

## **31st Annual Bridal Spectacular**

Sunday January 10th, 2015 / Century Center / 120 South St. Joseph Street / South Bend IN 46601

Show time 12:00 p.m. - 5:00 p.m.

### **Show Day Information For Participating Vendors**

#### **Important set up information**

**Set up times: Day of the show January 10, 2015 from 9:00 a.m. to 11:30 a.m.**

**Please be finished setting up by 11:30 a.m. the day of the show.**

To find your booth space look for your company name on the tables or ask a Bridal Spectacular representative to show you where to go.

Many of you may only have a small amount of items to carry in and others require use of the loading dock. Vendors with small loads may enter through front / side doors, large loads come through loading dock. If using a Century Center loading cart please unload your things quickly at your space so that others may use the carts.

**No breaking down your booth before 5:00 pm.** Even if you run out of product or samples.

**Booths must be manned until closing time.** We will give the Ok when it is time to tear down.

#### **Tables & Rentals**

If you need to rent extra tables or skirting please contact Burns Rent-Alls Inc. 574-259-4807 Lauren is the contact. (This is for vendors with 10 x 10 spaces or bigger only). *You may also bring your own tables if you would like.* There is a fee for extra tables and chairs if you think you might be in need of extra you may want to bring a credit card or cash to pay for it with at the time of setup. If you will not be needing tables for your booth space please let us know prior to show day. This helps us to be able to attend to other show details instead of moving tables around the day of the show.

#### **Electric**

Electric must be ordered ahead of time from Century Center. Electric is \$50 in advance and \$75 to order the day of the show. You will find an electric form in this packet. 574-235-9711

#### **Special Note**

Just a quick note to all vendors. If you are ordering flower arrangements for your booth or will have items on display from another company and they are not a vendor in our show it is not acceptable to have any signage that has their name on it in your booth. This was a big problem in the past and is only fair to the vendors in our show. If there is any such signage you will be asked to remove the sign. If you will be displaying items from another vendor that is a vendor in our show that is fine to give credit. You can call or e-mail me and I can give you the name of the florist in our show. Please remember that you are there representing your business and that sharing your space with other bridal vendors or distributing their information is not acceptable.

#### **Food Vendors / Caterers and Samples**

Vendors handing out food samples will need a one day health permit. **Permits must be obtained no later than one week before the show date.** Contact the St. Joseph County Health Department. at 574-235-9721

Samples must not be greater than 2 oz and must be distributed by exhibitor.

#### **Parking**

Everyone (including Bridal Spectacular staff) must pay to park in the Century Center parking lot. If you do not wish to pay for parking you will need to park out on the street or have someone drop you off. Parking is \$5 per vehicle

#### **Food and Snacks**

There will not be a restaurant open for snacks and food this year. Please plan accordingly.

### **Show Edict**

Please stay in your designated booth area. Walking around handing out information or placing fliers on the fashion show seats is prohibited. Please keep noise in your area to a minimum. Do not block the booth next to you with your display. If you have a 8' table space your signs must be on your table top or on the front of your table. High back drops and signs are no longer permitted in table spaces *only 10'x10' spaces*. If you need to upgrade to a 10'x10' booth space to accommodate your display or have questions please call 574-360-5372.

Please...No handing out information for other companies not in the show or information about other bridal shows. If you see anyone handing out literature to brides, grooms, or vendors who is not a vendor in the show please let the Bridal Spectacular staff know right away.

### **Door Prizes**

Every vendor is required to give a door prize worth \$25.00 or more. This must be an actual item or gift certificate. It may *not* be a prize of a discount off a services or product from your company that requires an additional purchase to receive the gift.

Please have your prize clearly marked with your company name or business card on the outside. Prizes should be brought to the table next to the fashion show stage before the doors open. Due to the large number of gifts to give away we will not be able to write down the name of the winner for each prize. If a prize has not been claimed by the end of the show we will draw another name. Our goal is to keep the fashion show moving quickly so Brides can get back to visiting with vendors as soon as possible.

If you want to have smaller drawings at your booth you may. Winners of these drawings may be announced only between fashion shows and when musicians are not playing.

### **Show Day**

If you or your staff will not be able to attend the show for any reason please contact Andrea Nissley at 574-360-5372. We will still provide you with your lead list but will not issue a credit or refund for your booth space for cancellations or no shows.

### **Web Site**

Bridal Spectacular web site [Indianabridalspectacular.com](http://Indianabridalspectacular.com)

Like us on Facebook [www.facebook.com/BridalSpectacular](http://www.facebook.com/BridalSpectacular)

Follow us on Twitter <https://twitter.com/AndreaNissley>

### **Bridal Spectacular posters and fliers**

You will receive a poster and fliers / postcards in this packet. Please display Bridal Spectacular fliers and posters where your customers can see them. If you can, please put them up in your local grocery stores convenience stores or church. If you need more fliers or would like postcards to send out to brides please contact us right away. We are also sending out digital social media ads for vendors to share on their social media sites. You may also share and post to and from our facebook site. [www.facebook.com/BridalSpectacular](http://www.facebook.com/BridalSpectacular)

### **Advertising**

We will be running ads on the radio B-100, U-93 & Sunny 101.5 and some of their satellite stations. There are ads in all of the Bridal Magazines. We are doing direct mailing pieces to brides and grooms. Many of our Vendors have Facebook and Twitter accounts please post the show information on your page the more free advertising and exposure we have for the show the better. If you would like a JPG image for Facebook or PDF flier to e-mail to potential brides please let us know and we will be happy to provide you with one.

**Questions?** Email us at [bridalspectacular@sbcglobal.net](mailto:bridalspectacular@sbcglobal.net) or Call 574-243-4060 or 574-360-5372

*Happy Holidays!*

*Andrea Nissley*

*Bridal Spectacular Director*