

Central Washington
Bridal Show
January 8, 2012

***Exhibitor
Handbook***

Exhibitor Handbook

<u>Contents</u>	<u>Pages</u>
General show information	3
Directions and parking	5
Move-in.....	6
Move-out.....	6
Exhibitor badges.....	7
Exhibitor space information.....	8
Display ideas.....	9
Rules and guidelines.....	10
Advertising information.....	15
Index.....	16

General show information

Show management	Central Washington Bridal Show Association PO Box 1073 Selah, WA 98942 (509) 731-7914 info@centralwashingtonbridalshow.com		
Location	Yakima convention Center 10 N. 8 th Street Yakima, WA 98901 (509) 575-6062 800-221-0751 www.yakimacenter.com		
Ticket sales	At the door		\$6.00
	Pre sales on website		\$5.00
	Youth 12 and under		Free
	Additional exhibitor badges		\$3.00
Show date	January 8, 2012		
Move-in hours	Saturday	1/7/12	11:00 am – 6:00 pm
	Sunday	1/8/12	6:00 am – 9:00 am
Move-out hours	Sunday	1/8/12	3:00 pm – 9:00 pm
Public show hours	Sunday	1/8/12	10:00 am – 3:00 pm
Fashion show times	Sunday	1/8/12	3:00 pm – 3:45 pm
	Sunday	1/8/12	4:00 pm – 4:45 pm
Show colors	Back drapes	Black	
	Side drapes	Black	
	Carpet	Brown	
Show decorator	Bear Trade Show Services Inc. 1301 S. Fair Ave Yakima, WA 98901 (509) 248-0377 - Cell (509) 728-0008 beardecorating@aol.com		

Electrical service

Backstage Electric Inc.
324 Clemans View Rd.
Selah, WA 98942
(509) 930-0380
bseinc@hotmail.com

Telephone & internet

Wireless internet is complimentary.
Cost for hard wired phone line or internet \$75.00.
To order call:

Lisa Krous,
Sales Manager
Yakima convention Center
10 N. 8th Street
Yakima, WA 98901
(509) 576-6355
800-221-0751
www.yakimacenter.com

Directions and parking

Location Yakima convention Center
10 N. 8th Street
Yakima, WA 98901
(509) 575-6062
www.yakimacenter.com

Directions to the Yakima Convention Center

From Interstate 82

Take exit 33 to merge onto E. Yakima Ave.
Go 0.8 miles toward city of Yakima.
Turn right onto N. 8th St.
Go 50 feet.
Convention Center will be on the left, parking to the right.

Parking

Parking at the Central Washington Bridal Show is free.

There are over 600 parking spots at the Yakima Convention Center plus on-street parking and businesses in the area that are closed on Sundays have parking spaces. The CWBSA will have security in and around the parking lots to assist anyone that might need help.

Move-in

CWBS move-in date is Saturday, January 7, 2012 and Sunday, January 8, 2012.

Saturday, January 7, 2012

Move-in: Yakima Convention Center doors will be open for exhibitor booth setup starting at 11:00 am – 6:00 pm. We encourage all exhibitors to take advantage of the Saturday setup time, as there will not be a lot of time for setup on Sunday. The doors to the exhibit hall will be locked Saturday night at 6:00 pm for security and then unlocked Sunday morning at 6:00 am. If you have small items in plain view that will be left on a table, we recommend that you cover them with a blanket or a sheet to assist with security before you leave.

Sunday, January 8, 2012

Move-in: 6:00 am to 9:00 am: All exhibitors must have their booth items inside the exhibitor area as the lobby will be closed to exhibitors, so that the lobby doors can open for ticket sales and early registration. All booth exhibits must be set and ready for business with exhibitors in their booths and items cleared out of the aisle ways by 9:45 am. At 10:00 am the doors will open to the exhibitor hall for the public to attend.

Move-out

January 8, 2012

Move-out: 3:00 pm the exhibitor hall will close to the public and all exhibitors are allowed to tear down their booths and move out.

No dismantling of any booth will be allowed until 3:00 pm when the room closes. If an exhibitor starts to dismantle any part of their booth or starts to move out before the 3:00 pm shutdown, the exhibitor will be assessed a fine of \$250 and possibly not invited back the following year.

