

THE ORIGINAL
B
BRIDAL
SHOWCASE
SINCE 1983

EXHIBITOR MANUAL

JANUARY 8-9, 2010

SALT PALACE GRAND BALLROOM

SALT LAKE CITY, UTAH

The 10 minutes you take now to review this information will save you time and money when setting up your display at the show.

IMPORTANT PLEASE READ

The Exhibitor Manual has been compiled to help exhibitors and their staff with complete details about all phases of the exhibition process at the 27th Annual Bridal Showcase.

Enclosed you will find: MOVE-IN and MOVE-OUT schedules, OFFICIAL SHOW CONTRACTORS and other helpful information to make your participation in our show successful.

We strongly urge that you give this manual to those having responsibility for your participation in the show.

If you have any questions about any phase of your participation, please contact us at (801) 485-7399 or (800) 657-3050.



Greenband Enterprises
3450 S. Highland Drive #105
Salt Lake City, Utah 84106
Tel: (801) 485-7399 Toll Free: (800) 657-3050 Fax: (801) 485-0687
slcbridalshowcase.com or www.greenband.com

TABLE OF CONTENTS

Cover Letter (PLEASE READ)	Page 1
Table of Contents.....	Page 2
Contractor Directory.	Page 3
Rules, Regulations, & Booth Information.....	Page 4
Check List.....	Page 5
Dates & Deadlines.....	Page 6
Show Hours.....	Page 6
Move-In, Move-out.....	Page 6
Move-In Chart	Page 7
Exhibitor Badges	Page 8
Utilities/Services	Page 8
Utah State Sales Tax And Food Handlers Permits	Page 9
Other Services	Page 9
Ticket Distribution	Page 10

DIRECTORY OF CONTRACTORS

SHOW DECORATOR:

Modern Display

424 South 700 East
Salt Lake City, Utah 84102
Tel: (801)983-8160
Tel: (801)355-8401
Fax: (801)521-3040

PUBLIC RELATIONS:

Greenband Enterprises

Brooke Peterson
brooke@greenband.com
Tel: (801) 485-7399
Fax: (801) 485-0687

ELECTRICITY, GAS, WATER:

Modern Display

424 South 700 East
Salt Lake City, Utah 84102
Tel: (801)983-8160
Tel: (801)355-8401
Fax: (801)521-3040

SHOW FACILITY

Salt Palace Convention Center

100 South West Temple
Salt Lake City, UT 84101
Tel.: 801-534-4777
Fax 801-534-6383

SHOW MANAGEMENT:

Greenband Enterprises

3450 S. Highland Drive #105
Salt Lake City, Utah 84106
Tel: (801) 485-7399
Fax: (801) 485-0687

TELEPHONE

Salt Palace Convention Center

100 South West Temple
Salt Lake City, UT 84101
Tel: 801-534-4777
Fax: 801-534-6383

OTHER SERVICES

Not official or required. Listed for your convenience

SHOW PROGRAM & GRAPHIC DESIGN

The Baker Group

Dave Baker
Tel: (801) 968-1191
Fax: (801) 968-1181
dave@bgroupinc.com

MULTI-MEDIA

Cornerstone AV

Chris Adams
Tel: 801-565-4446
Fax: 801-256-4361
cadams@cornerstoneav.com

PROFESSIONAL SIGNS

Modern Display

424 South 700 East
Salt Lake City, Utah 84102
Tel: (801)983-8160
Tel: (801)355-8401
Fax: (801)521-3040

RULES, REGULATIONS & BOOTH INFORMATION

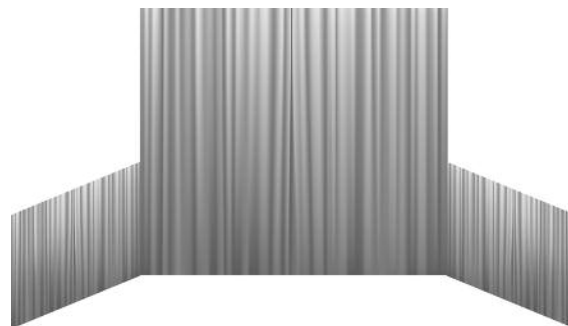
Our top priority is to produce a quality event. Two very important aspects to doing this are: maintaining the visual integrity of the show and creating an atmosphere where all exhibitors can do business. The following Rules and Regulations help us to maintain these aspects:

