

BRIDAL SHOW EXHIBITOR PACKAGE

Everything You Need To Know — And Every Benefit You'll Love



BRIDAL
Expo

JAN 24
NO NFL GAMES


DOUBLETREE
by Hilton™
Henrietta, NY

WHAT'S INSIDE

♥ Benefits of Exhibiting	2
♥ Testimonials.....	3
♥ Bridal Show Marketing	4
♥ Doorprize / Show Day Offer.....	5
♥ Bridal Swag Bags / Deadline Jan 10.....	6
♥ Get Social.....	7
♥ Exhibitor Checklist	8
♥ Booth Space Details.....	10
♥ Bridal Show Day Schedule.....	11
♥ Bridal Show Contract.....	12

8 Proven Benefits of Exhibiting at Our Bridal Shows

Being part of our bridal expos goes far beyond simply having a booth — it's stepping into a high-impact marketing opportunity designed to put your business in front of motivated, high-value couples. Whether you're an established pro or a growing brand, here's why vendors LOVE exhibiting with us:



1 MEET HUNDREDS OF ENGAGED COUPLES FACE TO FACE

Meet couples face-to-face while they're actively planning and ready to buy. These in-person conversations build instant trust, help you stand out, and convert quickly into bookings. You'll also collect valuable contact information for follow-ups and long-term sales.

2 GET THE BEST BRIDAL LEADS IN ROCHESTER—FAST!

Exhibitors receive a powerful Excel follow-up list just days after the show, delivered straight to your inbox. It includes:

- ♥ Wedding date (exact or estimated)
- ♥ Mailing address
- ♥ Email
- ♥ Bride's name
- ♥ Phone number
- ♥ Spouse/fiancé's name

We give YOU all the information they give us! That means hundreds of real, engaged couples—ready to book—right at your fingertips.

3 MAKE SALES ON THE SPOT

There's real energy and buying momentum at our shows. When you offer show-only deals or limited-time packages, couples are excited to commit that day — boosting your revenue fast.

4 ELEVATE YOUR BRAND

Your booth is your stage. Use it to demonstrate your expertise, showcase new products or services, and make a memorable impression. Live demos, creative displays, and personal interaction help you position your business as the go-to choice for wedding couples.

5 OUTSHINE THE COMPETITION

If you're not at the show — your competitor is. Exhibiting keeps you visible, top-of-mind, and part of the couples' decision-making process. Let engaged couples see exactly why YOU are their best choice.

6 NETWORK WITH INDUSTRY PROFESSIONALS

It's not just about couples — it's about connections. Build relationships with other vendors, share referrals, collaborate, and create partnerships that grow your business beyond the show.

7 MARKET INSIGHTS & FEEDBACK

Get a front-row look at what couples are asking for — and what competitors are doing. Use what you learn to improve your services, pricing, and offerings.

8 STAY RELEVANT & VISIBLE

Trends shift quickly. Showing up keeps your brand current, credible, and aligned with what today's couples want. Consistent visibility means continued bookings.

Let's Fill Your Calendar—Reserve Your Booth Now!

Download the Show Agreement & Contract for Exhibit Space and secure your space before categories fill up!

TESTIMONIALS

What our exhibitors say about us



CELEBRATEYOU EVENTS

It's always a joy to work with Jeff for the 585Wedding Shows! This really helped to launch our business a year ago! We are thankful for the opportunities that the 585Wedding Shows have given us and have booked many clients from the shows! The dedication Jeff puts into making these shows possible is unmatched. 10/10 recommend for new business owners entering into the Rochester wedding industry!



ROCHESTER MARRIOTT AIRPORT

We at the Rochester Marriott Airport always look forward to participating in the 585 Wedding Bridal Shows! It's such a wonderful opportunity to connect with engaged couples and share how our venue can enhance their wedding celebrations. The show is always well organized, full of great energy, and a great place to meet other talented professionals in the Rochester community.



PAPERROZZI INVITATIONS

We're so grateful to be part of 585Wedding's incredible bridal shows over the last 5 years. The energy, organization, and quality of couples attending were impressive — this show we booked 15+ appointments, and had amazing conversations with brides who truly connected with our designs. It was a fantastic experience from start to finish!



