



Seasons Marketing tel: 801.377.2353
www.thebridalfairs.com fax: 801.820.3045

The Tower at Rice-Eccles Stadium University of Utah

2012 EXHIBITOR AGREEMENT

Please read and initial each item.

____ **Service:** Seasons Marketing ("Producer") agrees to provide to the exhibitor signed below ("Exhibitor") booth space at a bridal show held at The Tower at the University of Utah (the "Show") according to the terms and conditions listed below and for the hours determined by the Producer. Unless otherwise provided below, in-booth carpeting is not included and requested booth locations are not guaranteed. If Exhibitor's assigned booth is empty at 9:00 am the day of the Show, Exhibitor's rights to the booth hereunder shall be terminated, and all monies paid to Producer hereunder shall be retained by Producer, and the Exhibitor shall pay to Producer all remaining amounts outstanding hereunder, all as liquidated damages. Producer will use its best judgment in promoting and staging the Show, and may for any reason change the date, times and places of the Show by giving Exhibitor five days notice before the Show. Producer may also change the floor plan or booth assignments in Producer's sole discretion, and Producer does not guarantee any exclusive right to any exhibitor in any product category. Exhibitor may not assign, sublease, or otherwise share the booth or its rights under this agreement.

____ **Fees and Cancellation Policy:** Exhibitor shall pay the total fees set forth below to Producer as follows: Exhibitor shall pay the deposit amount to Producer upon the execution of this agreement, and upon the renewal of this agreement in the event of a multiple show contract. Exhibitor shall pay all remaining portions before the due date listed on the adjoining application. All amounts due to Producer under this agreement are unconditional obligations of Exhibitor and shall be paid to Producer as described herein and are nonrefundable. Upon cancellation by the Exhibitor sooner than 30 days before the show, the deposit is withheld unconditionally. Upon cancellation by the Exhibitor within 30 days before the show, all monies owed shall be paid and are deemed non-refundable. Upon cancellation of a contract where a multiple show discount has been given, Exhibitor agrees to pay back Producer the discounted amount from all past shows covered by the multiple show agreement.

*** Please Note: If you sign a multiple show agreement and break your contract, you will be held to the terms of the above paragraph.

____ **Brides List:** Producer agrees to email Exhibitor a list of brides registered at the show. Such list of brides and all other names and information collected ("Brides List") at the Show are the exclusive property of Producer and use of either is only granted to each paid Exhibitor for their business' marketing. The Brides List shall not be used for any other purpose. If Exhibitor sells, gives, or in any other manner distributes or discloses the Brides List or any part thereof to another company, person, or other third party, Exhibitor agrees to compensate Producer \$2000.00 per each additional use. Exhibitor also agrees to pay all legal fees and other expenses incurred by Producer, as well as all damages suffered by Exhibitor, due to any violation of this agreement.

____ **Setup and Removal:** Exhibitor may set up only during time specified by Producer. Exhibitor's booth must be entirely set up and staffed by 9:00 am the day of the Show. If Exhibitor's booth needs electricity, Exhibitor's booth must be set up the night before the show. Exhibitor's display or other items may not protrude into the aisles or rise above pipe and drape. Exhibitor agrees to remove all belongings and other items, including trash, from its booth at the end of the Show.

____ **Terms:** If payments are not made as shown, Exhibitor may either forfeit the booth location indicated below and be moved to a different location at the discretion of Producer, or Producer may prohibit Exhibitor from attending the Show.

____ **Liability:** Producer's liability is limited to the actual money paid by Exhibitor to Producer hereunder. Exhibitor agrees to obtain liability insurance for its rental space and property used in the Show. Exhibitor is responsible for any liability arising out of its participation in the Show, including product liability, accident or injury, and hereby agrees to indemnify Exhibitor for and hold Exhibitor harmless from the same. If Exhibitor does not stay within the boundaries of its booth, Producer may immediately remove Exhibitor from the event, Exhibitor will forfeit any money paid and any amount still due, and will not receive a Brides List.