- Booth sharing is strictly prohibited. All exhibits are limited to the company and products contracted only.
- Working in the aisles or distributing brochures, literature, etc. from any other area than your booth is prohibited. All promotional activity must take place inside your contracted space.
- Signage **MAY NOT** exceed 8 feet. This is the height of the back drape of the exhibit.
- No booths may protrude into the aisle or beyond the depth limits of the booth dividers.
- Rotating, flashing, strobe or projection lights are not permitted.
- No ballons or blimps are allowed.
- Microphones are **NOT** permitted.
- AV equipment must be operated at a reasonable level, not to disturb your neighbors.
- Exhibitors must man their booths during all show hours.
- The Ballroom is completely carpeted, however all tables must be skirted. You can bring your own or rent them from the show decorator.
- All materials used in exhibits must be fire retardant.
- No paper banners or signs allowed
- No cut evergreen trees unless treated
- No straw bales
- Early move-out is strictly prohibited.
- **All accounts must be paid in full before move-in. If you are paying on the day of move-in, you must bring a certified check, money order or credit card. Checks will not be accepted.**

ITEMS INCLUDED WITH BOOTH

8' High Back Drape-Black

3' High Side Drapes-Black



CHECK LIST

- Returned signed contract.**
- Exhibit Space paid in full by December 8, 2009.**
- Move-in times scheduled with your employees**
- Exhibitor badges ordered by December 18, 2009.**
- Professional signs have been made.**
- Advanced shipping arrangements made with Modern, Display (if needed)**
- Electricity ordered from Modern Display by December 18, 2009 (if needed).**
- Phone service ordered from the facility by December 18, 2009 (if needed).**
- Exhibitor badges picked up during move-in and distributed to your staff before opening day.**

DATES AND DEADLINES

SHOW DATES

January 8-9, 2010
Friday & Saturday

MOVE-IN TIMES

Thursday, Jan. 7th11:00 a.m. - 8:00 p.m.
Friday, Jan. 8th9:00 a.m. - Noon

SHOW HOURS

Friday, Jan. 8th3:00 p.m. to 8:00 p.m.
Saturday, Jan. 9th11:00 a.m. to 7:00 p.m.

PRE-SHOW PLANNING

- Read the Exhibitor Manual, it will save you time and money.
- Have a quality exhibit, effective staff, and good lead tracking system.
- Order all services before the deadlines and save up to 30%.
- Move in at the earliest time available for your space.

