as everything fit within the dedicated space.
- If exhibitors have large back-drops, walls, or other stand-alone materials they wish to incorporate into their display, please provide us the information and photos with the exhibitor application
- An 8' table will be provided by Bougainvillea Golf Club. If exhibitors wish to bring their own table, it is permitted as long as the table does not exceed the dedicated space. Otherwise, table will be provided.
- Each exhibitor is responsible for securing any cords, wires, cables, etc. that the displays may require having. Duct tapes, carpet, mats, or any other methods should be used to contain the cords, wires, or cables. Exhibitors will be asked to take care the matter if the display is considered hazardous. Please NO items, cords, wires, cables, or anything else that may cause injury should be seen on the walkways.
- Bougainvillea Golf Club and Plan Ahead Events will not be responsible for the safe preparation, transportation, and display of any food items for exhibitors who offer food or drinks for samples to attendees. Bougainvillea Golf Club and Plan Ahead Events are not liable for any illnesses or injuries incurred as result from sampling food prepared by exhibitors. Bougainvillea Golf Club is a full-service golf facility offering clients catering and café services. Exhibitors are requested not to sell prepared food at their tables, but free samples are allowed.
- If electrical access is required for a display, it can be requested on the application. Exhibitors will be places near an outlet if electrical access is requested; however, exhibitors are required to bring their own extension cords and must be at least 12' long.
- Exhibitors may conduct business at their table and are responsible for completing their own transactions.

SPONSORSHIP INFORMATION:

Sponsorship opportunity is available to allow vendors to further expose their businesses. If you are interested in being a sponsor for the South Phoenix Bridal Expo, please let us know on the application. All sponsorships are **due by December 31, 2010** in order to take full advantage of the planned advertising.

GOLD SPONSORS \$650

Includes everything that comes with the standard exhibit package *and*:

- Indoor premium exhibit location
- Lunch for 2
- Company logo in the South Phoenix Bridal Expo Program
- Company logo on Bridal Bags
- Sponsor level displayed on exhibitor table
- Company logo on the event banner
- Business listing with links on the South Phoenix Bridal Expo website

- Mention in Press Release upon sponsorship and other media
- Full page ad in South Phoenix Bridal Expo Program

SILVER SPONSORS \$500

Includes everything that comes with standard exhibit package *and*:

- Indoor premium exhibit location
- Lunch for 1
- Company logo in the South Phoenix Bridal Expo Program
- Sponsor level displayed on exhibitor table
- Company logo on the event banner
- Business listing with link on the South Phoenix Bridal Expo website
- Mention in Press Release upon sponsorship
- Half page ad in South Phoenix Bridal Expo Program

ADVERTISING INFORMATION:

The South Phoenix Bridal Expo will be advertised and promoted on multiple industry related websites, social media outlets, and printed and/online publications, and possibly radio. Exhibitors are encouraged to advertise this event or their participation in this event on their own and agree to accept all costs associated with that advertising.

EXHIBITOR LISTING INFORMATION:

- All exhibitors will be listed in the Expo program. If exhibitor information provided are not received on-time or incorrect, Bougainvillea Golf Club and Plan Ahead Events are not liable for any misprints or omissions. All information should be included in the application.
- Exhibitor list will be available on the South Phoenix Bridal Expo website at <http://southphoenixbridalexpo.yolasite.com> as well and will be updated regularly as applications are received. So, the sooner the exhibitor application is received, the longer the exhibitor information will be listed on the website.

BRIDES/ATTENDEES LISTING:

It is the responsibility of the exhibitors to collect the contact information from the brides/attendees. Bougainvillea Golf Club and Plan Ahead Events will not collect such information at the South Phoenix Bridal Expo for distribution.

PRIZE DRAWINGS INFORMATION:

- Prize drawing will be held during the South Phoenix Bridal Expo every hour on the hour. Participants will include Bougainvillea Golf Club, Plan Ahead Events of Phoenix Metro, exhibitors attending the event, and other vendors who are unable to attend the event but wish to be involved. Prize drawing items can be anything from actual gifts, products, or gift certificates for services, or any other items. This can be another great opportunity to advertise the exhibitors/vendors businesses.
- Donated items should be properly contained in bags, envelopes, baskets, etc.. Contact information and any other promotional materials may be included. NO loose items please. **Items are due by February 19th, 2010** and may be dropped off at Bougainvillea Golf Club, 5740 W. Baseline Road indicating that it's for the South Phoenix Bridal Expo Prize Drawing

or mailed to: Plan Ahead Event of Phoenix Metro, c/o South Phoenix Bridal Expo Prize Drawing, 2030 W. Baseline Road, Suite 182-127, Phoenix, AZ 85041.

SUCCESS AND ATTENDANCE CLAUSE

Given this to be the first ever event, Bougainvillea Golf Club and Plan Ahead Events have no way to estimate the attendance. By signing this agreement, you have agreed not to hold Bougainvillea Golf Club and Plan Ahead Events responsible or liable for not achieving the desired results from participating at this event. Please accept our (Bougainvillea Golf Club and Plan Ahead Events) appreciation for your participation in this first ever South Phoenix Bridal Expo.

GENERAL LIABILITY:

Bougainvillea Golf Club and Plan Ahead Events are not liable for any damages or injuries incurred as a result of fire, flood, power outage, weather conditions, lightning, natural disasters, riot, civil unrest, war, Acts of God, or any other unforeseen incidents, occurrences, activities or episodes. Bougainvillea Golf Club and Plan Ahead Events are also not liable for failure to perform any obligation under this Agreement if the failure is caused by any circumstances beyond its reasonable control, including but not limited to Acts of God, war, or industrial dispute.

Please keep a copy of this contract agreement including the application for your records.

Complete and email the application to Plan Ahead Events
at swang@planaheadevents-phoenixmetro.com
or fax to Plan Ahead Events at 602-687-6088