

Grand Bridal expo2017

October 29, 2017

Expo 10 am to 3 pm Fashion Show at 3 pm

☐ **Single Booth, Early Bird Special \$425**
Application must be received **by** March 1, 2017

☐ **Single Booth \$475**
Application received **after** March 1, 2017

☐ **Double Booth \$900**
Application must be received **by** March 1, 2017

☐ **Electricity \$35- Must be reserved in advance.**
Electricity requested the day of the expo will **cost \$85**

Each single booth is sectioned by pipe & drape approx. 10 ft. x 10 ft., includes one 8' table with linen & two chairs.
Each double booth is sectioned by pipe & drape approx. 20 ft. x 10 ft., includes two 8' tables with linen & two chairs.

Increase Your Exposure!

☐ In the Bag \$50

We will put one promotional item (brochure, flyer, pen, etc) into the bag the brides receive upon registration into the Grand Bridal Expo. Materials must be in by October 1. **Materials delivered late will not be accepted.**

☐ Program Advertisement \$80

Full page, 5.5" wide x 8.5" high, edge to edge printing

Every wedding couple that comes to the expo will be given a program. This is an opportunity for businesses to showcase their product or service. Materials must be received by October 1. **Materials delivered late will not be accepted.**
Design specs: 5.75" x 8.75", Crop area 5.5" x 8.5", Safe area for text 5.25" x 8.25".

☐ Combo Package \$100

Receive a full size ad in the program book and an In the Bag for a deep discount! Refer to individual listings for details.

1. Participants are required to provide one no strings attached Door Prize or Featured Prize. Door Prize will be awarded during the Fashion Show with a prize slip to be placed under random chairs. A Featured Prize is a product or service given and announced during the Fashion Show. Featured Prizes could include Bridal Bouquets, DJ service, or Wedding day photography to be used at the recipient's wedding. Businesses that choose to give a Featured Prize rather than a Door Prize will be given more promotions during the Fashion Show than those that give a door prize.
2. The Grand Bridal Expo is indoors and will take place regardless of weather conditions.
3. Participant set up time is available on Saturday, Oct. 28, 2017 (time TBD based on event schedule) and Sunday, Oct. 29, 2017 from 7-9 am. All booths must be set up by 9 am with participants at their booths by 10 am. Use the time between 9 am and 10 am to network with other vendors. Coffee and snacks will be available for vendors.
4. Subleasing or sharing of booth space is not allowed. Participants may only promote or advertise, distribute items, brochures or samples directly relating to their business.
5. Decorations must remain within the designated booth space. In an effort to preserve the historic building, no items may be hung from the ceilings or on the walls.
6. Participants may not block the aisles or emergency exits, and agree to stay within their booth while promoting their business to prospective clients.
7. The use of microphones is not allowed by any participant. Music will be permitted with the understanding that it be kept low so as to not disturb the other booths. Castle Farms reserves the right to monitor the music volumes. Vendors agree to immediately turn off all equipment at the start of the Fashion Show at 3 pm.
8. Tear down may begin at 3 pm. Any early tear down will result in NOT receiving the bridal e-mail list and NOT being asked to return to the show.
9. All participants who attended the Grand Bridal Expo will receive an exclusive e-mailed list of the wedding couples who attended at no extra charge. This mailing list is not to be resold, given away, or distributed to any other business!
10. Participant will indemnify and hold harmless Castle Farms and sponsors of the Grand Bridal Expo from claims or damages.
11. This application is a **request** for a booth space. Castle Farms will notify you of your acceptance into the Grand Bridal Expo within 45 days of receiving your application by returning a signed copy of your application. Your booth deposit will be due within 30 days of notification of application acceptance.

(Continued on reverse side)

If any sections of the aforementioned contract are violated, the participant will be asked to leave the expo immediately. The participant understands that if Castle Farms is moved to expulsion due to breach of contract, **no refund** of any form will be issued.

<div>Business Name as you would like it to appear (please PRINT)</div> <div>Business Street Address</div> <div>Business City, State & Zip Code</div> <div>Type of Business</div> <div>Authorized Signature</div> <div>Printed Name</div>	<div>Business Phone Number</div> <div>Alternate Phone Number</div> <div>Business Fax Number</div> <div>Business email (need to receive email list)</div> <div>Date</div>
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Payment Schedule

50% Deposit due 30 days after approval by Castle Farms	Deposits are non-refundable.
Final Payment due by October 1, 2017	Remaining balance becomes non-refundable after October 1, 2017.
*Failure to provide payment on time may result in cancellation of your booth space.	Make checks payable to: Castle Farms - GBE 5052 M-66 North Charlevoix, MI 49720

Please choose one or more prize option

☐ **Grand Giveaway:** Business name on Grand Giveaway promotions, including but not limited to website listing, poster at registration, announced during fashion show.
Prize: _____

☐ **Featured Prize:** Business name announced during Fashion Show. Prize to be product or service package given and for use at the recipient's wedding.
Prize: _____

☐ **Door Prize:** No-strings-attached prize with no minimum value. Prize slips to be placed under random chairs during Fashion Show.
Prize: _____

Castle Farms will confirm your prize once your application is approved.

Send completed applications to Castle Farms, 5052 M-66 North, Charlevoix MI 49720 OR fax to 231-237-0994

For office use only

Castle Farms Signature of Acceptance	Acceptance Date
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