

Welcome to the 3rd Annual Bridal Festival at the Pine Ridge Mall

2011 Bridal Festival at the Pine Ridge Mall, located in the city of Pocatello
4155 Yellowstone Ave.
Pocatello, ID 83202

Contact info:

Greg Huff (208) 403-4705 greg@idahoweddingguide.com

Hello Vendors,

Thank you for participating in this 3rd annual bridal festival at the Pine Ridge Mall. Last year, we had over 150 brides attend this one day event. In making our event the biggest and best bridal show in Eastern Idaho. We had over 40 vendors participate in 2010. In 2011, there will be giveaways, Bridal Bucks, live entertainment and other events to continue to drive brides to this bridal festival. Please read the following information to ensure your agency is aware of all the conditions.

Featuring:

\$1000 giveaways in hotel rooms

\$1000 giveaways in Bridal Bucks....that goes back to vendors!

Royal Ryd's for brides (each registered bride gets to ride in a limousine at the event)

Giveaways hourly utilizing Idaho Central Credit Union's "cash machine"

Food, Fashion and Fun and much more!

Over 40 vendors attended the last year.

Sponsored by Sandhill Radio and the Idaho Wedding Guide



2011 Front Cover



Kupi 99 Arrow 107 Sunny 94.3 Gen x Super Caliente

Good luck and we wish your business the best in 2011!

Respectfully,

Greg Huff

Events4Idaho & Idaho Wedding Guide

Bridal Festival Conditions, Rules and Regulations

Saturday, February 26th, 2011 from 10AM -6PM

Please review the following Conditions, Rules and Regulations before deciding to participate as these Terms must be adhered to or you may jeopardize participating in future events.

Festival Hours and Schedule

Festival space will be open for Display setup on February 26th, 2011 from 6:00 AM to 9:30 AM.. All Display areas are to be ready by **9:30AM** on the 26th of February. Doors open to the public at 10:00AM on Saturday, February 26th 2011 All displays are to be taken down and moved out by 8:00pm.

Exhibitor Move In	Saturday -February 26 th , 2011	6:00AM-9:30AM
Public Show Hours	Saturday -February 26 th ,	10:00AM -6:00 PM
Exhibitor Move Out	Saturday -February 26 th 2011	6:00PM-8:00PM

Bridal Registry

A Bridal Registry will take place as each Bride enters the Festival. At the end of the Festival a list of Brides will be compiled for each vendor. You will receive this information within two weeks of the event. Please make sure Jannette has your correct contact information or you may not receive this information. Once you receive the information it is to be used solely for your immediate business. The information you receive is not to be distributed, sold or given to anyone other than your immediate business.

Display Space Assignment

Your display space will be Guaranteed the day you sign your contract and pay the 50% deposit. **You will not be permitted to move into your space until it is paid for in full.**

Display Area

Spaces in the Pine Ridge Mall will be spread out into three main areas:

Center Court- Central

Party Palace Wing –South

Sears Wing –West

Vendors reservation of booth spaces will be determined by Events4Idaho. Primarily determined by the following 1) Sponsorship of the Bridal Festival at the Pine Ridge Mall. 2) Vendors / Exhibitors who have paid the full price of their booth prior to the bridal festival and signed a written contract. 3) Vendors /Exhibitors who have paid a 50% deposit to reserve a booth at the Bridal Festival. 4) How your product or service fits in with other Exhibitors in the Bridal Festival. In other words, we don't want three photographers right next to one another. 5) How your booth fits in spaces allocated in the mall for reservation and requested needs of the Exhibitor.

Note: The mall changes kiosks and locations of shops and vendors. We will do our best to accommodate the closest booth identified on the map if the mall changes the booth space you have reserved.

You will be required to stay in the space provided in your agreement.

Display Area Supplies

Please bring any supplies you may need to put your display area together as they will not be available at the time of setup. (i.e. scissors, tape, push pins, tools, extension cords, etc.)

Food and Beverage

We encourage all Exhibitors to bring samples of Food/Beverage that they offer. If you plan on doing this we would appreciate you letting us know in advance. Please keep in mind that NO Alcoholic Beverages will be permitted. In the event that you do bring in your own food/beverage you are solely responsible for the clean-up.

Sound Devices

The use of sound in your display area is permitted but will be limited and controlled by the Festival. Sound of any kind should not be projected any further than the confines of your display area. We reserve the right to ask you to turn off your sound at any time without contest.

Door Prizes and Drawings

Each vendor is encouraged to donate at least one door prize to be given away during the show. We would appreciate advance notice so we can begin giving away prizes immediately on Saturday.

Electrical Services

There is no charge to have electricity in your display area. Any electrical needs must be stated at the time of signing. Things such as power strips, extension cords, etc. are your responsibility to bring to the event. All electrical used must be duct taped down to prevent any hazard. You will be responsible for all of your displays electrical once you plug in.

Decorator

The Bridal Festival will provide pipe and drape when a booth is back to back with another booth, tables, chairs or any other decoration for your display area unless specified in the "additional needs" area on your Display Space Reservation Agreement. You will be given (2) chairs and 1 tables (8ft) at no charge if previously specified. You will be provided one tablecloth per table at no charge.

Obstructions

This event is occurring inside the Pine Ridge Mall. Please be considerate of permanent kiosks and vendors inside the mall. Do not move any mall signs, kiosks or other items without consent from Events4Idaho. Displays must be fixed in position in your designated display area during the entire duration of the Festival. No part of your display should be placed beyond your display area in the aisle areas.

Defacement

Exhibitor is liable for any damage caused to the Facility by his/her display. Damages will be assessed by the Festival Representative. There is to be no application of paint, lacquer, adhesives or any other coating to the facility's floors, walls or ceiling or to any display equipment provided by the Festival.