____ **Entire Agreement:** This written agreement represents all understanding between Producer and Exhibitor and no oral representations have been relied on that are not written on this form. All changes to this agreement must be written and signed by the Producer.

____ **Bridal Fair Policy:** Exhibitor shall conduct business in the best interest of all Bridal Fair participants and agrees to comply with all requests of the Producer. Exhibitor shall comply with all state and federal laws, including all local and municipal fire regulations. Producer reserves the right to prohibit any conduct or display deemed by the Producer, in the Producer's sole and absolute discretion, to be inappropriate or not in the best interest of the Bridal Fair. Exhibitor is solely responsible for its property and releases Producer from any responsibility of liability for loss or damage to Exhibitor's property.



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Company Name:		Contact Name:	
Description of Service:		Website Address:	
Phone:	Cell/Other:		
Fax:	Email:		
Billing Address:		City/State:	Zip:

Show Dates Included in this Contract: The Tower

___ February 25th, 2012

The Booth rental cost includes black partition draping, (*8' high across back, 3' high along each side*), Skirted Table, Two chairs, and "Brides List". Please mark additional selections below. * Corner booth walls 8"

<u>Booth</u> (see map for price distribution)		<u>Miscellaneous:</u> (indicate quantity needed)	
___ 5' x 10' (added to map as requested)	= \$500	___ Electricity (110 Volt)	= \$65
___ 10' x 10'	= \$800	___ Internet	= \$20
___ 10' x 10' Corner	= \$875	___ Table (plain) 8'x30"	= \$20
___ 10' x 20'	= \$1400	___ Table (skirted) 8'x30"	= \$45
		___ Chair(s)	= \$5
		___ Tote Stuffer w/ booth rental	= \$75
		___ Tote Stuffer w/out booth rental	= \$150
		(Stuffers can only advertise a single company)	
Total	= _____	Total	= \$ _____

Preferred Booth Space (see Map): 1st choice _____ 2nd choice _____ 3rd choice _____

A \$250 per booth, non-refundable deposit is due with contract. The Total Balance is due 30 days prior to each show.

Total Due From Above: \$ _____
 Less Deposit Paid: \$ _____
 Balance Due (30 days before show): \$ _____

*signature authorizes credit card charges for deposit & 30 day final payment.

Visa, MasterCard, American Express, Discover

Credit Card # _____ CVC _____ Exp. Date ____ / ____

Please make checks payable to: **Seasons Marketing**

Exhibitor Signature: _____ Date: _____

Signature certifies acceptance of Exhibitor Agreement and all terms and rates listed above.

Please fax completed forms to 801.820.3045. Conformation email within 2 business days. For assistance, contact 801.377.2353.

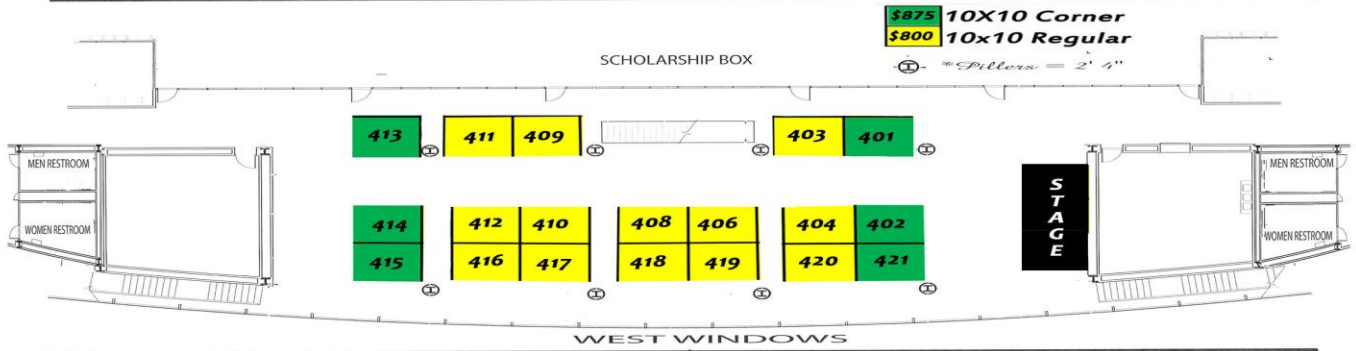
Date Received: _____		FOR OFFICE USE ONLY					
Feb: _____	Deposit Paid: _____	Amt Paid: _____	Date _____	Amt Paid: _____	Date _____	Other: _____	
	Deposit Paid: _____	Amt Paid: _____	Date _____	Amt Paid: _____	Date _____	Other: _____	
	Deposit Paid: _____	Amt Paid: _____	Date _____	Amt Paid: _____	Date _____	Other: _____	

