

**EXHIBITOR CONTRACT**  
**JANUARY 18, 2015 • 11AM-4PM**  
**HILTON TUCSON EL CONQUISTADOR**



OFFICE USE ONLY	
New Customer	__ YES
Account Name:	_____
Account Number:	_____
Account Executive:	_____
Date:	_____

*Please print legibly or type. All information is required and will be used in promotions by Tucson Bridal Expo and the Arizona Daily Star.*

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_  Do Not Publish

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Business E-Mail: \_\_\_\_\_ Business Hours: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact E-Mail: \_\_\_\_\_

Website URL: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**SIGNATURE:** *(I understand the Terms of the Cancellation Policy and the Terms of the Rules & Regulations)* \_\_\_\_\_ **DATE** \_\_\_\_\_

**BOOTH PREFERENCE**

Booth locations have changed based on new event location. Booth assignments are **NOT** guaranteed and are subject to final change by Bridal Expo management. Space assignments are made on a first-come, first-served basis and will not be processed until payment is received. Prior event's space is not guaranteed. However, every effort will be made to honor your space request:

**Ballroom** \_\_\_\_\_ **(REQUIRED)**

REQUIRED — LIST TOP 3 CHOICES (INDICATE BALLROOM IF CHOICES ARE IN DIFFERENT ROOMS)

EXHIBIT SPACE REQUEST: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

**PAYMENT INFORMATION**

Check one of two options to reserve your booth :

- Option 1  Yes, I agree to purchase a booth/sponsorship as listed below. Full payment is enclosed.
- Option 2  Yes, I agree purchase a booth/sponsorship as listed below. The first installment of three equal payments is enclosed of \$ \_\_\_\_\_.  
 I authorize a second payment of \$ \_\_\_\_\_ on \_\_\_\_\_, and a third payment of \$ \_\_\_\_\_ on \_\_\_\_\_.  
 Final payment must be made on or before November 15, 2014.

Sponsorship:  Platinum  Diamond  Silver  Star Bride  Other \_\_\_\_\_ Amount: \_\_\_\_\_

Bag  Fashion Show  Other \_\_\_\_\_ Amount: \_\_\_\_\_

Exhibitor Packages:  Double Booth  Single Booth Add-On:  Bag Insert  Amount Paid: \_\_\_\_\_ Balance: \_\_\_\_\_

*Exhibitor contract and full payment must be received by the Arizona Daily Star no later than NOVEMBER 15, 2014. Cancellation policy may apply. See RULES & REGULATIONS FOR DETAILS.*

Check # \_\_\_\_\_ Payable to Arizona Daily Star, Attn: Advertising-Bridal Dept., 4850 S Park Ave, Tucson, AZ 85714

Visa  Master Card  Discover  American Express Amount to Charge: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVC \_\_\_\_\_

Name as it appears on card (please print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## SPONSOR PACKAGES

### Platinum Sponsor — \$7,250

- Event
  - Double Booth w/ two (2) 8-ft tables, linens, (4) chairs, booth sign
  - GOBO in both ballrooms
  - One (1) insert in Bridal Kit (12x)
  - One (1) insert in Bridal Expo Show Bag
  - Verbal recognition during Bridal Expo
  - Attendee lead list sent via email
  - Sponsor recognition in Arizona Daily Star Bridal Expo promotion
- Online
  - Twelve (12) month Bridal Directory listing on tucson.com/  
TucsonBridalExpo.com
  - Big Box Video ad on tucson.com (100,000 impressions)
  - Online big box impressions (31,250 impressions)
- Print
  - Full Page, full color ad in Arizona Daily Star (6x21.5)

### Diamond Sponsor — \$3,925

- Event
  - Double Booth w/ two (2) 8-ft tables, linens, (4) chairs, booth sign
  - GOBO in both ballrooms
  - One (1) insert in Bridal Kit (12x)
  - One (1) insert in Bridal Expo Show Bag
  - Verbal recognition during Bridal Expo
  - Attendee lead list sent via email
  - Sponsor recognition in Arizona Daily Star Bridal Expo promotion
- Online
  - Twelve (12) month Bridal Directory listing on tucson.com/  
TucsonBridalExpo.com
  - Big Box Video ad on Tucson.com (50,000 impressions)
  - Online big box impressions (31,250 mpressions)
- Print
  - Half Page, full color ad in Arizona Daily Star (6x10.5)

