

EXHIBITOR CONTRACT

JANUARY 12, 2020

10:30AM-3:30PM

JW Marriott Tucson
Starr Pass Resort & Spa



| | |
|--------------------|------------------------------|
| OFFICE USE ONLY | |
| New Customer | <input type="checkbox"/> 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Business Address: _____ ☐ Do Not Publish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 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 year's event's space is not guaranteed. However, every effort will be made to honor your space request:

_____ Arizona Ballroom (Premium Booth) - \$1,000 _____ Tucson Ballroom—\$800

_____ Arizona Ballroom Foyer - \$800 _____ Tucson Ballroom Foyer _____ \$800 or _____ \$650

EXHIBIT SPACE REQUEST: #1 _____ #2 _____ #3 _____ (Request Top 3 Preferences)

PAYMENT INFORMATION

Check one of two options to reserve your booth. Booths will not be reserved without full payment or a 50% deposit.

Option 1 ☐ Yes, I agree to purchase a booth/sponsorship as listed below. Full payment is enclosed.

Option 2 ☐ Yes, I agree to purchase a booth/sponsorship as listed below. Enclosed is a 50% deposit of \$ _____.
I authorize the remaining 50% payment of \$ _____ on _____.
Final payment must be made on or before November 30, 2019.

| | | | |
|--|---|---|--|
| Add-On: | | | |
| Sponsorship: <input type="checkbox"/> Platinum - \$7,250 | <input type="checkbox"/> Fashion Show - \$2,225 | <input type="checkbox"/> Bag Insert - \$150 | <input type="checkbox"/> Other _____ Amount: _____ |
| <input type="checkbox"/> Diamond - \$4,520 | <input type="checkbox"/> Bag Logo - \$2,025 | <input type="checkbox"/> Double Booth | <input type="checkbox"/> Other _____ Amount: _____ |
| <input type="checkbox"/> Silver - \$3,010 | <input type="checkbox"/> Custom Sponsor | <input type="checkbox"/> Other | <input type="checkbox"/> Amount Paid: _____ Balance: _____ |

Exhibitor contracts received by the Arizona Daily Star after NOVEMBER 30, 2019, must be paid in full to be assigned a booth.
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: _____



Tucson Bridal EXPO

hosted by the Arizona Daily Star

NEW TIME
JANUARY 12, 2020 • 10:30AM—3:30PM
JW MARRIOTT TUCSON
STARR PASS RESORT & SPA

SPONSOR PACKAGES

Platinum Sponsor — \$7,250

- Event
 - Premium Double Booth—Arizona Ballroom— 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
 - Online Cross Platform Targeted Impressions—DT & Mobile on Tucson.com (150,000 impressions)
- Print
 - Full Page, full color ad in Arizona Daily Star (6x21.5)

Diamond Sponsor — \$4,520

- Event
 - Premium Double Booth - Arizona Ballroom— 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
 - Online Cross Platform Targeted Impressions—DT & Mobile on Tucson.com (75,000 impressions)
- Print
 - Half Page, full color ad in Arizona Daily Star (6x10.5)

Silver Sponsor — \$3,010

- Event
 - Standard Double Booth—Tucson Ballroom / AZ Foyer 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
 - Online Cross Platform Targeted Impressions—DT & Mobile on Tucson.com (50,000 impressions)
- Print
 - Quarter Page, full color ad in Arizona Daily Star (3x10.5)

Bridal Bag Sponsor — \$2,025

- Event
 - Logo inclusion on attendee bag
 - Standard Single Booth—Tucson Ballroom / AZ Foyer— 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 Cross Platform Ad on Tucson.com (50,000 impressions)
- Print
 - 8", full color ad in Arizona Daily Star (2x4)

Fashion/Lingerie Show Sponsor — \$2,225

- Event
 - Premium Single Booth—Arizona Ballroom— 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 or Lingerie Stage Show (20-30 min)
 - 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 Cross Platform Ad on Tucson.com (50,000 impressions)
- Print
 - 8", full color ad in Arizona Daily Star (2x4)

Other Sponsorship Opportunities Available Upon Request

Fax contract with credit card payment to 520.901-1071.
For more information contact: 520-573-4495 or TucsonBridalExpo@tucson.com



