

Northwest Special Events Network

You are cordially invited to participate in the
17th Annual Ultimate Bridal Fair

February 21st, 2010

Swinomish Northern Lights Casino

11:00 a.m. to 4:00 p.m.

Fashion Show at 2:00 p.m.

Bridal shows are fun family experiences for people who want to see products that would otherwise take days to view in retail stores. They are huge information and entertainment marketplaces under one roof and remain the only place where the public can see, touch, taste, hear, compare, and ask questions about products and services that are displayed side by side. Whether you are launching a new product, targeting prospective clients or reaching out to other vendors, NWSSEN Bridal Fair will deliver an unprecedented opportunity to reach a highly targeted audience of qualified brides.

The NWSSEN Bridal Fair will also offer multiple opportunities to increase your company profile and reinforce your marketing message – all of which equate to a successful show for you and your company. Through sponsorships, your company will maximize their presence at the event. Attendee mailing lists, mailed to your company after the Bridal Fair, will encourage continued contact with future and prospective customers, and press access will promote your company to thousands of readers and listeners.

By becoming an exhibitor you will be able to outshine your competition as prospective customers comparison shop – ultimately eliminating the sales cycle and increasing one-on-one interactions. This is a wonderful method by which to build exhibitor-customer relationships and extend your networking connections within the bridal industry. Such an event will enable you to familiarize yourself, not only with other wedding professionals, but also with the growing trends and current demands of prospective clients. Just imagine how many potential new customers you could meet in one day.

This event has grown into a much-anticipated show for brides-to-be in our area, and attendance has grown to over 400 guests. This year we are hosting this event at *Swinomish Northern Lights Casino* and we are expecting more people than ever before. We advertise in several mediums in Skagit, Island, San Juan, Whatcom and Snohomish counties to diversify our attendance.

Booth spaces are limited and there is a limit for each business category. Booth spaces and prime locations will be given on a first to pay basis. Payment is due by January 4, 2010, however if you want to secure your space you should reserve your booth A.S.A.P. After that time, you may still rent a booth, if they are available, but we cannot guarantee you advertising space.

Event Director: Creative Celebrations
PO Box 1402, Mount Vernon, WA 98273 ~ 360.428.5972

ULTIMATE BRIDAL FAIR VENDOR INFORMATION

SUPPLIED BY NWSEN:

- 6' deep by 8' wide booth (double booths available as space permits)
- Table with white linen & skirt
- Pipe & Drape
- Limited *Premium* booth space available in the foyer areas (pipe and drape are optional)
- Booth number on diagram only. You are welcome to hang signage from the pipe with hooks provided
- NWSEN advertises in Skagit, Island, San Juan, Whatcom, and Snohomish counties, as well as the internet
- Your business will be listed in the program given to attendees at the entrance of the Bridal Fair
- Handouts and flyers for advertising mailed to you prior to January 4, 2010
- A list of brides and other attendees e-mailed to you after the event.
- Up to 2 admission passes for booth representatives (additional tickets may be purchased for \$8 each)
- Exhibitors may not display information from a non-paying business.

OBLIGATIONS OF THE VENDOR:

- Non-refundable booth payment must be received by January 4, 2010
- Accept booth assigned by coordinator
- Nothing may be attached to the walls or ceiling of the Swinomish
- The bridal fair will run from 11:00 am - 4:00 pm
- Load-in from 8:00 -10:00 am
- Set-up begins at 8:00 am. You must register with Creative Celebrations by 9:00 am or your booth will be removed and your fee forfeited. Set-up should be completed by 10:00 am
- By 10:00 am all vehicles must be moved to the adjacent lot, away from the Swinomish
- You may not begin breaking down your booth until the trade show ends at 4:00 pm.
- One admission pass will be provided for no more than two representatives at your booth
- All equipment and supplies must be removed on February 21, 2010
- We encourage you to offer door prizes and/or giveaways at your booth. Door prize drawings will be held following the fashion show.

SPONSORSHIP & REGISTRATION INFORMATION

PLATINUM SPONSORSHIP \$5,000

- Exposure of your company's logo on the NWSEN website
- Logo on all printed Bridal Fair material printed after the time of any agreement, including registration forms, event satchels if supplied by you, media releases, and publicity material
- An opportunity for a company representative to make a presentation to all brides during the fashion show
- Complimentary Premium booth space in the entry or foyer areas of the event and two admission passes
- A full page advertisement in the Bridal Fair program
- Printed attendee list after the event

GOLD SPONSORSHIP \$1,000

- Complimentary Corner booth space and two admission passes
- A quarter page advertisement in the Bridal Fair program – acknowledged at gold sponsor, w/logo
- Printed acknowledgement in the Bridal Fair program
- An opportunity to place advertising material in event satchels
- Printed attendee list after the event

BRONZE SPONSORSHIP \$200

- Printed acknowledgement in the Bridal Fair program
- An opportunity to place advertising material in event satchels
- Printed attendee list after the event