Clean Up/Tear Down

Each Exhibitor is responsible for the clean up of their own Display Area. This includes the removal of all remaining display literature, crates, cartons, boxes, etc. As well as the clean up of any messes resulting from their displayed food and beverage items.

Bridal Bucks

Bridal Bucks what are they, how do I get them and where can they be used?

- 1) What are they? Bridal Bucks are treated the same as cash the day of the festivals. They may only be used at Bridal Festivals sponsored by Shindig Enterprises Inc. (Idaho Wedding Guide) and Events4Idaho. Bridal Bucks will be used to purchase merchandise or can be used as a deposit with one of our vendors to ensure you book them for your wedding or event. Our vendors will receive a form at the beginning of the festival that they will fill out if Bridal Bucks are used at their booth. The vendor will then give the Bridal Bucks and the form to the sponsor of the event at the end of each festival and we will redeem the Bridal Bucks by giving the vendor cash for the value of the Bridal Bucks. We will have dominations of \$20 so we encourage you to have items to trade bridal bucks worth this amount.
- 2) Who gets Bridal Bucks? \$1000 in Bridal Bucks will be given to the first 50 brides that come to the event on Saturday February 26th, 2011. Additional Bridal Bucks may be given away as well as other prizes during the bridal festival.
- 3) How does this help my business? Your objective is to get brides to give you their bridal bucks for product and services and we will reimburse you the exact dollar amount at the end of the festival. You can trade Bridal Bucks for services or products from your business.
- 4) What do they look like? You will be shown the bridal bucks prior to the festival and they look similar to money except smaller.
- 5) How do I redeem them? At the end of the event on Saturday night we will reimburse you in the form of a check as long as you have paid for your booth in full.

CONTRACT FOR
BRIDAL FESTIVAL AT THE PINE RIDGE
MALL
In Pocatello

Display Space Reservation Agreement
February 26th, 2011
from 10:00 AM-6:00 PM

 Company Name

Contact Person:	Phone:
E Mail:	Cell Phone:
Address:	Fax:
	Product /Service:
Giveaways /Door Prizes:	
Booth Space #	Please circle: Payment by check, CC or cash
Cost of Booth \$	Make checks payable to: EVENTS4IDAHO OR IDAHO WEDDING GUIDE 13576 N. 105 E. Idaho Falls, ID 83401
Deposit of \$	Balance of \$ paid by February 24th, 2011

I am interested in participating in the Magic Valley Spring Bridal Festival on March 24th and 25th, 2011 at Canyon Crest Dining and Event Center in Twin Falls - Yes or No

I am interested in participating in Eastern Idaho Health Festival at the Grand Teton Mall on April 9th, 2011 - Yes or No

Send me info for future events -Yes or No

Additional Needs:

*To sign this contract makes your booth reservation official. A 50%, non-refundable deposit is due at the time of signing. Payment in full is due February 24thth, 2011. Exhibitor acknowledges and agrees to comply with all rules and regulations stated in further pages of this contract. Events4Idaho reserves the right to determine the eligibility of any Exhibitor for inclusion in this event. The Exhibitor shall not, without prior written consent of Events4Idaho Representative, assign or sublet any part of this lease/display space. Exhibitor agrees to occupy the space for the full duration of the Festival. It is further agreed that if said Exhibitor does not occupy the contracted space or fails to comply with any other terms of this agreement, the Events4Idaho Representative shall have the right, without notice to the Exhibitor, to sell such space or any part thereof. Therefore, the Exhibitor, failing to occupy said space or comply with any of the provisions of this agreement, agrees to pay entire contract price, as loss and/or damage suffered by Events4Idaho on account of such failure. Booth Rental is non-refundable upon signed contract. In the event of a show postponement, the Festival Representatives will have 365 days to reschedule the event without refund. If the event has not been rescheduled within the 365 days a full refund to all Exhibitors will be made. The conditions, rules and regulations attached to this agreement are hereby made a part of and are incorporated herein by reference, and the Exhibitor further agrees to be bound by Festival Representative's interpretations of said conditions, rules and regulations in the event of a dispute should arise concerning them. Festival Representative will not be held responsible for any loss by fire, theft, wind, storm, explosion, or any other cause whatsoever, to any property belonging to Exhibitor, nor is Festival Representative responsible for loss of occupancy or other loss to Exhibitor by destruction or damage to the display area. Exhibitor releases Festival Representative from any other cause whatsoever for theft or damage to equipment, booths or displays within the booths. Exhibitor assumes full and total responsibility for all patrons of the Festival who enter Exhibitors display area, and releases and agrees to indemnify Festival Representative from any claims from any patron concerning the goods and services Exhibitor displays, provides or sells at or in connection with the Festival. Exhibitor agrees to bear full responsibility for any damage caused to the Exhibition Facility by Exhibitor, his agents or employees during the Festival. If Exhibitor feels it necessary to be insured, it will be solely the Exhibitor's responsibility to acquire this insurance at Exhibitor's own expense. Exhibitor agrees to indemnify, hold harmless and covenants not to sue Festival Representative for any and all liability, real or alleged, arising out of, or in connection with this lease agreement. Exhibitor agrees to pay all costs of collection, default, breach or enforcement hereunder, including reasonable attorneys fees. This agreement contains the entire understanding of the parties and no oral or other representation not contained herein shall be binding upon the parties hereto. Exhibitor agrees to hold Festival Representative harmless to all liability issues pertaining to this Festival. Exhibitor agrees to comply with all Federal, State and City Laws that are applicable. Contract is not in force until contract has been countersigned by Festival Representative

Exhibitor Signature

Date

Bridal Festival Signature

Date