MOVE-IN / MOVE-OUT

MOVE-IN TIMES

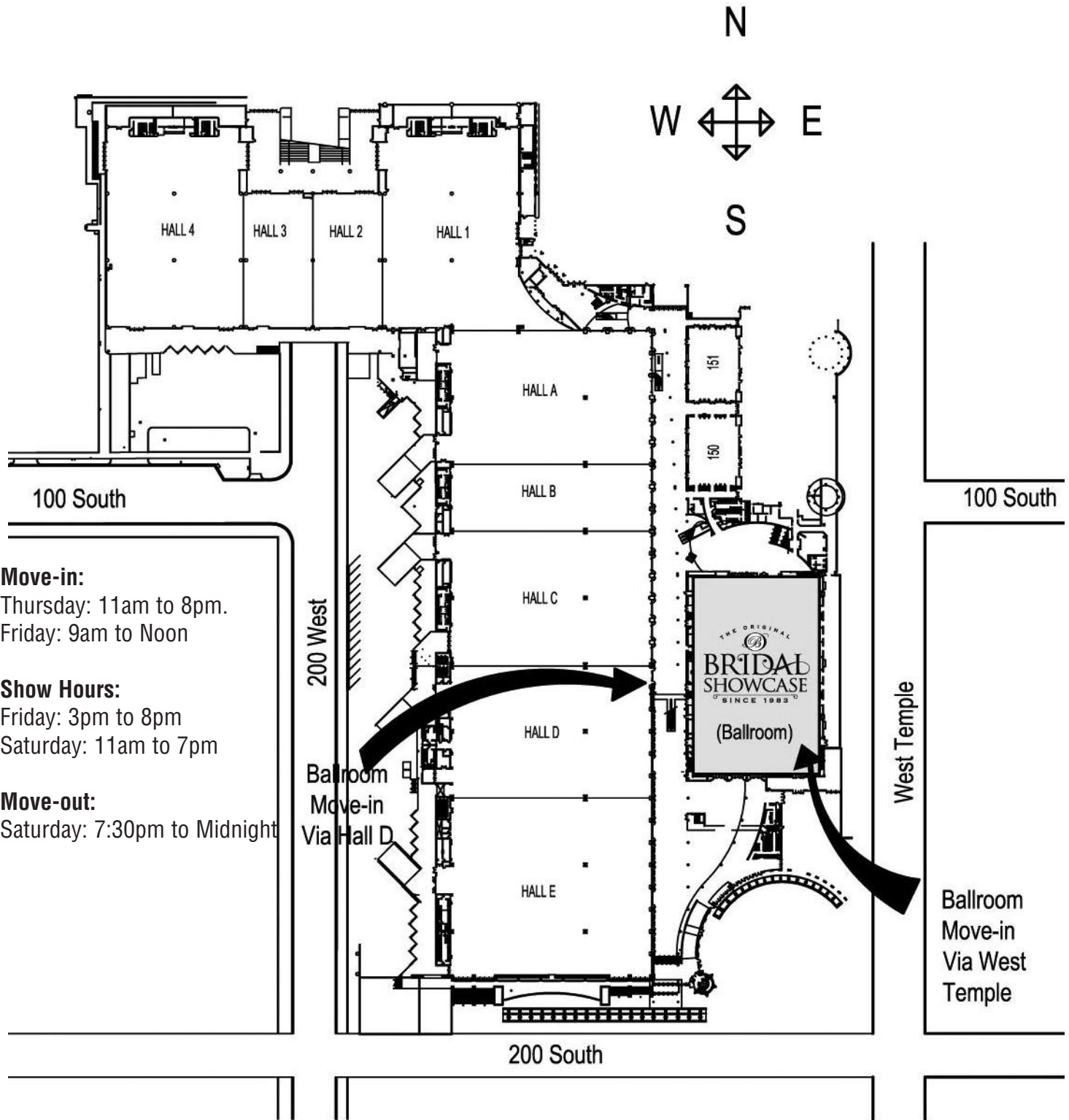
- The Bridal Showcase will be located in the Grand Ballroom of the Salt Palace Center.
- ALL EXHIBITS MUST BE COMPLETED BY NOON ON FRIDAY, JANUARY 8TH.
- Booths begin move-in Thursday, January 7, at 11:00 a.m. Earlier move-in will insure easier access.
- Move-in continues on Thursday until 8:00 p.m. or later depending on demand.
- Move-in continues on Friday from 9:00 a.m. until noon, No vehicles will be allowed in on this day.
- The show opens at 3:00 p.m. and closes opening day at 8:00 p.m.

MOVE-OUT TIMES

- No exhibits may be removed during show hours. Any changes must be cleared by show management and take place either before the show opens or after the close of each day.
- No exhibitor may move-out until 7:30 p.m. on Saturday.
- Move-out begins on Saturday, January 9th, from 7:30 p.m. until midnight.
- Move-out continues Sunday, January 10th from 9:00 a.m. until 3:00 p.m.
- ALL EXHIBITS MUST BE REMOVED BY 3:00 P.M. SUNDAY, JANUARY 10TH.

SEE MOVE-IN CHART ON NEXT PAGE.

MOVE-IN CHART



Move-in:
 Thursday: 11am to 8pm.
 Friday: 9am to Noon

Show Hours:
 Friday: 3pm to 8pm
 Saturday: 11am to 7pm

Move-out:
 Saturday: 7:30pm to Midnight

The sooner you can install your exhibit, the easier time you will have.

