

Treasure Valley
Wedding
S h o w
& *Gala Event*

WE WOULD LIKE TO INVITE YOU
TO PARTICIPATE
IN THE NEXT TREASURE VALLEY WEDDING SHOW
MAY 25TH AND 26TH, 2007

Dear Fellow Wedding Professional,

SEI Bridal Fairs, Inc. is excited to announce the date for the upcoming Treasure Valley Wedding Show on May 25th and 26th, 2007 at the Double Tree Hotel - Riverside in Boise. We look forward to including you in the event. As you may know, we are one of the newest shows in the Treasure Valley area. Our goal is to establish the most anticipated events in the area. By doing this we create a situation where you can reach a large number of prospective customers over the two days of the show.

Bridal shows can be a very effective way to promote your business. There is no other opportunity for you to present yourself and your services to as many prospect all in one day than at a bridal show. Our goal as a show producer is to produce a great show with great vendors and then get as many people to the show as possible. Once we do that it is your chance to sell your services and products to them.

Following you will find information on the 2007 shows as well as an exhibitor contract necessary to reserve your booth. Because we have two shows every year, we are offering a \$50 per show discount if you book your booth for both shows. To do this you would deduct the \$50 from each show and then send in a 50% deposit. All balances are due 30 days prior to the show. Studies show that you have to try something twice to determine whether or not it is an effective marketing strategy. We offer the discount as an incentive to try our show twice. We want you to succeed with our show and look forward to working with you to that end.

Good luck in the coming 2007 year. Please feel free to call or e-mail me with any comments or questions.

Sincerely,

David Rail
Show Producer/Manager
SEI Bridal Fairs, Inc.
www.boisebridalfair.com
david@boisebridalfair.com
801.427.1864

Treasure Valley
Wedding
S h o w
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the **best** wedding professionals
plan your **wedding** in one **day**

- 2 | Friday, February 23 · Gala and Show
- 0 | Saturday, February 24th · Show
- 0 | Friday, May 25th · Gala and Show
- 7 | Saturday, May 26th · Show



caterers
florists
registries
dress shops
Djs
photographers
videographers
travel/resorts
event centers
chocolate fountains
tuxes/formal wear
skin care

Come join in the
fun and excitement
of a uniquely intimate
wedding show.