All items and your garbage must be removed from the Yakima Convention Center no later than January 8, 2012 by 9:00 pm.

Bring your own carts.

Exhibitor is responsible for providing their own hand truck or cart to help expedite moving in and out.

Loading in doors

All doors will be available for move-in on Saturday and Sunday. For exhibitors who need vehicle access next to a door for loading and unloading, please load or unload your vehicle as fast as possible, then move your vehicle to a parking spot before you set up your booth. We have a very limited number of doors that are accessible to vehicles, and many exhibitors who will need access to them. Sharing access and being considerate of others will be appreciated by all.

Exhibitor badges

At the 2012 Central Washington Bridal Show, we will be implementing Exhibitor Badges. The CWBS will no longer have a separate exhibitor entrance. An exhibitor badge will be needed for all exhibitors to enter without buying a ticket.

- All exhibitors must submit a form through the CWBS website which lists all personnel who will be working their booth at the CWBS. This list must be received no later than December 23, 2011. No list, no badges.
- The number of badges you receive will be limited by your booth size.
- The badges will be available for pick up by the exhibitor on January 7th and 8th at the registration booth in the lobby of the Convention Center. The exhibitors will be responsible for the distribution of badges to the staff working their booth.
- The CWBS will not provide badges to anyone that we deem a potential customer that is not prepared to work in a booth.
- Badges will be your only pass to get in the doors once the bridal show starts.
- The badges are designed to be worn by all the exhibitors while at the bridal show.
- If you lose your badge, or need additional badges the day of the show, they can be purchased for \$3.00 each, at the registration booth in the lobby.
- Badges will be printed with your business name and the name of your staff.
- Anyone entering the hospitality room must show their badge.

- You do not need an exhibitor badge on move-in day.

Last year we started providing bride labels to help you, the exhibitor, identify who the brides are. This year we are implementing this new badge policy to help exhibitors be identified by those attending the bridal show and to assist with security.

Exhibitor space information

Standard single booth 10' x 10' booth 10' feet of isle frontage

Corner single booth 10' x 10' booth 20' feet of isle frontage

Standard double booth 10' x 20' booth 20' feet of isle frontage

Corner double booth 10' x 20' booth 30' feet of isle frontage

Back wall 8' high pipe and drape provided

Sidewall 3' high pipe and drape provided

Show colors 8' high back wall drape black
 3' high side wall drape black
 Booth floor, carpeted

Tables No tables will be provided, you may bring your own or rent from the show decorator, listed below.

Chairs There will be stacks of chairs provided at move-in time only. Please do not take chairs from concession area.

Booth electricity 5 amp/500 watt outlet per booth space provided. For more power contact Backstage Electric Inc.

Show electrician Back stage Electric Inc.
 324 Clemans View Rd.
 Selah, WA 98942
 (509) 930-0380
 bseinc@hotmail.com

Show decorator Bear Trade Show Services Inc.
 1301 S. Fair Ave
 Yakima WA 98901
 (509) 248-0377 Cell (509) 728-0008
 beardecoratig@aol.com

internet Wireless internet service is complimentary.

Display ideas

Signage

The most important part of your display is your sign. It should indicate who you are and what you do. The identification sign that the show provides is not recommended to be used as your primary sign.

Display

Keep displays focused, clean, and not cluttered. You only have 3.5 seconds to impact a prospective customer as they walk by (Based on a 10' x 10' exhibit space). Highlight your specials and have prices posted. Signage is the most important part of your display.

Invite the public into your booth. Never block the entrance with your table.

Get the public involved. Offer samples, demonstrations, drawings, or giveaways. These ideas will help keep the customer in your booth longer.

Staff Image

Dress professionally and coordinate your look when having multiple staff members. Your staff should be enthusiastic, well trained, and neatly groomed. Staff should never sit, read, text, eat, drink, or chew gum in your booth.

Sales

The Central Washington Bridal Show is a selling show. Create incentives to book or buy at the show. Offer a show special or have price ranges.

Qualifying Leads

There will be a large number of brides attending the show, and you will be unable to talk to every bride. Prepare yourself with questions to ask the bride that pre-qualifies them as a customer for you. If they are not interested in your service, or if there is a date conflict, or budget concern, they may not be the customer for you. Spend time with the customers that are most interested in your product or service.