BRIDAL FAIR EXHIBITOR BOOTHS

- | | | |
|-------------------------|-------|--|
| • <i>Premium</i> Booth | \$800 | located in prime areas; ideal for large displays |
| • <i>Corner</i> Booth | \$600 | located on a corner; larger booth space than standard |
| • <i>Standard</i> Booth | \$400 | located next to other exhibitor booths |
| • <i>Shared</i> Booth | \$250 | each, for two exhibitors; located amongst <i>Standard</i> booths |

AD SPACE

- | | |
|----------------|-------|
| • Full page | \$500 |
| • Half page | \$300 |
| • Quarter page | \$200 |
| • Bag stuffing | \$100 |

DONATION OF PRODUCTS OR SERVICES

- Acknowledgement in the Bridal Fair program

Your company may choose to purchase a sponsorship for the NWSEN Bridal Fair. Sponsorships, however, are not solely limited to those listed above. The Bridal Fair committee is prepared to negotiate requests that may better suit your company's needs. For instance, your company may choose to place advertising materials in the Bridal Fair satchel for \$100 and not attend the event.

Northwest Special Events

2010 Ultimate Bridal Fair Vendor Registration Form

Please fill out and return this form with payment by January 4, 2010 to:

Creative Celebrations
 PO Box 1402
 Mount Vernon, WA 98273
 Phone (360) 428-5972 Fax (360) 542-6837
info@cceventplanning.com

Please check one category where your company should be listed in the event program:

<input type="checkbox"/> Accessories/Gifts	<input type="checkbox"/> Cakes	<input type="checkbox"/> Catering	<input type="checkbox"/> Decorating
<input type="checkbox"/> Event Planning	<input type="checkbox"/> Florist	<input type="checkbox"/> Formal Wear	<input type="checkbox"/> Jewelry
<input type="checkbox"/> Music/DJ	<input type="checkbox"/> Officiant	<input type="checkbox"/> Photography	<input type="checkbox"/> Rentals
<input type="checkbox"/> Salon Services/Beauty	<input type="checkbox"/> Transportation	<input type="checkbox"/> Travel	<input type="checkbox"/> Venue
<input type="checkbox"/> Videography	<input type="checkbox"/> Other _____		

Names of Booth Representatives (maximum of 2): _____

Door Prize Donation (Optional): _____ Value: \$ _____

I am interested in joining NWSN, please send me an application: _____

<p>Exhibitor Booth Sponsorships:</p> <p>Premium Booth Space @ \$800 \$ _____</p> <p>Corner Booth Space @ \$600 \$ _____</p> <p>Standard Booth Space @ \$400 \$ _____</p> <p>Shared Booth @ \$250 \$ _____</p> <p>Sponsorship Opportunities:</p> <p>Platinum @ \$5000 \$ _____</p> <p>Gold @ \$1000 \$ _____</p> <p>Bronze @ \$250 \$ _____</p> <p>Total Amount Enclosed: \$ _____</p>	<p>Optional Accessories: (indicate if needed)</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Electrical hook-up @ \$35</td> <td style="width: 10%;">Qty. _____</td> <td style="width: 30%;">\$ _____</td> </tr> <tr> <td>Extension Cord @ \$10</td> <td>_____</td> <td>\$ _____</td> </tr> <tr> <td>Additional Table @ \$15</td> <td>_____</td> <td>\$ _____</td> </tr> <tr> <td>Additional table w/linen & skirt @ \$50</td> <td>_____</td> <td>\$ _____</td> </tr> <tr> <td>Additional admission tickets @ \$8 each</td> <td>_____</td> <td>\$ _____</td> </tr> <tr> <td>Printed copy of attendance list @ \$5</td> <td>_____</td> <td>\$ _____</td> </tr> </table> <p>Advertising Space:</p> <p>Full Page @ \$500 \$ _____</p> <p>Half Page @ \$300 \$ _____</p> <p>Quarter Page @ \$200 \$ _____</p> <p>Bag Stuffing @ \$100 \$ _____</p>	Electrical hook-up @ \$35	Qty. _____	\$ _____	Extension Cord @ \$10	_____	\$ _____	Additional Table @ \$15	_____	\$ _____	Additional table w/linen & skirt @ \$50	_____	\$ _____	Additional admission tickets @ \$8 each	_____	\$ _____	Printed copy of attendance list @ \$5	_____	\$ _____
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Please select your choice of table: 6'x30" _____ 6'x18" _____ No Table _____

I agree to participate in the Ultimate Bridal Fair on February 21, 2010 at Swinomish Northern Lights Casino under the details and rules listed on page 2.

Company _____ *Contact* _____

Address _____ *City* _____ *State* _____ *Zip* _____

Phone _____ *Fax* _____ *E-mail* _____

Signature _____ *Date* _____

*Please attach business card to this form along with a check made payable to NWSEN **