To become a vendor call:
801.427.1864 or visit
www.boisebridalfair.com

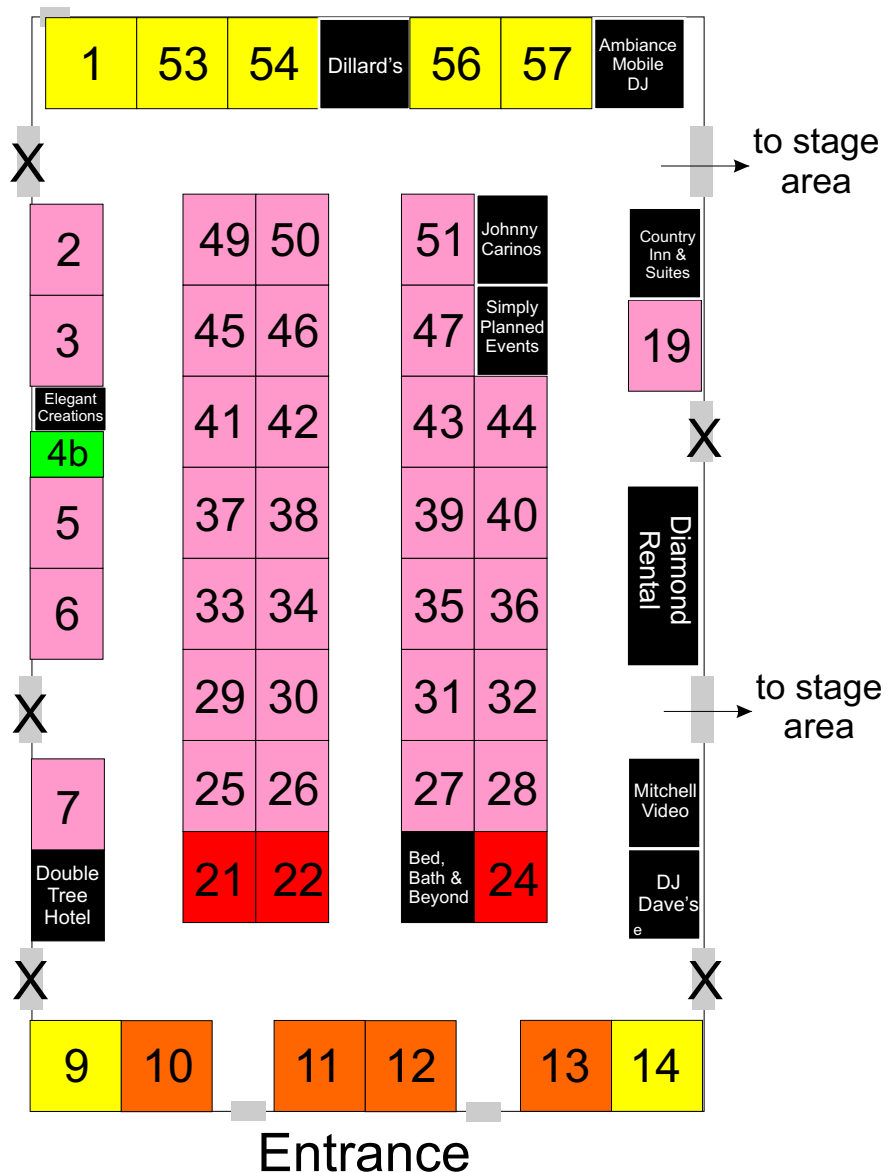
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May 25th and
 26th, 2007

Friday Gala - 4pm to 8pm
 Saturday Show - 9am to 5pm

This is the floor layout for the May show at the Double Tree Hotel - Riverside. To the north of the ball room is the foyer with fireplace. This is where we will be having the Gala on Friday and live entertainment and fashions shows throughout the show.

- 5x5 Standard \$300.00
- 8x10 Standard \$525.00
- 8x10 Preferred \$600.00
- 10x10 Standard \$575.00
- 10x10 Preferred \$650.00



www.boisebridalfair.com



May 25th and 26th, 2007



THE TREASURE VALLEY WEDDING SHOW EXHIBITOR AGREEMENT

Company Name _____ Type of Business _____ Contact Person _____
 Address _____ City _____ State _____ ZIP _____
 Phone _____ Fax _____ Cell _____ e-mail _____

Please read and initial each item

Service. SEI Bridal Fairs, dba Treasure Valley Wedding Show (“**Producer**”) agrees to provide to the exhibitor named above (the “**Exhibitor**”) booth space at a bridal show(s) held at **Double Tree Hotel - Riverside** (the “**Show**”) according to the terms and conditions listed below and for the hours determined by Producer. Unless otherwise provided below requested booth locations are not guaranteed. If Exhibitor's assigned booth is empty at 3:00 PM the day of the Show, Exhibitor's rights to the booth hereunder shall be terminated, and all monies paid to the Producer here-under shall be retained by Producer, and Exhibitor shall pay to Producer all remaining amounts outstanding hereunder, all as liquid damages. Producer will use its best judgment in promoting and staging the Show, and may for any reason, change the date, times and place of the Show by giving Exhibitor five days notice before the Show. Producer may also change the floor plan or booth assignments in Producer's sole discretion, and Producer does not guarantee an exclusive right to any exhibitor in any product category. Exhibitor may not assign, sublease, or otherwise share the booth or its rights under this agreement without prior written permission from the Producer.

Fees. Exhibitor shall pay the total fees set forth below to Producer as follows: Exhibitor shall pay the deposit amount to Producer upon the execution of this agreement by Exhibitor. Exhibitor shall pay all remaining portions of the fee on the day set forth above Exhibitor's signature below. All amounts due to Producer under this agreement are unconditional obligations of Exhibitor and shall be paid to Producer as described herein and are non-refundable.