### Silver Sponsor — \$2,600

- Event
  - Double Booth w/ two (2) 8-ft tables, linens, (4) chairs, booth sign
  - GOBO in one ballroom
  - One (1) insert in Bridal Expo Show Bag
  - Verbal recognition during Bridal Expo
  - Attendee lead list sent via email
  - Sponsor recognition in Arizona Daily Star Bridal Expo promotion
- Online
  - Twelve (12) month Bridal Directory listing on tucson.com/  
TucsonBridalExpo.com
  - Big Box Video ad on Tucson.com (50,000 impressions)

### Bridal Bag Sponsor — \$2,025

- Event
  - Single Booth w/ one (1) 8-ft tables, linens, (2) chairs, booth sign
  - GOBO in one Ballroom
  - One (1) insert in Bridal Expo Show Bag
  - Verbal recognition during Bridal Expo
  - Attendee lead list sent via email
  - Sponsor recognition in Arizona Daily Star Bridal Expo promotion
- Online
  - Twelve (12) month Bridal Directory listing on tucson.com/  
TucsonBridalExpo.com
  - Big Box Video ad on Tucson.com (50,000 impressions)
- Print
  - 8", full color ad in Arizona Daily Star (2x4)

### Fashion Show Sponsor — \$2,025

- Event
  - Single Booth w/ one (1) 8-ft tables, linens, (2) chairs, booth sign
  - GOBO in one Ballroom
  - One (1) insert in Bridal Expo Show Bag
  - Fashion Show Stage Show (20-30 min)
  - Fashion Show production (music, timing, coordination, etc.)
  - Verbal recognition during Bridal Expo
  - Attendee lead list sent via email
  - Sponsor recognition in Arizona Daily Star Bridal Expo promotion
- Online
  - Twelve (12) month Bridal Directory listing on tucson.com/  
TucsonBridalExpo.com
  - Big Box Video ad on Tucson.com (50,000 impressions)
- Print
  - 8", full color ad in Arizona Daily Star (2x4)

### Other Sponsorship Opportunities Available Upon Request

For more information contact:

Carly Mallen—Advertising Account Executive

smallen@tucson.com • o 520.806.7726 • m 815.222.4601 7 • f 520.573.4407



Tucson  
**Bridal EXPO**  
hosted by the Arizona Daily Star  
**25th Anniversary**

**JANUARY 18, 2015 • 11AM-4PM**  
**HILTON TUCSON EL CONQUISTADOR**  
**GOLF & TENNIS RESORT**

**SPONSOR & EXHIBITOR PACKAGES**

**STAR BRIDE SPONSOR**

The Star Bride will be chosen as part of a pre-event Facebook contest on the Tucson Bridal Expo Facebook page. In addition to other various prizes, the chosen Star Bride will win early access to the Bridal Expo where she and three friends will be escorted exclusively to the Star Bride Sponsor booths to view products and services and participate in a photo shoot at each booth that will be used in post-event advertorial.

**Star Bride Sponsor — \$1,250 (category exclusive, limit 6)**

Directly showcase your products and services with a Star Bride Sponsorship. Limited to six exclusive categories, sponsors will be included in a early opening 10 minute photo shoot at their booth with the Star Bride (sponsor booths must be attendee ready by 10:00am), plus post-event advertorial in the Arizona Daily Star.