DINNER 4 TWO

We were incredibly impressed by the quality of the event and the professional execution by the 585Wedding staff. The foot traffic was consistently high, and it was clear the promoter had done an excellent job of marketing the event to the right audience. We had genuinely engaged conversations with numerous brides and ended up securing a fantastic amount of new business. This was one of the most productive bridal shows we've ever attended, and we highly recommend their events to any vendor looking to connect with qualified leads. We've already booked our spot for next year!



Year-Round Bridal Show Marketing That Drives Real Results

We don't just promote bridal shows — we power a year-round, multi-channel marketing campaign designed to attract hundreds of qualified, engaged couples ready to book and connect directly with top wedding professionals like you.

How We Reach Them.

- **TARGETED GOOGLE ADS**
Laser-focused campaigns reaching couples searching for wedding vendors.
- **SOCIAL MEDIA ADS**
Facebook, Instagram & TikTok ads and boosted posts that keep our shows trending.
- **EMAIL BLASTS**
Several campaigns sent to verified engaged-couple lists throughout the year.
- **TEXT MESSAGE CAMPAIGNS**
Fast, personal reminders that drive show attendance.
- **DIRECT MAIL INVITATIONS**
Eye-catching postcards mailed to newly engaged couples.
- **OUTDOOR MINI BILLBOARDS**
High-visibility exposure across Monroe County and surrounding counties.
- **EXHIBITOR SPOTLIGHTS**
Featured posts on our social media platforms showcasing participating pros.
- **PREMIUM WEBSITE LISTINGS**
Top placement on RochestersLargestBridalShows.com with your logo featured on our vendor carousel, plus direct links to your website, Facebook, and Instagram for maximum visibility.

Be part of the select group of wedding professionals couples meet first — and remember most.



DOORPRIZE / SHOW DAY OFFER

Bring More Brides To Your Booth!

Showcase a doorprize and/or a special show day offer and let the brides come to you!



One of the most powerful ways to pull brides right to YOUR booth is by offering a grand prize giveaway and/or a special show-only offer.



Optional, but highly encouraged — and always a BIG traffic driver!

This simple step instantly makes your booth a must-visit stop and gives you more one-on-one time with future brides who are eager to connect.



WHY IT WORKS:

Brides LOVE giveaways and/or exclusive offers — they'll flock to your booth for the chance to win or save.



More traffic = more conversations, more leads, and more bookings.

Your giveaway and/or offer will also be featured in our social media promotions, giving you extra exposure before the show even begins.

SUBMIT YOUR PRIZE AND/OR OFFER



[CLICK HERE](#)

(It only takes 2 minutes — the sooner you send it, the sooner we can start promoting YOU in our countdown and buzz-building campaigns!)

GET INSPIRED WITH PRIZE & OFFER IDEAS



[CLICK HERE](#)

Check out prize & offer suggestions. Get creative, or keep it simple. Every giveaway and/or offer helps draw more attention to the bridal show AND your booth!

We can't wait to spotlight your booth and help you make a big impact with future brides!

QUESTIONS?

Please call Jeff at 585-227-7690 or email jeff@585wedding.com

BRIDAL SWAG BAGS

Deadline: January 10

Promote your business at Rochester's Largest Bridal Show!

This is an additional **FREE PERK** for being part of the bridal show! (This is optional)



Be part of the excitement by including your flyer, promo item, or special offer in our exclusive Bridal Bags—personally handed out to every future bride attending the show on January 24th!

WHAT TO INCLUDE

Promotional Marketing Materials. Anything that fits in an 15" x 18" bag.



Examples

- Flyers
- Brochures
- Magnets, pens, etc.



Specifications

- Max thickness: 1/4
- Max weight: 2 oz
- Only one item per company



HOW TO PARTICIPATE

Please contact Jeff to let us know that you would like to participate.



Contact Jeff

- Call: 585-227-7690
- Email: jeff@585wedding.com



Details

- Quantity: 200 peices of your promotional matierials
- Deadline: **January 10, 2026**



Mail to:
585wedding
PO Box 26498
Rochester, NY 14626

Drop Off, Courier, Fed-Ex, or UPS
585wedding
5 Fisher Road, Suite 4
Rochester, NY 14624

LET'S GET SOCIAL

Beautiful Things Happen When We Share

Beautiful Things Happen When We Share

Share our latest posts on Instagram and Facebook, show your excitement, and let brides know their dream wedding plans begin at the Bridal Expo!