Rules and guidelines

License requirements: In order to participate in the CWBSA exhibitors must have a business located in Central Washington and provide CWBSA with a UBI number, or state business license. Small business franchisees listed below are exempt from the state business license requirements. It is mandatory for each exhibitor to provide any additional licenses or permits required for its services or products that may be required by city, county, or state (such as health department, etc).

Wedding related products only: The Central Washington bridal show (CWBS) has always been proud that it is purely wedding in nature. In order to maintain this, CWBS has a policy that only wedding related products can be displayed. That means that only products or services that are directly or indirectly used for planning a wedding, the wedding ceremony, the wedding reception, or the honey moon are permitted in the CWBS.

Sublet and combined exhibits: Under the terms of your contract, exhibitors are not allowed to sublet or combine any portion of their exhibit space without written approval from the CWBSA.

Discloser of product and service: Exhibitors must list all products and services that will be displayed in their booth space. Only products and services listed on your contract with the CWBSA will be allowed to be posted on the CWBSA website and displayed in your booth. This information is used to decide what categories to place your business under on the CWBSA website and to insure your booth will not be placed next to a similar booth at the bridal show.

Small business franchisee (such as, Pampered Chef, Avon, Cookie Lee, Partylite, Advocare, etc): must rent one booth per franchise, thus eliminating one booth from being able to tie up multiple small franchises. CWBSA will only allow one of any type of small business franchise on a first come bases per bridal show. This is done to try to offer a large variety of products and not duplicate the exact same franchise over and over.

Dispensing of adverting materials: No exhibitor will be allowed to distribute literature or merchandise outside their exhibit area. Exhibitors may only display signs and dispense literature and advertising materials pertaining to their contracted business and service. Central Washington Bridal Show Association (CWBSA) management will remove signs, literature, and business cards of businesses or persons not contracted with the CWBS. Prizes/raffles not directly affiliated with an exhibitor from the CWBS are not allowed. The Yakima Herald (Valley Bride), the Daily Record (Wedding Planner) or any other publication with advertising from exhibitors not listed in the CWBS will not be allowed at the CWBS.

Occupancy of booth space: Your exhibit space must be staffed during advertised show hours (January 8, 2011 10:00 am to 3:00 pm). Only the exhibitor's goods and services contracted with the show can be exhibited in the booth space. No non-contracted service or business can be represented in your booth space. The CWBSA will fine any exhibitor \$400 who is found to represent or pass out information from a non-contracted exhibitor.

Sales at bridal show: Selling products and services at the CWBS is not only ok, it is encouraged and recommended. We have over 500 brides attend each year with their families and friends. Many of these attend with the intent of securing the products and services they desire for their wedding. Exhibitors should come prepared to sell products, provide contracts, and collect payments. These brides want to make purchases to insure they get what they want. The local brides all know that the Central Washington Bridal Show has the best products and exhibitors you can find.

Early dismantle of exhibit: Exhibitors who begin to tear down before 3:00 pm Sunday may be eliminated from future shows. The CWBSA will fine any exhibitor \$250 who moves out or starts to dismantle their exhibit before closing of the show.

Aisle restrictions: No exhibit can obstruct the aisles, encroach on neighboring booths, or operate its exhibit causing interference, annoyance, or endangerment to other exhibitors or visitors. This restriction applies to, but is not limited to, volume of P.A. systems, persons, musical instruments, or any device which volume might be objectionable to show management. Exhibitors, their agents, employees, and business invitees may only conduct business within their assigned exhibit space.

Conduct: You and your staff should be courteous to your neighboring exhibitors and attendees at all times. Your staff can only do business from within your exhibit space. Do not stand in the aisle, or walk around passing out business cards and information.

Conflicts: If you are having a conflict with an exhibitor or attendee, please contact show management at the registration booth in the front lobby. Show management and security are in radio contact with the registration booth and will respond immediately.

Microphones, amplification, and public address systems: No exhibitor will be allowed to use a microphone, music amplification, or P.A. system in their display area.

Sound: Video equipment and disc jockey sound systems must be placed toward the back of the exhibit space. Exhibitors are asked to monitor their own booths to be sure the noise levels from musical instruments, videos, and disc jockey sound systems are kept to a minimum and do not interfere with others. The use of sound systems or equipment producing sound is an exception to the rules, not a right. Show management reserves the right to determine at what point the sound interferes with others and must be discontinued. You will only be asked to turn your system down once before we ask you to turn your system off.