- **Event**
  - Single Booth w/ one (1) 8-ft table, linen, (2) chairs, booth sign
  - GOBO in one (1) ballrooms
  - One (1) insert in Bridal Expo Show Bag
  - Verbal recognition during Bridal Expo
  - Attendee lead list sent via email
  - Sponsor recognition in Arizona Daily Star Bridal Expo promotion
  - Star Bride Special— 15 minute special announced at your booth via PA for extra discounted special offer, limited to a minimum of the first 20 arrivals
  - Name & logo recognition on Star Bride Special schedule of events insert in attendee bag at Bridal Expo
  - Star Bride Photo Shoot — Early opening 10-minute photo shoot with the Star Bride at your booth featuring the Star Bride and your products to use in post-event advertorial
- **Online**
  - Twelve (12) month Bridal Directory listing on tucson.com/TucsonBridalExpo.com
  - Big Box Video ad on tucson.com (25,000 impressions)
  - 12,500 online big box impressions
- **Print**
  - Post-event thank you in the Arizona Daily Star featuring sponsor logo, name and photos taken at the event

**EXHIBITOR BOOTH PACKAGES**

**Double Booth — \$1,400**

- **Event**
  - Double Booth w/ two (2) 8-ft tables, linens, (4) chairs, booth sign
  - Attendee lead list sent via email
  - Listing in Arizona Daily Star Bridal Expo promotion
- **Online**
  - Twelve (12) month Bridal Directory listing on tucson.com/TucsonBridalExpo.com
  - 12,500 online big box impressions

**Single Booth — \$800**

- **Event**
  - Single Booth w/ one (1) 8-ft table, linens, (2) chairs, booth sign
  - Attendee lead list sent via email
  - Listing in Arizona Daily Star Bridal Expo promotion
- **Online**
  - Twelve (12) month Bridal Directory listing on tucson.com/TucsonBridalExpo.com
  - 12,500 online big box impressions

**Bridal Expo Attendee Bag Insert — \$100**

Reach brides directly with their event bag provided by the Tucson Bridal Expo with a flyer, business card or other small item featuring your business. Minimum 800 pieces provided by exhibitor. Can only be purchased in combination with another sponsorship and/or booth package.



**2015 Location**  
Hilton El Conquistador

Attract a more affluent bride-to-be in a destination, resort setting

**Other Sponsorship Opportunities Available Upon Request**



## EXHIBITOR GUIDELINES

### Electrical:

Electricity is **not** included in the exhibition booth package and is provided separately by the Hilton Tucson El Conquistador Golf & Tennis Resort. Information regarding ordering electricity will be forthcoming.

### Schedule:

Tucson Bridal Expo hours are **11am—4pm**. Setup time is between 8am-10am. **All exhibitors must load-in from the rear and check in with security, so please leave ample time for your arrival and booth setup.** All booths must be staffed the entire time. Dismantling of displays cannot commence until 4pm. Moving equipment through aisles while guests are on the floor is a safety hazard and a fire code violation and is strictly prohibited.

### Exhibit Space:

Two exhibit space sizes are offered: Single or Double  
Each exhibit space will be equipped with:

- 8-ft back drape; 3-ft side drape
- One 8-ft table, topped and skirted
- Two folding chairs
- One waste basket with liner
- One identification sign: **Please be sure that you have indicated your business name on the registration form exactly the way you would like your booth signage to read.**

A limited number of outdoor display areas are available adjacent to the Expo. Specific equipment and space provided is arranged with the individual exhibitor.

**Exhibitors must contain their exhibits in the designated space.** Exhibitors are not permitted to erect signs or display products in any manner that obstructs the view, block aisles or adversely affect the displays of other exhibitors. Please note, no display that presents a solid visual barrier may extend over the 8-ft back drape and no display may physically, visually or acoustically intrude over the 3-ft side drape.

**All Bridal Expo exhibitors and their employees must confine their activities to their exhibit space.** Handouts (including literature, souvenir items and promotional materials) may be distributed only from your display space — not from the aisle. All exhibitors must limit noise level to an acceptable level, defined as low enough that two people 8-ft away from space can speak without having to raise their voices beyond a normal conversational level.

In planning your booth, also note that additional charges may be levied on the responsible exhibitor for extra clean-up due to excessive debris, such as confetti or other damages. Confirmation of your booth space and additional information specific to parking, set-up and agenda will be forthcoming.

### Additional Equipment:

Decorations, sound/electrical equipment or supplies must be provided by the exhibitor. To rent additional equipment contact Arizona Cine Equipment at 520.623.8268.

