

MARCH 5, 2020

Rock County

Spring Evening Bridal Expo

VENDOR INFORMATION PACKET

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ABOUT THE SPRING EVENING BRIDAL EXPO

The Spring Evening Bridal Expo is presented annually by Best Events Catering in Janesville, Wisconsin. Beginning more than 20 years ago as a small 5 vendor show to fulfill a need to connect local brides to local wedding vendors, The Spring Evening Bridal Expo has grown to become the Stateline areas largest premier wedding expo. Receiving brides each year from Rock, Dane, Walworth, and Winnebago along with surrounding counties, and provides a unique platform for local businesses to connect directly to Brides in a fun and casual environment. We are excited to continue that tradition of bringing exceptional vendors, wedding planning information and new ideas & options to our brides!

WEEKNIGHT BONUS FOR VENDORS

- No early Sunday morning setup after a Saturday night wedding. *As many of us as wedding vendors, Saturdays are big busy days and Sunday shows can be a bit exhausting*
- No weekend plans to work around

BRIDAL INSPIRATIONS

9 reasons to participate in the Spring Evening Bridal Expo

1. Ability to interact with brides-to-be and their families!
2. Tons of publicity! The Spring Evening Bridal Expo is advertised on social media, radio, local publications, and more!
3. Free listing in our expo guide, given to all brides.
4. All exhibitors receive a list of all the brides in attendance, including their wedding date, address, phone and email to use after the expo.
5. Free listing and link on our Facebook event page.
6. Networking opportunities – being a vendor offers a unique opportunity to meet and greet with other area vendors!
7. Participants help keep things local. Local brides get the unique opportunity to meet local vendors in one location.
8. Giveaways allow vendors to make the most of their expo experience.
9. Your competition will be there!

Reserve your booth today!

EVENT PRICING

Basic Vendor Booth

\$ 250.00

- 10 ft. Booth - *Standard booth size is 6' depth, 8' in height & 10 ft. in width*
- Business listing on our event page
- Mailing list of all brides that register via email
- Listing in our expo guide
- Black pipe & drape, table & linen for booth
- Free booth electrical

Food Truck Option

\$ 50.00

- Business listing on our event page
- Mailing list of all brides that register via email
- Listing in our expo guide
- Ability to place business materials in our expo bags to bride
- Designated spot outside main entrance of location
- Must provide samples at event

(Vendor must be self-sustaining for all electrical / power needs)

A- LA CARTE OPTIONS

Expo Booklet Ad

All ads can be FULL color and are available in a variety of sizes. This booklet is given to EVERY attendee of the show, and includes the descriptions of every vendor booth, vendor contact information and a map of entire expo. After the show, this book is a great resource for brides and grooms to reach you while they are planning their special day.

¼ Page Ad: \$49.50

½ Page Ad: \$89.00

***Best Deal* – Full Page Ad: \$110.00**

Bag Inserts

Place an insert, brochure or business card in every gift bag given out at show.
(A minimum of 200 pieces, all unused material will be returned to you)

\$25.00 – Vendors

\$75.00 – Non-Vendors

AD SPECIFICS AND DEADLINES

All ads are due no later than February 3, 2020. Any ads submitted after that date will be subject to not being included in the expo guide. Ads must be submitted as a high resolution jpg. to Best Events via email at:
emiller@besteventscatering.com

Bag inserts will need to be dropped off at Best Events Showroom
2030 Center Ave, Janesville WI no later than Tuesday, March 3, 2020.

GENERAL INFORMATION

March 5, 2020 from 5:30 pm to 8:30 pm
Pontiac Convention Center
2809 N. Pontiac Drive, Janesville WI

Set-up

Set-up can begin as early as 10 a.m. on the day of the expo. All booths must be setup and ready by 5 p.m.

Take-down

Teardown of booth will begin no earlier than 8:30 p.m. All booths need to be removed by 10:00 p.m. the night of the expo. **no items will be permitted to be left overnight*

Dates & Deadlines

It is the responsibility of all participating vendors to be aware of all deadlines and to ensure their booths are setup on time day of.