Download Now



READY TO SHARE?

We've made it simple. Just download any (or all!) of the images below and post them on your social channels.

Don't forget to tag us and use the hashtags

#585Wedding

#RochesterBridalExpo

#RochesterWeddingExpo

#RochesterBrides

#BridalExpo

#WeddingExpo

#BridalShow

#WeddingShow

#EngagedCouples

#WeddingPlanning,

so we can celebrate together!



Facebook & Instagram Post



Vertical post Instagram Story

QUESTIONS?

Please call Jeff at 585-227-7690 or email jeff@585wedding.com

Exhibitor Success Checklist

BEFORE THE SHOW (Pre-Show Prep)

☐ PROMOTE YOU'RE EXHIBITING

- ☐ Post on all your social media channels ("Come see us at the Bridal Show!")
- ☐ Email current leads and past clients
- ☐ Add bridal show info to your website and voicemail
- ☐ Mention show specials you'll be offering

☐ PLAN YOUR BOOTH DISPLAY

- ☐ Your booth is your first impression — make it visually on-brand and welcoming.
- ☐ Plan your branded signage, banners, samples, décor, and lighting
- ☐ Know your layout (tablecloths, backdrop, pipe and drape, props, product displays)
- ☐ Print price sheets, promo cards, business cards, and brochures
- ☐ Prepare a giveaway, raffle, or show special
- ☐ Test electronics, lighting, displays, and music

☐ GET SALES & LEAD MATERIALS READY

- ☐ Lead forms, QR codes, iPads/tablets, clipboards, pens
- ☐ Prepare a giveaway signup or digital capture system
- ☐ Bring contracts or booking forms if you'll take deposits onsite

☐ PRACTICE YOUR PITCH & PREPARE STAFF

- ☐ Rehearse a 10–20 second intro
- ☐ Decide who talks, gathers info, books consultations, etc.
- ☐ Dress appropriately — branded, professional, and comfortable

☐ LOGISTICS

- ☐ Confirm setup time, parking, and load-in details — 9:00 AM to 11:45 AM (doors open at 12 noon)
- ☐ Pack tools, scissors, clips, extension cords, HDMI cables, chargers, tape, Velcro, signage stands, promo items

DAY OF THE SHOW

☐ STAY ACTIVE

- ☐ Leverage Social Media throughout the show day — post photos, videos, and stories to boost visibility.

☐ ARRIVE EARLY & SET UP SMOOTHLY

- ☐ Set up your booth before attendees arrive — 9:00 AM to 11:45 AM (doors open at 12 noon)
- ☐ Test electronics, lighting, displays, and music



☐ LOOK APPROACHABLE & ENGAGING

- ☐ Stand up, smile, and start conversations
- ☐ Avoid sitting, eating, or being on your phone
- ☐ Greet, engage, and move people into conversations or lead capture

☐ COLLECT LEADS STRATEGICALLY

- ☐ Use QR codes, raffle entries, sign-in sheets, or tablets
- ☐ Ask qualifying questions (date, venue, services needed)
- ☐ Offer a show-only incentive to book/schedule a call

☐ BE PREPARED TO BOOK OR SCHEDULE

- ☐ Have pricing ready
- ☐ Offer consultations or mini bookings on the spot
- ☐ Take deposits if it fits your business

☐ NETWORK WITH OTHER VENDORS

- ☐ Exchange cards, talk collaborations, cross-promote

AFTER THE SHOW (Follow-Up & Conversion)

☐ FOLLOW UP FAST

- ☐ Don't wait! Reach out within 24–72 hours while the show is still fresh in couples' minds.
- ☐ Upload the Excel bridal show lead list we provide to exhibitors (delivered within a couple days of the show) to your CRM or email platform for easy follow-up and tracking.
- ☐ A quick, friendly message can turn interest into bookings.
- ☐ Reference meeting them at the bridal show and personalize your message.
- ☐ Send thank-you notes, special offers, or links to schedule a consultation.