The Tower at Rice-Eccles Stadium

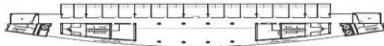
LEVEL 4 - SCHOLARSHIP ROOM



*Scholarship Room
Dimensions*



LEVEL 5 - MEZZANINE



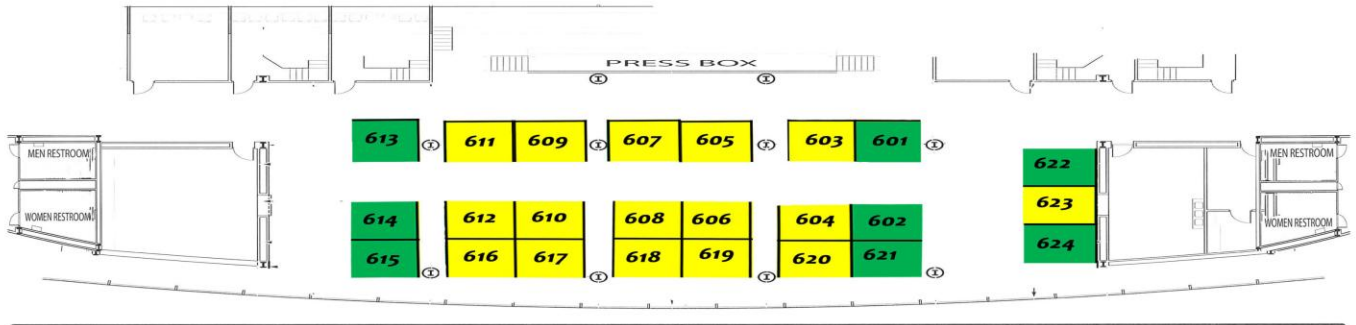
Mezzanine



LEVEL 6 - VARSITY ROOM



*Varsity Room
Dimensions*





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Marketing studies indicate that a customer is **70% more likely to purchase** products or services if they've already been given something by the seller. At The Bridal Fair we offer you the opportunity to use this technique to your advantage in the following ways:

FREE ADVERTISING

PRIZE GIVEAWAY

At each show we give away several large prizes** donated by participating vendors and community sponsors. Brides qualify to enter the drawing for these prizes by visiting and obtaining signatures from each booth in the show. In return for these generous offerings, your company and prize offering on the program/signature card received by each bride, and provide frequent company recognition over the loud speakers throughout the entirety of the show. Prizes must be valued at over \$100.00.

Your Prize:

**We have a "no strings attached" policy: the bride must not be required to purchase anything to redeem her prize. Percentage off coupons and discounts off a minimum purchase may not be used as prizes, though these are encouraged for promotional use at your booth.

ADDITIONAL ADVERTISING

TOTE STUFFERS

At every show we give each bride a convenient and attractive tote bag full of promotional literature, coupons, samples, etc. This gives you the chance to make sure each bride leaves with your information, even if she misses your booth. This is an excellent way to distribute coupons and discounts and insure residual business from hundreds of brides in your target audience. With booth rental, this service is \$75.00. Without booth rental the cost is \$150.00. All stuffers must be received ten days before the show or a late fee will be assessed.

To participate in any of these advertising options, please mark your selected option(s) and fax completed form to 801.820.3045. Call 801.377.2353 for additional information.