EXHIBITOR BADGES

- EXHIBITOR BADGES WILL BE PRINTED WITH YOUR NAME, AND COMPANY NAME.
- ALL EXHIBITORS MUST FILL OUT AND RETURN THEIR EXHIBITOR BADGE ORDER FORM BY DECEMBER 18, 2009.
- This is a ticketed event; either a ticket or an exhibitor badge must be shown for entry.
- Please make sure those staffing your exhibit receive the badge.
- ONE EXHIBITOR BADGE ADMITS ONE PERSON ONLY.
- Badges may be picked up at the registration desk.
- It is the exhibitors responsibility to pick up and distribute badges to their staff prior to opening on Friday. Badges may be left in will call for staff to pick up.
- Exhibitors will receive Four badges per ten foot exhibit area, plus one for each additional ten feet (Good any time during the run of the show.)
- Exhibitor badges are to be used by sales-people working the show only. They are not good for friends, family, or customers. Exhibitors are supplied with VIP passes for their special guests, and tickets for their customers, friends, families, etc.

UTILITIES AVAILABLE ON SHOW SITE

ELECTRIC SERVICE

Exhibit rates do not include electric service.

- If electric service is needed it must be ordered from Modern Display at exhibitors expense (see directory).
- To receive pre-show pricing make arrangements at least two weeks prior to the event.

PHONE SERVICE

Exhibit rates do not include phone service.

- If phone service is needed it must be ordered from the facility at exhibitors expense.
- To order contact the Salt Palace Convention Center, (801) 534-4777
- To assure prompt, correct service, make arrangements at least two weeks prior to the event.

PERMITS & TAXES

UTAH STATE SALES TAX

Businesses that anticipate selling a tangible product at the show, must apply for a Temporary Utah State Sales Tax Number.

You may obtain a temporary sales tax number from:

**State Tax Commission
Special Events Section**
210 North 1950 West
Salt Lake City, UT 84134
Phone (801) 297-6303
Fax (801) 297-6358

Remember, this only applies to exhibitors selling products at the show.

FOOD PERMITS

All exhibitors distributing food (or samples) must obtain a Temporary Event Permit. Each Vendor is responsible for obtaining a permit. You may obtain a Temporary Event Permit from:

The Bureau of Food Protection
788 E. Woodoak Lane (5400S.)
Murray, Utah 84107
Phone (801) 313-6620
Fax (801) 313-6609

At least one food service worker must have a Food Handler Permit. For more information on obtaining a Food Handler Permit call (801) 534-4669

OTHER SERVICES

TABLES & CHAIRS

- Exhibit rates do not include tables and chairs. Tables must be skirted.
- Tables and chairs may be brought by the exhibitor or if needed they may be ordered from Modern Display at exhibitors expense (see directory).

- To assure prompt, correct service, make arrangements at least two weeks prior to the event. Modern Display offers an early discount rate if services are ordered before December 18, 2009. Full rates are offered for services ordered after that date or at the show.

TICKET DISTRIBUTION

Approximately three weeks prior to the opening of the show, each Exhibitor will receive promotional tickets.

These tickets are for promotional use by Exhibitors prior to the event and are not to be distributed at the show box office or on the Salt Palace Center premises.

ADMIT ONE PASSES (COMPLIMENTARY)

- These passes allow entry to the show for your special guests, customer, friends and family.
- They are good during all show hours and all show days.
- Additional Admit One passes are available for your special guests, customers, friends, and family \$4.00 each.
- You can also refer your customers to our web site for additional discount offers www.slcbbridalshowcase.com

Here are just a few ways that these special tickets can work for your company...

- Mail or Place of Business Handout
- Invitations to Hot Prospects
- Thank-you to Good Customers
- Stuff with Invoice / Statement Mailings
- Distribute with your Business Card

POSTERS

Posters have been mailed to all exhibitors. If you need additional posters please call (801) 485-7399.