### Parking:

Parking at the Hilton Tucson El Conquistador Golf & Tennis Resort is free, but due to limited capacity, a designated area for exhibitor parking will be strictly enforced. A shuttle from the area will be provided. Any exhibitor requiring special needs may take advantage of the Hilton's free valet service. More information specific to the exhibitor parking area will be forthcoming.

### Contracted Businesses Only:

Only the name/brand, products, or services of the contracted exhibitor for the space may be displayed. Please note:

- Exhibitors may not display advertising at his/her exhibition space for businesses not participating in the Bridal Expo.
- No displays or non-related materials bearing any name or form of advertisement, other than that contracted for in the space occupied, can be displayed. Exhibitors who own multiple businesses may only display the contracted businesses.
- Exhibitors who own multiple businesses may purchase a double booth for a maximum of two businesses. Additional booth space may be purchased at the single booth rate. Each business must be represented by a single booth space.
- The exhibitor may not sell, sublet or share the space assigned.
- Exhibitors may sell goods within their booth space, subject to all appropriate laws and regulations (see Rules & Regulations for more information.)

### Bridal Leads:

A list of leads generated by bride event registration will be emailed to each exhibitor in attendance as an Excel spreadsheet at no additional cost within 7-10 days of the event. Leads are available on CD or as a printout for a charge of \$40. To order a CD or printout, please contact Carly Mallen at 520.807.8006 or [cmallen@tucson.com](mailto:cmallen@tucson.com). **It is prohibitive to share this lead list with anyone not exhibiting at the Bridal Expo.**

### Cancellations:

Cancellations of either ad space and/or booth exhibit space after the Expo deadlines as listed are subject to a 50% charge of what was reserved.

Violation of these guidelines may be grounds for removal from the Tucson Bridal Expo without a refund and exclusion from future Arizona Daily Star events. The Arizona Daily Star reserves the right to edit, classify or reject at any time an advertisement and/or booth reservation submitted to its respective events and publications.

Exhibitor Initials: \_\_\_\_\_



## RULES & REGULATIONS

The Tucson Bridal Expo is a showcase for exhibitors. The Bridal Expo follows the guideline: "All exhibitors are equal, regardless of size, and should be given an equal opportunity, within reason, to present their company in the most effective manner to the audience." The Arizona Daily Star will adhere to the following rules and regulations as they pertain to the Bridal Expo, many of which are based on those set forth by the National Association of Exposition Managers.

1. Bridal Expo display space must be staffed at all times during the event's hours, 11am-4pm on Sunday, January 19, 2014.
2. Dismantling of displays cannot commence until 4pm on Sunday, January 19, 2014. Exhibitors who begin to dismantle their booths before the close of the show are doing a disservice to their business, the Bridal Expo and potential customers. In addition, moving equipment through aisles before the close of the show is a safety hazard and fire code violation and is strictly prohibited. Failure to observe this rule may jeopardize the exhibitor's space assignments or right to exhibit at future Arizona Daily Star events.

The Bridal Expo officially closes at 4pm on Sunday, January 19, 2014. All exhibitors and accompanying supplies must be dismantled and removed from the Hilton Tucson El Conquistador Golf & Tennis Resort by 7pm on Sunday, January 19, 2014. Exhibitors are responsible for securing any property left after close of the Bridal Expo. Exhibitors will be charged for the removal of any exhibition materials, supplies, or excess debris left in their booth after that time. Any exhibitor having gas-filled balloons in their display will be liable for any charges incurring from balloons that have been lodged near the ceiling.