☐ PROMOTE YOUR SHOW SPECIAL

- ☐ Remind them of your limited-time offer.
- ☐ Include testimonials, photos, or packages.

☐ SCHEDULE CONSULTATIONS & TOURS

- ☐ Follow up with anyone who booked a call or showed interest.
- ☐ Offer easy links to schedule.

☐ EVALUATE & IMPROVE FOR NEXT TIME

- ☐ What worked in your setup, pitch, and follow-up — and what didn't?
- ☐ Refill materials and adjust strategy for the next show.



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585Wedding.com



YOUR BOOTH SPACE INCLUDES

SPACE / SIZE

Your booth space is approximately 8 ft wide by 7 ft deep.

Pipe and premium drape - Optional

♥ Single booth \$85 ♥ Double Booth \$150 ♥ Triple Booth \$225

Color options: all white, all black, combo black/white/black

Please be sure to order this on your bridal show contract.

TABLE AND CHAIRS

6ft black skirted table with 2 chairs.

ELECTRICITY AND WI-FI

Free electricity and Wi-Fi. If you require electricity, please be sure to select it on your bridal show contract.

WI-FI PASS CODE

Your Wi-Fi pass code will be provided to you the morning of the bridal show.

LUNCH

Free lunch, no tickets required.

LOAD IN AND OUT

Professional assistance with load in and load out the day of the show.

PLEASE FEEL FREE TO CALL JEFF AT 585-227-7690

OR EMAIL JEFF@585wedding.com

WITH ANY QUESTIONS OR CONCERNS

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BRIDAL SHOW DAY SCHEDULE

SET-UP TIME ————— 9:00am to 11:45am

You can arrive anytime after 9:00am to set up your booth. Please be ready to accept brides at your booth by 11:45am. When you arrive you'll be directed to your booth space.

START TIME 12:00 noon

585Wedding.com has advertised the doors opening at 12:00 noon. If there is a line of brides, doors will open at 11:45am. This will help alleviate the opening rush.

LUNCH SERVED ————— 10:00AM TO 1:15PM - No lunch tickets required

ELECTRIC

If you requested electric, don't forget to bring power strips and extension cords.

BREAK DOWN / EXIT — 3:00PM

Please do not break down / leave your booth before 3:00pm.

SHOW DAY QUESTIONS

Please look for a 585Wedding.com staff member or go to the registration desk.

PLEASE FEEL FREE TO CALL JEFF AT 585-227-7690
OR EMAIL JEFF@585wedding.com
WITH ANY QUESTIONS OR CONCERNS

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Expo

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BRIDAL
Fair

March, TBD, 2026



Summer
BRIDAL
Expo

June, TBD, 2026



Wedding
expo

September, TBD, 2026



Sign up for all four shows; January 24, 2026, March, TBD, 2026, June, TBD, 2026, and September, TBD, 2026, and receive \$25 off each show OR Sign up for two or three shows on this form and take \$25 off each show.

Vendor Type: Previous, First Time, Non-Profit, and Booth Size (select for each show)

PREVIOUS EXHIBITOR

- ☐ Single booth \$695 _____
approx. 8' x 7'
- ☐ Double booth \$1,295 _____
approx. 16' x 7'
- ☐ Triple booth \$1,850 _____
approx. 24' x 7'

FIRST TIME EXHIBITOR AND NON-PROFIT

- ☐ Single booth \$595 _____
approx. 8' x 7'
- ☐ Double booth \$1,150 _____
approx. 16' x 7'
- ☐ Triple booth \$1,750 _____
approx. 24' x 7'

PREVIOUS EXHIBITOR

- ☐ Single booth \$545 _____
approx. 8' x 7'
- ☐ Double booth \$995 _____
approx. 16' x 7'
- ☐ Triple booth \$1,350 _____
approx. 24' x 7'

FIRST TIME EXHIBITOR AND NON-PROFIT

- ☐ Single booth \$495 _____
approx. 8' x 7'
- ☐ Double booth \$975 _____
approx. 16' x 7'
- ☐ Triple booth \$1,350 _____
approx. 24' x 7'