Vendor Sign-Up: Sign-up for the 2020 expo begins on September 1, 2019. Vendor registrations will need to be submitted no later than February 15, 2019. **exhibitor booths are provided on a first come, first serve basis. Final booth placements are based on vendor type, total vendors and final layout design. We can NOT guarantee your placement. Show sponsors reserve the right to assign booth spaces as necessary for the best layout and success of the show. If you have specific needs please call us.*

Expo Ad Deadline: All ads purchased by vendors must be received no later than February 3, 2020. Ads must be sent electronically in high resolution jpg. format to the following email: emiller@besteventscatering.com.

Bag Stuffer Deadline: Items for expo hand-out bags must be received by Best Events no later than Tuesday, March 3, 2020. Please have 200 pieces.

Contact Information

Ella Miller

emiller@besteventscatering.com

Kelly Zastoupil

info@besteventscatering.com

MAILING ADDRESS

1741 Adel Street
Janesville, WI 53546

SHOWROOM & DESIGN CENTER

2030 Center Avenue
Janesville, WI 53546

608.755.4123 x 399 Phone

608.741.1109 Fax



SPRING EVENING BRIDAL EXPO VENDOR GUIDELINES

1. An application, contract and full booth payment is required to reserve your space.
2. Only one business allowed per booth space. Any booth subletting to another business will be charged an additional booth rental.
3. Booth space is on a first come served basis. Booths will not be reserved until payment, application and contract are received by Best Events Catering.
4. All vendor booths must be setup and ready no later than 5:00 p.m. on event date. In part, no vendor shall tear down their booth prior to close of the show at 9:00 p.m.
5. All displays must be of professional quality. Appropriate professional signage is required.
6. No items are permitted to be attached to property.
7. Booths must be staffed at all times during the entire show.

INFORMATION FOR CATERERS / BAKERS / FOOD TRUCKS

- **All *Catering/Food Truck Vendors*** are required to provide a food items for guest sampling.
- **All *Cake/Dessert Vendors*** are required to provide a bakery product for sampling.

If you are a catering company or baker, please know there are additional guidelines that must be followed. First, your company must be a licensed establishment adhering to all guidelines set out by your local Health Department. Caterers will not be able to cook or prep onsite.

VENDOR DOOR PRIZES

All exhibitors (both inside and outside of location) **MUST provide one of the following to be used in our bride giveaway.**

\$50 towards Cash Drawing

-or-

\$100 Retail Value Door Prize **must be preapproved by Best Events*

***Door Prizes can NOT be discounted service coupons towards a product or service.**

****Exhibitor agrees to indemnify and hold harmless Best Events Catering, the host location, their agents and employees from and against all claims, loss and expenses, including attorney fees, in any case where it shall be necessary to file an action arising out of the performance of the work herein, which is one of bodily injury, illness, death, property damage or loss caused in whole or part by the exhibitor's negligent act, failure to act, or his agent, employees, contractor, subcontractor or anyone employed by them for whose acts the exhibitor may be liable.**

EXHIBITOR APPLICATION

Application must be filled out completely and returned prior to February 15, 2020 with full payment. Applications can be mailed to Best Events, 1741 Adel Street, Janesville WI 53546, faxed to 608-741-1109 or emailed to info@besteventscatering.com.

Business Name:

Business Description:

.....

.....

Contact Name:

Address:

City:.....State:.....Zip:.....

Phone Number:.....Day of Show Number:.....

Email:.....Website:.....

\$50 Towards Cash Prize or Giveaway Item:
(Please list giveaway items for approval)

Does your booth need electrical? (Y) (N)

Table Size: (one included): 8' x 30" Banquet Table 5' Round Table
(Circle one)

**All tables include standard white poly linen 6' x 30" Banquet Table 30" Cocktail Table

No Table Needed

Would you an additional table? (\$5) (Y) (N) Size: _____

Would you like to upgrade your linen? (\$10) (Y) (N) Color: _____

SIGNATURE: _____ Date: _____

I have read and understand the entire vendor contract. By signing, I/We agree to pay all participation fees detailed in my circled selections and understand that all expo fees are non-refundable and participation is subject to full adherence to vendor guidelines. I understand that it is my responsibility to be aware of all application dates and deadlines. I also understand that my booth space choices may not be guaranteed to me and all booth placement will be at the discretion of Best Events.

