

**Tri-Cities Premier Bridal Show  
Exhibitor Agreement  
Sunday, September 27th, 2009  
Meadowview Convention Center Noon - 4:00PM**

The information you provide will be used exactly as shown in this space. The published phone number you provide will be used in the show program and on our show website and any other show correspondence.

**Please complete this contract legibly and with dark ink.**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Hide Address on website

City \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

Published Phone \_\_\_\_\_ Alt. Number \_\_\_\_\_

email \_\_\_\_\_ Website \_\_\_\_\_

Category \_\_\_\_\_

**EXHIBIT SPACE**

- 8 x 10 wide Exhibit Booth .....\$575.00  
If paid in full by July 1st, 2009 the rate is 525.00
- 8 x 20 wide Exhibit Booths .....\$1,000.00  
If paid in full by July 1st, 2009 the rate is \$900.00
- 8 x 30 wide Exhibit Booths .....\$1,400.00  
If paid in full by July 1st, 2009 the rate is \$1,100.00
- Guaranteed Corner Booth.....\$100.00
- Electricity .....\$ 50.00
- Extra 6' Skirted Table-[1-6' table per booth included] .....\$ 30.00
- Bride's Peel N' Stick Mailing Labels .....\$50.00

As a vendor you get a copy of the registered brides emailed to you.  
You must be a vendor in the show to be able to order these labels.

**Show Program:**

- Full Page Color Ad in the Show Program.....\$500.00
- 1/2 Page Color Ad in the Show Program.....\$300.00
- \*Additional Listing in the Show Program.....\$ 50.00

**Internet Options:** www.TriCities-BridalShow.com

- Premium Upgrade.....\$250.00
- Category Sponsor.....\$600.00
- Site Sponsor.....\$700.00
- \*Additional Listing Online.....\$ 50.00

\*You will receive one show program listing and one listing online as part of this contract. You can buy a second listing as shown above.

**Total \$** \_\_\_\_\_

*Each booth includes a 8' skirted table, 2 chairs and pipe and drape.  
Any payments toward this contract are non-refundable.*

*Contracts must be completed and paid in full prior to September 14th, 2009.  
This contract can't be transferred to a future show date and is non-transferable.*

**Credit Cards Payments: Use Separate Credit Card Authorization Form**

**Checks payable to: Jacob Marketing Inc.**



**Jacob Marketing Inc.**  
dba Tri-Cities  
Premier Bridal Show  
PO Box 31568  
Knoxville, TN 37930

JMI Sales Department  
Office: 888-531-3941  
Fax: 888-278-7199  
Sales@JacobMarketingInc.com

\_\_\_\_\_  
Sales Rep Contact

Rep \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

**At 11:30 the day  
of the show  
(30 minutes before the door open)  
there will be a  
vendor meeting  
at the main stage area.**

\_\_\_\_\_  
**All Vendors must  
Check-in by 10:30 am  
the day of the show  
or  
forfeit their booth  
and monies paid.**

**No Booth Sharing!**

Jacob Marketing Inc.  
reserves the right to not allow  
any vendor to participate.  
Any potential liability is limited  
to the value of this contract.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

This contract is subject to the terms printed on the back side of this contract. The person signing this agreement acknowledges having read the back side.

**Jacob Marketing Inc. dba Premier Bridal Show or Weddings - The Bridal Show  
Contract Terms & Conditions**

**Jacob Marketing Inc.** hereafter referred to as "JMI", its agents, officers or employees, shall not be liable for property damage or personal injury to Exhibitor, its agents, employees, helpers &/or guests, which may occur on or about any part of the subject premises including your booth space, regardless of how such an injury or damage may have occurred. Exhibitor shall hold "JMI" harmless and shall indemnify "JMI" against all liability or expenses arising out of any claim of injury or damage to any person or property, together with all costs in connection with the defense thereto, including attorney's fees, resulting from the Exhibitor's actions.