PREVIOUS EXHIBITOR

- ☐ Single booth \$545 _____
approx. 8' x 7'
- ☐ Double booth \$995 _____
approx. 16' x 7'
- ☐ Triple booth \$1,350 _____
approx. 24' x 7'

FIRST TIME EXHIBITOR AND NON-PROFIT

- ☐ Single booth \$495 _____
approx. 8' x 7'
- ☐ Double booth \$975 _____
approx. 16' x 7'
- ☐ Triple booth \$1,350 _____
approx. 24' x 7'

PREVIOUS EXHIBITOR

- ☐ Single booth \$595 _____
approx. 8' x 7'
- ☐ Double booth \$1,100 _____
approx. 16' x 7'
- ☐ Triple booth \$1,450 _____
approx. 24' x 7'

FIRST TIME EXHIBITOR AND NON-PROFIT

- ☐ Single booth \$495 _____
approx. 8' x 7'
- ☐ Double booth \$975 _____
approx. 16' x 7'
- ☐ Triple booth \$1,350 _____
approx. 24' x 7'

Electric *Don't forget to bring extension cords & power strips, they are not provided.

- ☐ Yes I need electric
- ☐ No I do not need electric

- ☐ Yes I need electric
- ☐ No I do not need electric

- ☐ Yes I need electric
- ☐ No I do not need electric

- ☐ Yes I need electric
- ☐ No I do not need electric

Free Lunch Tickets Need additional tickets? Just give us a call at 585-227-7690

- ☐ Single booth: 2 tickets
- ☐ Double booth: 4 tickets
- ☐ Triple booth: 6 tickets

- ☐ Single booth: 2 tickets
- ☐ Double booth: 4 tickets
- ☐ Triple booth: 6 tickets

- ☐ Single booth: 2 tickets
- ☐ Double booth: 4 tickets
- ☐ Triple booth: 6 tickets

- ☐ Single booth: 2 tickets
- ☐ Double booth: 4 tickets
- ☐ Triple booth: 6 tickets

Pipe and Drape (Optional) | 8ft Pipe and Drape Rental (Black/White/Black fabric panels)

- ☐ Single booth \$85 _____
- ☐ Double booth \$150 _____
- ☐ Triple booth \$225 _____

- ☐ Single booth \$85 _____
- ☐ Double booth \$150 _____
- ☐ Triple booth \$225 _____

- ☐ Single booth \$85 _____
- ☐ Double booth \$150 _____
- ☐ Triple booth \$225 _____

- ☐ Single booth \$85 _____
- ☐ Double booth \$150 _____
- ☐ Triple booth \$225 _____

Totals (add the totals for each column)

Bridal Expo Total _____ Bridal Fair Total _____ Summer Expo Total _____ Wedding Expo Total _____

(Bridal Expo Total '26 + Bridal Fair Total '26 + Summer Bridal Expo Total '26 + Wedding Expo Total '26) = Subtotal _____

Contact/billing information

When Rochester's Largest Bridal Shows.com receives this form and the information is verified and checked, you will be charged according to the Payment Option you have selected below. Questions about Payment Options, call 585-227-7690 or email Jeff@585wedding.com.

PAYMENT OPTIONS ☐ Charge the full amount upon contract submission. ☐ Charge 50% deposit upon contract submission. The balance will be charged 30 days before each show date. If you register less than 30 days before the show date full payment is required.

Name:		Company Name:	
Address:			
City:	State:	Zip Code:	
E-mail:	Phone:	Cell:	
Website:	Facebook:	Instagram:	

CREDIT CARD INFORMATION

Card #:	Expiration Date:	CVV:
Billing Address for charge card (if different than above):		
City:	State:	Zip Code:

☐ I have read and agree to all the terms and conditions on pages 1 and 2 of this contract.

Today's Date:	Full Name:	Signature:
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Do you have any requests, thoughts, ideas, suggestions that you would like to share?

Multi-Show Discount

SAVE \$25

for each additional show selected with the signing of this contract

2nd show _____

3rd show _____

4th show _____

Grand Total _____

Please initial

I have read, completed, and agree to the rules & regulations on page 2 of 2 of this contract.

