

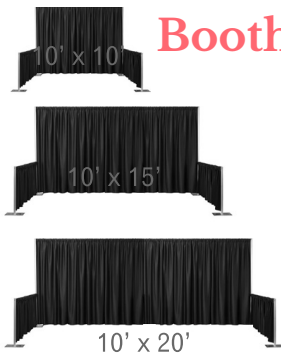
Thank you for your support of BrideCityShows.com. We have created this Bridal Show 101 guide for exhibitors who have not participated in a BrideCityShows.com event as well as those who may have never done a tradeshow at all. Other resources, including the full list of terms and conditions can be found on our website. This should be considered a Getting Started guide.

If you have any questions, please feel free to contact us and we will be happy to help.

We look forward to seeing you soon!

Advertising Bonus : FB

As an exhibitor, you may post a special offer, discount or announcement to the couples prior to the show. Post online at www.facebook.com/bridecityshows. Koska Productions, LLC invests thousands of dollars each year to keep brides following and engaged. Your post on our FB page is complimentary as a show participant. Posts are monitored and may be edited.



Booth Details

The standard booth size is 10x10. Please note that the actual dimensions are several inches shorter than this and you have usable space of about 9 ½ by 9 ½. Back wall is 8 feet high and your display should not exceed 8 ft. Side walls are 3 feet high. Draping color is black. If another backdrop color is preferred, please contact Show Management (803.719.1242 or koska@michaelkoska.com) to reserve and pay for a double rod attachment. This applies even if you are bringing your own fabric for the backdrop. A double rod must be in place in order to hang the fabric without affecting the neighboring booth.

Bride Lead List

A complete list of attendees will be forwarded to you via email within 10 business days of the show. Simply obtaining the list will not earn business for your company. To get results, you must create a follow-up strategy and then execute on it.



Chairs

One chair per booth is provided. If you do not need the chair, please place against exterior wall of the Exhibit Hall (near restrooms). If you need an additional chair, please take one from this location. Chairs are complimentary. Chairs are designed for sitting. It is neither safe nor permitted to stand on chairs. Please use a step stool or ladder as needed.

Electricity

If you reserved electrical service for your booth, you should find an outlet in your exhibit space. Please bring adequate power strips and/or extension cords for your electronics. There is a fee for any exhibitor using electricity at the event. You will be charged \$45 for each booth you have when you buy electricity. For example, if you reserve two booths and require electricity, then you will pay \$90 for electricity.

Exhibitor Overload

If you are confused, bewildered or just feeling totally overwhelmed, you are probably experiencing "Exhibitor Overload." We'll be happy to assist, just ask. Everyone has been a first-time exhibitor at some point. We know there is a lot to remember, and you may have questions. Prior to the show, please feel free to reach out to us via email at Koska@michaelkoska.com or at our office number (803.719.1242) with questions.

Food/Catering

Sample size food may be provided by Exhibitors. The catering form must be completed and returned to Show Management a minimum of two weeks prior to the show. Please refer to the catering form for guidelines on what is allowed. Samples are intended for potential customers (brides & grooms). As an exhibitor, please be courteous by asking before indulging in a fellow exhibitor's samples.

Move-In

Please visit Exhibitor Check-In upon arrival. Detailed loading instructions will be sent prior to the show. Show Management does not provide personnel, forklifts, handcarts or dollies to assist at load in.

Move-Out

All exhibits must remain fully assembled and in place until the show has closed. Early dismantling is not allowed.

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Signage

Each exhibitor is responsible for signage in their own space. A professionally made banner is recommended. Good sizes are 2x8 or 3x8, and you will need grommets about 18 to 24 apart along the top edge of the banner for hanging in your booth. Show management will provide basic s-hooks for hanging over the backdrop. Brides need to be able to easily identify your business and what you do without having to ask questions. Signage is one of the most important booth items yet often the most overlooked. Your sign is your first impression and can make a dramatic difference in your overall results. Please use a stepladder or step stool to hang your banner.



Tables



Booth registration does not include table(s). You may bring your own tables or rent skirted tables from Show Management. Rental tables are available in 6 ft. and 8 ft. lengths. By the time you arrive on the day of the show, all pre-ordered tables will be skirted and in place. Tables are covered with a white plastic top and black nylon skirting. The skirting is held in place by staples (not plastic clips).

What you may want to bring

Plan to bring pens, tape, name badges, business cards, sales materials, scissors, stain remover, hand wipes, napkins, entry forms to collect bride information, cash for lunch or snacks, stepladder to hang your banner, comfortable shoes, aspirin, breath mints, calculator, note pad, booth décor, iPhone, and possibly the phone number of a good psychiatrist.

Plan ahead so everything is packed and ready to go for an early morning move-in. Stop by the Show Office or Exhibitor Check-In for last minute questions, concerns, or moral support. Whatever the issue, the show will go on.

What Show Management will not have

After producing nearly 60 events, Show Management has a pretty good supply of things you may need. Here's what we don't have: batteries, phone chargers, tablet chargers, jumper cables, USB drives, a vacuum, an eyeglass repair kit, or breath mints plus too many other items too numerous to mention. You are responsible for everything related to your bridal show success. This is the big league. There will be hundreds of potential clients wanting to meet you in a very condensed period of time. Make sure you are ready!

Contact Information

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Happy Selling!

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