Mail Complete Registration Form
With Payment By February 15th, 2020

BEST EVENTS
1741 Adel Street
Janesville, WI 53546

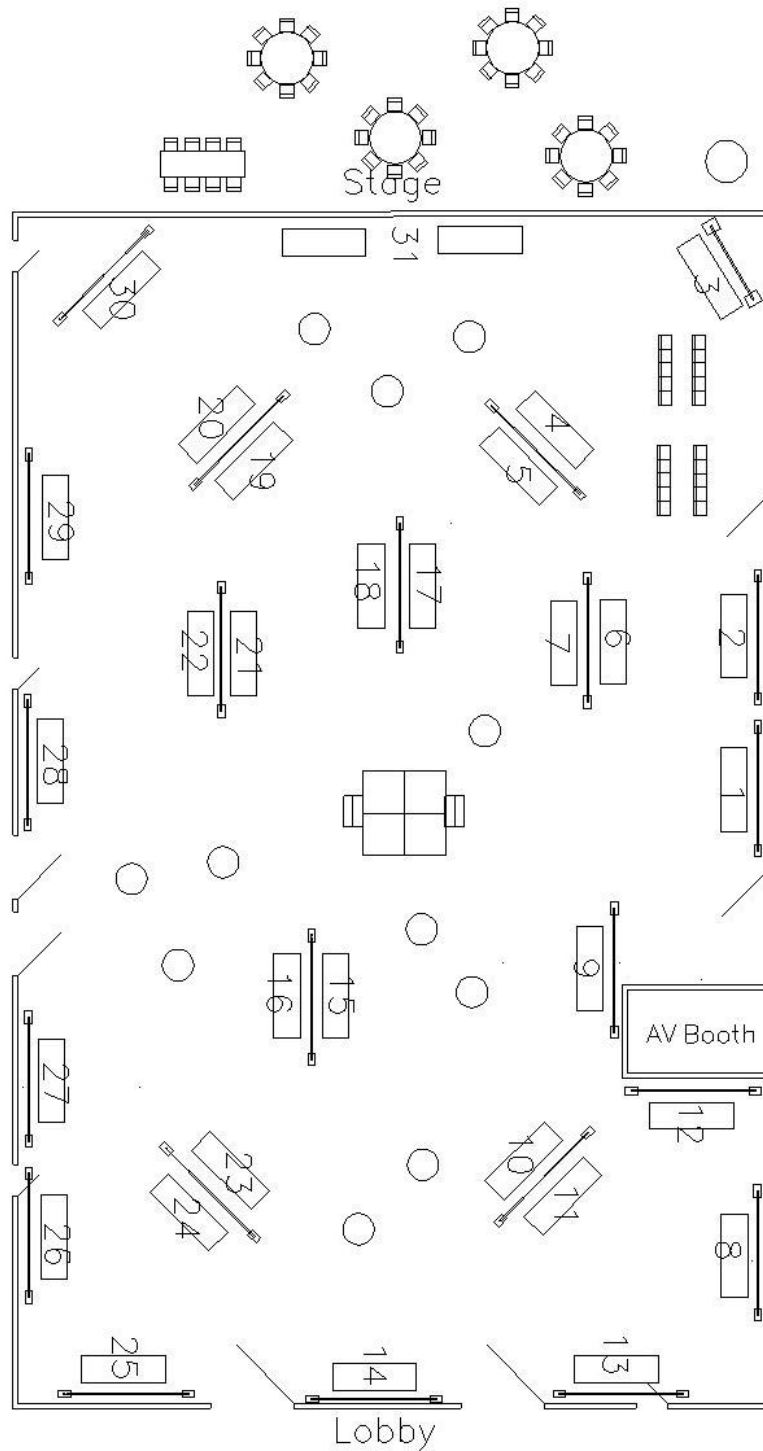
Booth Fee = _____
Add On Costs = _____
Addit. Table/ Upgraded
Linen = _____

(Make checks payable to **KANDU Industries**)

Total Enclosed = _____

Or Email Your Completed Registration Form to info@besteventscatering.com and
Call in Payment with Visa, MC, Amex or Discover

EXPO FLOORPLAN



2019 Layout for Initial Layout for Reference Only

***2020 Layout will be determined with final vendor confirmation & show details**

Best Events reserves to right to update or make show changes or additions