Defacement of convention center: Decorations may not be affixed to any surface in the building. No holes may be drilled, cored or punched into the building. Samples may not include stick-on decals or helium balloons.

Height restrictions: Exhibits shall be so arranged as not to obstruct the general view, nor hide the exhibits of others. Regular and specially built back walls, including signs may not exceed an overall height of 8' and extend forward from back wall more than 4'.

Low side displays between exhibits should not exceed 4' in height. The backside of any displays must be aesthetically pleasing toward neighboring booths. If your exhibit does not conform to these restrictions, you must fill out the booth height restriction variance form posted on the CWBS website exhibitor area, under height restriction, no later than *December 1*, for acceptance. Should there be a need for extra drapery to hide over-height exhibits, the exhibitor will be responsible for the cost of the drapery. No exhibits or products can protrude into the aisle ways.

Tents or canopies: Any Exhibitor with a tent or canopy of any size that may be covering any part of their booth must fill out the booth height restriction variance form, and submit it to the CWBSA no later than December 1st, for acceptance. Any exhibitor with a tent or canopy of any size must provide an ABC rated fire extinguisher in their booth at all times. Any covering or decoration over your head of any type is considered a canopy.

Flammable materials: No flammable materials, such as bunting, tissue paper, crepe paper, etc., will be permitted to be used for decorations, and all materials used for decorative purposes must be treated with flame proofing and approved by the Fire Department. Exhibitor shall not light any candles inside Convention Center.

Signs: No exhibitor booth signs will be provided. Signage with your business name is highly recommended and encouraged. You only have 3.5 seconds to attract the customer walking by, based on a 10'x10' booth. Signage should be easy to read at a glance. The Maximum height for any sign will be 8' from the floor.

Booth tables: There will be NO tables provided in your booth. If you need a table, you may bring your own or rent one from Bear Trade Show Services, see show decorator posted on our website under the exhibitor area.

Booth electricity: All booths are provided with 5 amps or 500 watts. Those needing more power should contact, Gary Evans at Backstage Electric.

Consumer complaints: Show management is not a mediator for consumer complaints and will not get involved with them. Exhibitors who have complaints levied against them by consumers to CWBS will be contacted by the board of directors about the complaint. An exhibitor may not be invited back next year, if they receive complaints of unethical business practices or for not providing the service or product that they promoted.

Door prizes: Exhibitors have the opportunity to provide one door prize to be given out by the M.C. For more information regarding door prizes, see door prize information posted on CWBS website under the exhibitor area.

Food for exhibitors: Exhibitors shall not bring any food or drinks into the Convention Center except samples to be served by Exhibitors in the food categories. CWBSA will provide a hospitality room with drinks and snacks for exhibitors and their staff only. You will need to present your exhibitor pass to enter. Concessions and espressos will be sold in the concession area for exhibitors and show attendees wishing to purchase food items.

Food samples and distribution: M&M catering has the exclusive right to provide food and beverages in the Convention Center. No other exhibitors will be allowed to sell food or beverages in the Convention Center. Only business who are in the food business will be allowed to provide samples. If you will be serving samples of food or beverages of any type at CWBS, sample sizes must be less than three fluid ounces, or bite size. The exhibitor is solely responsible for obtaining any necessary licenses and paying the necessary fees, if required, to Yakima County Health Department. There will be a conference room available to use as a prep area for those business providing samples. This conference room is available for prep only, all food must arrive pre cooked. Exhibitors using the prep room are responsible for clean up. Please clean up behind you, we have other exhibitors who will need the space.

Health Department permits: Contact, Ryan Iback, from the Yakima County Health Department (509) 249-6521, for information on preparation and distributing requirements.

Alcoholic beverages: Exhibitor, or its employees, agents, and guests shall not consume or distribute any alcoholic beverages.

Garbage: It is your responsibility to remove your own garbage before and after the show. Please do not leave garbage in the aisles before or after the show. The Convention Center will empty the garbage cans if needed. No garbage can will be provided in your booth, if you are providing samples that require a waste basket, we recommend you supply your own.