3. Bridal Expo exhibitors are responsible for the installation and removal of their display and wares.
4. All displays must be free standing.
5. Bridal Expo exhibitors will at no time allow portions of their exhibit to obstruct any aisle. No exhibitor is permitted to erect signs or display products in such a manner as to obstruct the view or adversely affect the displays of other exhibitors.
6. No displays or non-related materials bearing any name or form of advertisement, other than that contracted for in the space occupied, can be displayed. The exhibitor may not sell, sublet or share the space assigned; exhibitors may not display advertising at their exhibit space for businesses not in the Bridal Expo.
7. Display dimensions are standard throughout the show. These dimensions will be strictly enforced.
8. Exhibitors must conform to all rules and regulations in effect at the Hilton Tucson El Conquistador Golf & Tennis Resort, as set forth by the Town of Oro Valley including the fire department, police department and/or building and safety department.
9. Tobacco and alcohol product giveaways and samples are strictly prohibited. Displays of sealed alcoholic beverages, such as in a gift basket are permissible with the stipulation that the public does not have access to it.
10. No bolts, screws, hooks or nails are to be driven into or attached to the walls or floor of the Hilton Tucson El Conquistador Golf & Tennis Resort. Participants are not to use pins, tacks, or any type of tape on the ballroom carpet, walls or drapes. Violators will be responsible for removal of any stick-on materials and will be charged for cleanup. Sign hooks are available from Arizona Cine Equipment at no charge.
11. Bridal Expo exhibitors and their employees must confine their activities to the exhibitor space(s) occupied. Handouts, including literature, souvenir items and promotional materials, etc., may be distributed only from the participant's display area(s).

12. Fire alarm boxes, fire hose cabinets, and fire extinguishers must be in full view at all times. Exhibitors are cautioned and instructed to avoid blocking any fire fighting equipment from view.
13. The Arizona Daily Star and/or the Hilton Tucson El Conquistador Golf & Tennis Resort assume no responsibility for goods delivered to the Hilton Tucson El Conquistador Golf & Tennis Resort or materials left in the building after closing hours.
14. Exhibitors wishing to insure their display material or components thereof, including merchandise, must do so at their own expense.
15. Exhibitors are permitted to sell merchandise at their booth and are responsible for any and all sales taxes due, and any additional business licenses required by the Town of Oro Valley. The list of exhibitors will be provided to the city and state taxing authorities at their request. By reserving space at the Tucson Bridal Expo, exhibitors agree to hold the Arizona Daily Star harmless from and against any and all liability, loss, damage, claim (whether valid or invalid), action, cost or expense (including reasonable attorneys' fees) (collectively, "Claims or Damages") that may hereafter be asserted against or suffered to the extent that the Claims or Damages arise out of a) the negligence or misconduct of the indemnifying party, its employees, agents or contractors in connection with the sale of goods and/or services as part of the Tucson Bridal Expo.
16. The Bridal Expo management reserves the right to restrict exhibits to a minimal noise level and to suitable methods of operation and display of materials. If for any reason an exhibit or its contents are deemed objectionable by the Bridal Expo management, the exhibit will be subject to removal. This reservation includes persons, things, conduct, printed matter or any item of poor character that the management considers objectionable to the Bridal Expo well being. In the event that an exhibitor's eviction or restriction is enforced, management will not be liable for refunding exhibit fees and/or rental fees paid for exhibit equipment rental. No show exhibits will not be refunded.
17. Neither the Arizona Daily Star and/or its sponsors or agents, nor the Hilton Tucson El Conquistador Golf & Tennis Resort and/or its representatives nor any member or employee of the Bridal Expo, nor the Hilton Tucson El Conquistador Golf & Tennis Resort, are responsible for injury, loss or damage from any cause whatsoever that may be suffered by exhibitors, their employees or property. The Bridal Expo exhibitor, upon execution of this contract, expressly releases the Arizona Daily Star, the Hilton Tucson El Conquistador Golf & Tennis Resort parties, individual and employees from any and all claims for such loss, damage or injury. Any and all restrictions and/or levies enforced or imposed by the Arizona Daily Star, the Hilton Tucson El Conquistador Golf & Tennis Resort, the Town of Oro Valley, or the State of Arizona must be observed by the Bridal Expo exhibitor. The Arizona Daily Star, its staff or participating co-sponsors assume no responsibility or liability whatsoever in matters related to any restrictions and/or levies imposed on the exhibitor by the Hilton Tucson El Conquistador Golf & Tennis Resort, the Town of Oro Valley and/or the State of Arizona.
18. The Arizona Daily Star reserves the right to cancel Bridal Expo exhibitors' rental if rules and regulations are not observed. The show management controls all aisle space.
19. The Arizona Daily Star reserves the right to add more rules and regulations at any time and to enforce them.

Exhibitor Initials: \_\_\_\_\_