1. Setup/Breakdown: Setup of booths must be completed 60 minutes before the show opening and must remain set up and open for business until show closing. Booths and aisles must be kept clear for safe access throughout show hours. If an exhibitor breaks down early, the exhibitor shall forfeit its rights to the list of show attendees and be precluded from participation in future shows.
2. "JMI" reserves the right to demand removal by an exhibitor of any items which may not be in keeping with the show's image.
3. "JMI" reserves the right to make rules and regulations it deems proper and necessary and exhibitor agrees to accept such rules and regulations.
4. Exhibitors may only display or distribute their materials. Non-exhibitor materials are not allowed. No other bridal magazines except Premier Bride may be at the show.
5. All municipal, state, and federal requirements in connection with sales must be fulfilled.
6. This contract cannot be assigned without the prior written consent of "JMI" The exhibitor cannot share their booth space with another non-exhibitor. All exhibitor displays must be free standing and may not exceed the boundaries of the exhibit space. Exhibitors are prohibited from attaching anything to the walls, columns, windows or fixtures of the facility. "JMI" reserves the right to restrict displays that interfere with other exhibitors.
7. Reasonable precautions will be taken by "JMI" to protect persons and property during the show; however, neither the show management, show facility, nor representatives of any of the same, shall be responsible for the personal safety of the exhibitor or its representatives from injury, or the safety of the property of the exhibitor from theft or damage. Exhibitor waives all claims for damages of every kind against "JMI" based on property damage, destruction, loss or theft, personal injury or death and any other act.
8. Distribution of samples of food, cake or other edible items is subject to approval by "JMI" and subject to any rules or restrictions set forth by the show facility. Distribution of alcoholic beverages is prohibited. Only those exhibitors in the food business are allowed to distribute food samples. A description of those edible items must be provided to "JMI" prior to the show. The exhibitor who distributes edible items agrees to assume liability and indemnify and hold harmless "JMI", the show facility and representatives for damage or injury which might ensue by reason of such distribution.
9. The use of porters, if available, to assist unloading and loading is at exhibitor's own risk, and "JMI" shall not be liable for any resulting damage or claim.
10. A list of attending brides will be made available to each exhibitor provided the exhibitor has fulfilled all terms of this agreement. The list will be seeded to enable "JMI" to monitor its use. Exhibitor agrees that the list shall remain the property of "JMI" and that the exhibitor agrees not to sell, lend or otherwise transfer the list to any other business or individual for any reason. Any exhibitor allowing use by a non-exhibitor will forfeit the right for future participation in the shows.
11. Exhibitor warrants that the Exhibitor carries liability insurance that provides coverage for your area in the show. Your booth area is an extension of your company office and as such you must have liability protection.
12. Exhibitor warrants that exhibitor carries vehicle liability insurance for any vehicle that is brought onto the facility premises.
13. In the event of adverse weather conditions, fire, casualty, disaster, labor disputes, acts of God or any other emergency situations beyond the control of "JMI", "JMI" will, at its discretion, reschedule and/or procure alternate space for the show. "JMI" shall not be liable to exhibitor for any loss or damage suffered by exhibitor by reason of such rescheduling and/or relocation of the show. Except as specifically provided otherwise in this agreement, should "JMI" fail to hold the show a refund of all amounts paid will be returned to the exhibitor.
14. "JMI" may issue additional rules as it deems necessary for the orderly presentation of the show. For the convenience of the exhibitor, "JMI" will accept submission of this agreement by facsimile and shall be deemed to be an original document and fully enforceable there as.
15. The exhibitor in signing this agreement acknowledges his, her or their authority to do so and hereby assumes liability for the terms and conditions and amounts stated herein.
16. This agreement and performance hereunder, and all suits and proceedings hereunder shall be interpreted and construed pursuant to the laws of the State of Tennessee.

This agreement shall represent the entire agreement between the exhibitor and "JMI". No provision can be modified except by written mutual consent. If any clause of this agreement is found to be invalid or unenforceable, the remainder of the agreement shall continue in full force and effect without regard to the invalidated clause.



## Tri-Cities - Bridal Show Information Sheet

**~HOW TO ENTER THE CONVENTION CENTER** – The Meadowview entrance is on Meadowview Parkway. We will have porters with carts available in the loading area to assist you with loading in and out. **Vehicles must be unloaded and immediately removed from the loading area.**

**~SHOW TIMES** - The vendor floor will be open for brides from **12 pm – 4 pm.**

**~YOUR BOOTH** - Set-up and break-down times are as follows:

<b>*Set-up</b>	<b>September 27<sup>th</sup>, 2009</b>	<b>8:00 a.m. – 11:00 a.m.</b>
<b>*Break-down</b>	<b>Day of Show</b>	<b>Following close of show</b>

~ **BOOTH DESIGN** - Your booth will be piped and draped (dimensions: 8'x10' booth with 8' foot high back, 3 foot high side rails, with an 8' skirted table and two chairs).

~ **BOOTH LOCATION** - As the show has become larger it has become even more difficult to fairly satisfy everyone's wishes as to booth placement. Corner Booth Guarantees are available – please contact the Sales Department at 888-531-3941 for more information. If you have particular concerns about your location please contact Pam LaFollette at 888-531-3941. Our goal is to make sure everyone gets the best exposure possible. You will be directed to your location when you arrive for set-up.

~ **IDENTIFICATION SIGN** - We will provide an identification sign with your company name if you contracted for the show prior to September 11<sup>th</sup>, 2009. This sign is only 6"x3' and is not intended to be your permanent show sign.

~ **NON-EXHIBITING VENDORS** - We will make every effort to prevent non-exhibiting industry members from walking the show trying to solicit business from brides. If you notice this happening, **please let us know.**

~ **BRIDALSHOW WEBSITE** - Your company listing will be available at [www.TriCities-BridalShow.com](http://www.TriCities-BridalShow.com) within 5 business days of returning your booth reservation. Please check the website to ensure your listing is accurate and email [Anna@jacobmarketinginc.com](mailto:Anna@jacobmarketinginc.com) if you have corrections.

~ **LEAD LISTS** - A complete list of the brides will be available to you within five to seven (5-7) working days of the show.

**Jacob Marketing Inc.**  
431 Park Village Drive- Suite K  
Knoxville, TN 37923  
888-531-3941 fax 888-278-7199



JACOB MARKETING, INC.

**Jacob Marketing Inc. "JMI"**  
**Credit Card Authorization Form**  
PO Box 31568 – Knoxville, TN 37930  
Sales Department 888-531-3941  
Fax 888-278-7199  
Sales@JacobMarketingInc.com

**Customer Information:**

Company / Account Name \_\_\_\_\_

Contact Person / Title \_\_\_\_\_

Phone Number \_\_\_\_ - \_\_\_\_ - \_\_\_\_ Fax # \_\_\_\_ - \_\_\_\_ - \_\_\_\_

**Payment Information:** I authorize JMI to automatically bill the card listed below as specified:

**PAYMENT IN FULL:**

One time charge of \$ \_\_\_\_\_ on \_\_\_\_/\_\_\_\_/\_\_\_\_.

Comments: \_\_\_\_\_

**Credit Card Information:**

Credit Card Type: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_

Expires: \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Billing Address: \_\_\_\_\_

Cardholder's Billing Zip Code: \_\_\_\_\_

\_\_\_\_\_  
Customer's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Customer's Signature

\_\_\_\_\_  
Date