Storage: Due to lack of space, the CWBS or the Convention Center will not provide any space for storage, All products or supplies must be stored in your booth or left in your vehicle.

Leads acquired by exhibitor: Exhibitor agrees that leads acquired at their booth or from the brides list provided by the CWBSA in the form of an e-mail are for the sole use of exhibitor. These leads must be kept confidential and may not be sold to a third party, or used to promote non-exhibitors of the CWBS. There will be a \$3,000.00 fine for each non-authorized use of the registered brides list. Refer to contract terms and conditions for more information concerning leads.

Security: The Convention Center will be securely locked Saturday at 6:00pm following set-up time. The Convention Center and the CWBSA are not responsible for theft or breakage that could occur in your booth. We advise exhibitors to take the following safety precautions: Do not leave your booth unattended. This includes arriving in plenty of time before the show opens, and not leaving until the show has closed. Valuables that can easily be put into a pocket or purse should be put away or covered Saturday night before leaving. We suggest blankets, sheets, or tarps to cover merchandise. The CWBS will have security Saturday and Sunday in and around the building and parking lots.

Website: The CWBSA encourages you to link your website to www.centralwashingtonbridalshow.com for more information refer to CWBS website information posted under exhibitor area.

Board of director meetings: All exhibitors of the CWBSA are welcome to attend the monthly planning, board meeting held on the second Wednesday of the month at the Redlion Yakima Center, 7:00 pm.

Advertising information

Advertising

The Central Washington Bridal Show has an extensive \$25,000 advertising campaign planned for the January 8, 2012 bridal show. Awareness to wedding related businesses will be high during this time. We recommend exhibitors who will be advertising during the months of December and January, include the Central Washington Bridal Show in their advertising. For example: COME SEE US AT THE CENTRAL WASHINGTON BRIDAL SHOW, JANUARY 8, AT THE YAKIMA CONVENTION CENTER. This will promote the show and your business at the show.

Brides lead list

A Brides lead list provided by CWBS will be available on or before January 31, 2012. The lead list will be provided as an e-mail and will include the bride's name, address, e-mail, and wedding date. This list is confidential and is only to be used by the CWBS exhibitor who it was intended for. Any exhibitor who sells or provides this list to an exhibitor not in the 2012 CWBS will be fined \$3,000 for each exhibitor to whom the list is passed.

Lodging

The Central Washington Bridal Show would like to welcome you to Yakima, Washington, and make your stay as comfortable as possible. For those of you who may be attending the Central Washington Bridal Show and need a place to stay, we have worked out a special discount with a few of the nicer hotels in the area. These hotels are located on the Yakima Ave and are very close to the Yakima Convention Center.

When you make accommodations, be sure and ask for the Central Washington Bridal Show room discount rate.

- Oxford Inn ----- (509) 457-4444
- Oxford Sweets ----- (509) 457-9000
- Red Lion Hotel Yakima Center----- (509) 248-5900

Central Washington bridal show handbook

Index

Advertising.....	15
Aisle restrictions.....	11
Colors.....	3, 8
Complaints.....	12
Conduct.....	12
Conflicts.....	11
Convention center.....	3, 4, 5,
CWBSA management.....	3
Dates.....	3
Decorator.....	3, 9
Defacement to convention center.....	12
Directions.....	5
Dispensing of advertising materials.....	10
Display.....	8, 9
Door prizes.....	13
Early dismantle of exhibit.....	6, 11
Electrical service.....	4, 8, 12
Exhibitor badges.....	7
Flammable materials.....	12
Food for exhibitors.....	13
Food samples.....	13
Garbage.....	13
Health department permits.....	13
Height restrictions.....	12
Hours.....	3
Internet.....	4, 8
Lead list.....	13, 15
License requirements.....	10
Loading doors.....	6
Location.....	3, 5
Lodging.....	15
Meetings.....	14
Move-in Move-out	3, 6, 11
Occupancy of booth.....	11
Parking.....	5
Rules and guidelines.....	10, 11, 12, 13, 14
Sales.....	9, 11
Security.....	14
Signs.....	9
Sound.....	11
Sublet and combined exhibits.....	10
Small independent franchisee.....	10
Tables in booth.....	8
Telephone.....	4
Tents or canopies.....	12
Ticket Information.....	3