Set-up & Removal. Exhibitor shall set up during the designated set-up time given by the Producer. Exhibitor's booth must be entirely set-up by 3:00 PM the day of the Show. If Exhibitor needs electricity, the Exhibitor must be in the assigned booth in order to be thus set-up by Producer. Exhibitor's display or other show items may not protrude into the aisles. Exhibitor agrees to remove all belongings and other items, including trash, from its booth at the end of the Show.

Brides List. Producer agrees to e-mail Exhibitor a list of brides registered at the Show. Such list of brides and all other names and information collected (collectively the “**Brides List**”) at the Show are the exclusive property of Producer and use of either is only granted to each paid Exhibitor for their business marketing. The Brides List shall not be used for any other purpose. Exhibitor may not sell, give or in any way distribute or disclose the Brides List to another company, person or other third party. Exhibitor agrees to compensate Producer \$950.00 per each additional use. Exhibitor also agrees to pay all legal fees and other expenses incurred by Producer, as well as all damages suffered by Exhibitor, due to any violation of this agreement by Exhibitor, including without limitation Exhibitor's non-disclosure set forth in this section.

Terms. If payments are not made as shown, Exhibitor may forfeit the booth location indicated below and be moved to a different location at the discretion of the Producer, or Producer may prohibit Exhibitor from attending the Show.

Liability. Producer's liability shall be limited to actual money paid by Exhibitor to Producer hereunder. Exhibitor agrees to obtain liability insurance for its rental and property used in the Show. Exhibitor is responsible for any liability arising out of its participation in the Show, including product liability, accident or injury, and hereby agrees to indemnify Producer for and hold Producer harmless for the same. If Exhibitor does not stay within the boundaries of its booth, Producer may remove Exhibitor immediately from the event; Exhibitor will forfeit any money paid and any amount still dues, and will not receive a Brides List.

Entire Agreement. This written agreement represents all understandings between Producer and Exhibitor and no oral representations have been relied on that are not written on this form. All changes to this agreement must be written and signed by the Producer.

Show Policy. Exhibitor shall conduct business in the best interest of all Show participants and agrees to comply with all requests of Producer. Exhibitor shall comply with all state and federal laws, including local fire regulations. Producer reserves the right to prohibit any conduct or display deemed, in the Producer's sole discretion, to be inappropriate. Exhibitor releases Producer from any responsibility or loss by theft, fire or other cause.

Booth Rate _____ x # _____ of shows \$ _____
Shows (circle) **May 07**
 Preferred booth # 1 _____ 2 _____
Bag Stuffer (\$95 w/booth, \$145 w/o booth) \$ _____
Electricity with power strip (\$45) \$ _____
Table(s) _____ plain (\$25) w/skirt (\$45) \$ _____
Chair(s) _____ (1st chair FREE, \$4 ea.) \$ _____
Other Call for additional information \$ _____
 and pricing \$ _____

PRICE PER SHOW \$	Discount (if applicable)	\$ _____
	Subtotal	\$ _____
	Deposit	\$ _____
	Balance Due (show 1)	\$ _____
	Balance Due (show 2)	\$ _____

Exhibitor Signature _____
 _____ Date

VISA MC Discover Amex - contact for payment via CC
 Make checks payable to SEI Bridal Fairs, Inc.
BALANCE DUE IN FULL 30 DAYS PRIOR TO EACH SHOW

Fax this agreement to: 801.377.8245 · Credit Card Payments accepted via PayPal

Treasure Valley

Wedding

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& *Gala Event*

May 25th, 2007
Double Tree Hotel - Riverside
4:00 p.m. to 9:00pm

ANNOUNCING

Friday Evening Entertainment
featuring

Sally Tibbs &



Kevin Kirk

Performing as part of the
Friday evening Gala at the
Treasure Valley Wedding Show