Tucson Bridal EXPO

hosted by the Arizona Daily Star

NEW TIME
JANUARY 12, 2020 • 10:30AM—3:30PM
JW MARRIOTT TUCSON
STARR PASS RESORT & SPA

SPONSOR & EXHIBITOR PACKAGES

EXHIBITOR BOOTH PACKAGES

Each Booth includes the following:

- 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
 - Online Big Box ROS ad (12,500 impressions)
- * Double Booth w/ two (2) 8-ft tables, linens, (4) chairs, booth sign also available.

| | <u>Single</u> | <u>Double</u> |
|----------------------------|---------------|---------------|
| Premium—Arizona Ballroom | \$1,000 | + \$800 |
| Standard—8' x 10' Booth | \$ 800 | + \$600 |
| Tucson Foyer—6' x 8' Booth | \$ 650 | + \$550 |

Bridal Expo Attendee Bag Insert — \$150

- 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.

**Fax contract with credit card payment to
520.901-1071.**

**For more information contact:
520-573-4495 or TucsonBridalExpo@tucson.com**



JW MARRIOTT®
TUCSON
STARR PASS

2019 Location

JW MARRIOTT TUCSON STARR PASS RESORT & SPA
3800 W STARR PASS BLVD TUCSON, AZ 85745

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





Tucson Bridal EXPO

hosted by the Arizona Daily Star

EXHIBITOR GUIDELINES

NEW TIME
JANUARY 12, 2020 · 10:30AM—3:30PM
JW MARRIOTT TUCSON
STARR PASS RESORT & SPA

Electrical:

Electricity is **not** included in the exhibition booth package and is provided separately. More information will follow regarding electrical.

Schedule:

Tucson Bridal Expo hours are **10:30AM-3:30PM**. 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 3:30pm. Moving equipment through aisles while guests are on the floor is a safety hazard and a fire code violation and is strictly prohibited.

Bag Inserts:

Exhibitors who have purchased a bag insert as an add-on or as part of a sponsorship should deliver materials to the Arizona Daily Star no later than **Friday, December 27, 2019 at 4850 S Park Avenue, Tucson, AZ 85714.**

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.**

Pipe and drape colors are creamy white and light dove grey with white table skirts.

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 JW Marriott Starr Pass 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 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 Kim Bergeron 520-573-4495. **It is prohibited 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. No shows are not eligible for any refund.

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: _____



Tucson Bridal EXPO

hosted by the Arizona Daily Star

RULES & REGULATIONS

NEW TIME

JANUARY 12, 2020 • 10:30AM—3:30PM
JW MARRIOTT TUCSON
STARR PASS RESORT & SPA

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, 10:30AM-3:30PM on Sunday, January 12, 2020.
2. Dismantling of displays cannot commence until 3:30PM on Sunday, January 12, 2020. 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 3:30PM on Sunday, January 12, 2020. All exhibitors and accompanying supplies must be dismantled and removed from the Resort by 7pm on Sunday, January 12, 2020. 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 JW Marriott Tucson Starr Pass Resort & Spa, as set forth by the City of Tucson including the fire department, police department and/or building and safety department. Any candles must be contained in hurricane globes with wicks trimmed below the tops of the globes.
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 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 JW Marriott Starr Pass Resort assume no responsibility for goods delivered to the 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. Due to new health regulations, if you are providing samples of food that have been prepared in a commercial kitchen and are **NOT PRE-PACKAGING** before bringing to the Bridal Expo, you **MUST** complete and submit a **TEMPORARY EVENT APPLICATION** to the Pima County Health Department, 520-724-7908 or visit their website at www.pima.gov/health -- click on Consumer Health and Food Safety » Permitting and Inspections
16. 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 City of Tucson. 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.
17. 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.
18. Neither the Arizona Daily Star and/or its sponsors or agents, nor the JW Marriott Starr Pass Resort and/or its representatives nor any member or employee of the Bridal Expo, nor the JW Marriott Starr Pass 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 JW Marriott Tucson, Starr Pass 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 JW Marriott Tucson Starr Pass Resort, the City of Tucson, 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 JW Marriott Starr Pass Resort, the City of Tucson and/or the State of Arizona.
19. 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.
20. The Arizona Daily Star reserves the right to add more rules and regulations at any time and to enforce them.

Exhibitor Initials: _____