(initial)



PO Box 26498
Rochester NY 14626
585-227-7690
www.585wedding.com
jeff@585wedding.com

www.585wedding.com

Payment

Please check both and initial

☐ I understand that there are NO CANCELLATIONS and NO REFUNDS

initial

☐ I understand that I will not receive my list of registered brides and grooms if payment has not been made in full.

Food Samples

Please check both and initial

☐ YES, I am bringing food samples

☐ NO, I am NOT bringing food samples

initial

585Wedding.com must inform The Hyatt Regency Rochester in advance of any vendors/exhibitors that will be distributing food samples at any Bridal Show, and what those types of food items are. Samples must be no more than (3) ounce portions in disposable containers.

For any food items requiring refrigeration or cooking on site, the individual vendor/exhibitor is required to obtain a temporary food permit from the Monroe County Health Department.

Rules and Regulations

Exhibitor agrees to:

Set up an exhibit space on **January 24, 2026, (Bridal Expo)** between the hours of 9:00am and 11:45am, and/or set up exhibit space on **March, TBD, 2026 (Bridal Fair)**, between the hours of 9:00am and 11:30am, on and/or set up exhibit space on **June TBD, 2026 (Summer Bridal Expo)**, between the hours of 9:00am and 11:30am, on and/or set up exhibit space on **September, TBD, 2026 (Wedding Expo)**, between the hours of 9:00am and 11:30am. **A \$100 early breakdown fee will be imposed to any vendor breaking down their booth and/or leaving prior to the time specified.** Display products and literature that pertain specifically to the contracted exhibitor. No wedding publication other than The 585wedding.com Magazine can be displayed or distributed at the bridal shows or on the premises of the Arbor At The Port/Hyatt Regency 125 E Main St, Rochester, NY. Exhibitor cannot solicit any bride or groom for any wedding service other than for the contracted exhibitor.

The mailing list of future brides and grooms (the "Mailing List") is for the exclusive use of the Exhibitor and/or Individual/Company in the form of a single copy, and solely for the promotion of its own products and services at the Wedding Expo/Bridal Expo/Bridal Fair as appropriate. The Mailing List database contains private copyrighted information owned exclusively by Wedding Planner Corp. The information included in this database is protected by federal copyright laws. It may not be copied (other than printed hard copy of lists and labels for the Exhibitor's own use in the Exhibitor's own business in connection with the Wedding Expo/Bridal Expo/Bridal Fair). Neither the Mailing List nor any of its contents may be made available to, or used by, any other person or entity. The Exhibitor may not sell, give, rent, lease, lend, modify, display, share, or otherwise permit the Mailing List or any of its contents to be made available, in whole or in part, to anyone outside of the Exhibitor, whether or not for consideration. The Mailing List may not be used in, or in connection with, any solicitation of the goods or services of any other person or entity. **THE MAILING LIST MAY NOT BE USED TO PROMOTE ANY BRIDAL OR HONEYMOON SHOW, SEMINAR, WORKSHOP, OR ANY TYPE OF EVENT THAT PROMOTES THE GATHERING OF FUTURE BRIDES AND/OR FUTURE GROOMS. The Mailing List cannot be used to promote any contest/promotion/give-away that is in conjunction with, and/or names any other entity or person other than the person or entity signing this contract.** The Exhibitor acknowledges that once the Mailing List leaves the Wedding Planner Corp's facility, the Exhibitor is in the best position to assure compliance with these restrictions and therefore agrees (and assumes all related risks) to be fully and strictly responsible for any incident or use not permitted by this paragraph, whether or not inadvertent and whether caused by the acts or omissions of the Exhibitor or others. Unauthorized use of the Mailing List leads or any of its contents is a direct violation of the Unfair and Deceptive Trade Practices Act. By using this Mailing List or any of its contents, you hereby acknowledge the protected copyright and agree to the terms of use. **The Exhibitor agrees, and each individual signing this Agreement on behalf of Exhibitor, agrees to pay on demand The Wedding Planner Corp. the sum of Ten Thousand and NO/00 Dollars (\$10,000.00) per incident or use, as liquidated damages, for each incident or use of the Mailing List that is contrary to any provision of this paragraph, together with the attorneys fees and other costs and expenses of enforcement incurred by The Wedding Planner Corp.**

Exhibitor further agrees to the following:

Exhibitors are not permitted to use amplifying equipment that we consider objectionable. No balloon popping, or noises that we consider objectionable are permitted from your contracted space. Exhibitors must confine their activities to their contracted space. Exhibitors will not be permitted to use strolling entertainment nor to distribute samples, souvenirs, or literature except from their own exhibit space. **This contract cannot be canceled and, once signed, Exhibitor/Company listed above, and/or signee is fully responsible for all charges as outlined herein of this agreement whether Exhibitor uses the contracted space or not. All payments and fees are due and payable in full as follows: Bridal Expo, December 15, 2025, Bridal Fair, March 1, 2026, Summer Bridal Expo, June 1, 2026, and Wedding Expo, September 1, 2026.** Any material draped from Exhibits must meet with local fire laws or they will be asked to be removed. There is no booth sharing. This contract is binding when signed and it is received by Wedding Planner Corp via fax transmission, email, or postal mail. In the event of nonpayment, person signing below agrees to pay full rate of their contracted space, excluding any and all discounts plus all reasonable attorney's fees in the event collection is necessary. The Exhibitor agrees that Wedding Planner Corp., its agents and employees, and the hosting facility or its employees: (a) Will not be responsible for any damage to or for the loss of destruction of the Exhibitors property or injuries to the Exhibitors, his representatives, agents or employees, all claims for any such loss, damage, destruction, or injury being expressly waived by the Exhibitor; (b) will be exempted from and defended and indemnified by the Exhibitor from and against any and all losses, damages and claims for death of or injury to the Exhibitor or any of its representatives, agents, employees, patrons, invitees or visitors, except that no such indemnification shall apply to any such death or injury to the extent resulting from the sole negligence of The Wedding Planner Corp. Wedding Planner Corp., its agents and employees, will not be liable for failure to hold the bridal show as scheduled. Wedding Planner Corp. reserves the right to shift space assignment after the contract has been signed if they find it necessary to do so. Wedding Planner Corp. reserves the right to change the Wedding Expo, Bridal Expo and/or Bridal Fair venue and date due to events beyond the control of Wedding Planner Corp. Exhibitor is responsible for any and all sales/use tax or other direct charges or fees levied, assessed or charged by the US Government, as well as any state, county, city, or other taxing entity. Exhibitor is responsible to pay all sales tax on items sold at Wedding Planner Corp. Bridal Shows. This contract shall be governed by the laws of the State of New York. Both the Wedding Planner Corp. and the Exhibitor agree that any disputes hereunder will be heard exclusively in the appropriate federal and state courts located in the County of Monroe, State of New York. Exhibitor agrees that the Exhibitor is transacting business in New York State and the Exhibitor expressly waives to the fullest extent possible any defenses based upon lack of personal jurisdiction to any cause of action brought to enforce the terms of this contract. Upon failure or neglect of Exhibitor to pay as stipulated above, on receipt of statement, the entire unpaid balance shall become due and payable at once. Should it become necessary to have an attorney or agency make demand for payment, or if suit is instituted to collect in this contract, or any part thereof, the Exhibitor agrees to pay attorney's fees and/or all other costs incurred (or if suit is instituted without an attorney a handling charge of \$200.00 two hundred dollars). In addition, the Exhibitor shall pay a service charge of 1 1/2% per month on payments more than 10 days overdue. Wedding Planner Corp. may, without liability, delay performance or cancel this Contract on account of force majeure events or other circumstances beyond its control, including, but not limited to, strikes, acts of God, terrorism, political unrest, embargo, pandemic state of emergency, failure of source of supply, or casualty. If any of these events are canceled for any reason beyond our control, no refunds will be given. This contract contains the entire agreement, between the parties, pertaining to the subject matter hereof. No agreements, representations, or understandings, not specifically obtained herein, shall be binding upon any of the parties hereto, unless reduced to writing and signed by the parties to be bound thereby. Exhibitor waives any and all expressed and/or implied warranties or guarantees, except for that which is stated herein.

I agree to all of the above rules and regulations:

Company: _____ Signature: _____

Date: _____ Title: _____ Print Name: _____

I agree to all of the above rules and regulations:

Print Name: _____ Signature: _____

(Personal Guarantee)

(Personal Guarantee)

(Date)

SUBMIT