



Bridal Fair Contract
Weddings 2011
January 30th 2011



The Kern County Bridal Association is pleased to present it's annual Fairytale Bridal Fair. The event will be held on Sunday January 30th from 11:30 a.m. until 3:00 p.m. at the Kern County Fairgrounds, Bakersfield, CA.

This is an exciting opportunity for you to participate as a vendor in this fun event. Weddings 2011 Bridal Event will be advertised through the Bakersfield Californian, local television Station 29 The Eyewitness News Station, Fox 58, WETV, Bravo, E, VH-1 and Local Radio Stations KLLY 95.3 Groove 99.3 The Mix 97.7 KNZR 1560. Additionally, we will be sending personalized notifications to over 500 registered brides with weddings in 2011, 2012 & 2013.

As a vendor, you will receive a booth at the event, acknowledgment in the program, and a complete mailing list of all brides in attendance.

Standard Booths are \$395 and available on a first come, first serve basis. Additional amenities are available upon request. All vendors are required to provide a \$25 product donation for prize give-away (service discounts are not applicable).

We are looking forward to, and anticipate a large attendance. Reserve your booth early! If you have any questions, or need any further information, please contact us at (661) 633-9200.

We look forward to hearing from you soon!!

Kyle & Lee Ann Brown

Sincerely,

Kyle & LeeAnn Brown, Executive Producers

Bridal Fair Contract Fax To 661-633-9199

The undersigned firm or individual, hereafter referred to as exhibitor, hereby subscribes to the Services of the Kern County Bridal Association for January 30th 2011 Weddings 2011 Bridal Fair

KCBA agrees to:

- 1. Issue invitations to Brides to be living in Kern County.**
- 2. Put on a Bridal Event at the Kern County Fairgrounds at which time all exhibitors will receive full promotion for their services and/or merchandise.**
- 3. Allow exhibitors to give or use samples at their booth to entice brides to use their product or service i.e. if you provide food or drink* you may set up your services in full and provide samples for the guests.**
- 4. Include your company name in Program if agreement is received no later than 1/1/2011.**
- 5. Provide (1) one table with linen.**

The undersigned exhibitor agrees to the following terms & conditions:

- 1. Payment in the sum of \$395 per show**
- 2. To hold in confidence, and not disclose to anyone or business any information provided to you in association with this Bridal Fair.**

CONFIDENTIAL INFORMATION.

KCBA's "Confidential Information" includes: (I) tangible information of KCBA's that is labeled "confidential" or "KCBA Confidential" and (II) orally communicated information that relates to or is embodied in a tangible document that is labeled as stated in (I). At all times, title or the right to possess Confidential Information remains with KCBA.

Confidential Information may be disclosed to Your Company at events and through other means. The terms below control KCBA's Confidential Information disclosed through the Bridal Event and survive termination or expiration of the agreement. You agree to do and/or comply with the following terms:

1. Maintain Confidential Information with at least the same degree of care that You use to protect Your Company's own confidential and proprietary information, but with at least a reasonable degree of care under the circumstances.
2. Do not disclose any Confidential Information to any third party except to Your Company employees who have a "need to know" the information to do their jobs. Before disclosing Confidential Information to Your Company's employees train them on these contractual obligations of confidentiality and obtain their agreement to comply with them. You are responsible for compliance of Your Company's employees with these contractual obligations.
3. Copies. Do not make copies of Confidential Information except as necessary for Your Company employees that have a "need to know"; all copies must be marked "KCBA Confidential".
4. Duration. Maintain the confidentiality of Confidential Information for at least two (2) years from the date it was disclosed to You unless it is: (I) rightfully in the public domain, (II) rightfully received from a third party without any obligation of confidentiality, (III) rightfully known to You without any limitation on use or disclosure prior to its receipt from KCBA. You agree to return or destroy all or part of Confidential Information, including any copies, at KCBA's request, and confirm your compliance with such request.
5. No Other Use. Any bride/groom/customer/client information obtained from this bridal event may only be used for the business that issued a booth, i.e. if you sell flowers and you are a photographer, but you only sign up as a flower shop, you can only use the leads for your flower shop. The leads may not be used for your photography business. If the lead is use for a business not signed up for the event, it will result in fines of \$995.00 for each company that may benefit from the lead.

Pertinent notes and information:

- 1. Set-up is promptly at 8:00 am on the 29th or 30th of January.**
- 2. All payments pursuant to this agreement shall be due and payable at time of enrollment and considered past due on January 1st, 2011.**
- 3. All past-due balances will be subject to a \$50 billing fee.**
- 4. Please note that there is a \$100 cancellation fee plus the booth fee if you cancel less than 4 weeks prior to event date retainer is non-refundable upon signing of contract.**

Bridal Fair Contract

KC Fairgrounds Convention Center

January 30th 2011

Please check all information below, and then sign and return.
If paying by check, please enclose or return by time of confirmation.

To pay by VISA, MC, Discover or American Express, please contact the office at 633-9200 or go online to www.TheBestWeddings.com and Login to your account, Select Bridal Show Information.

Please Select Show Participation:

_____ 10 Wide X 8 deep KCBA Member \$395.00

Additional Space is available on a first come first get bases at a rate of \$7.50 per Sq Feet _____

Do you want the same spot as last year?

___ YES ___ No ___ I did not participate last year.

Additional Amenities:

Electricity is available throughout the facility, but we cannot guarantee electricity to your booth if you do not order electricity. You may bring your own extension cords and power strip at no additional cost and take your chances. However, for a fee of \$25 you can have electricity brought to your booth. Please check box to have electricity supplied.

Electricity ___ YES please provide me with electricity ___ NO electricity needed or I will take my chances

At no additional cost you can be provided with 1 table (rectangle), 1 table linen and up to 2 chairs. Please indicate below your preferences.

Table: ___ YES please provide me with 1 Table ___ NO I have my own

White table linen: ___ YES please provide me with 1 table linen ___ NO I have my own

Chairs: ___ YES please provide me with ___ chairs ___ NO chairs

PAYMENT:

___ Please charge my card on file the \$50.00 non refundable retainer for this show.

___ Please charge my card on file the \$395.00 non refundable booth fee for this show.

___ I would like to provide you another form of payment for this show.

Payment amount \$ _____ Form of payment ___ Credit Card ___ Check ___ Cash

Card Number _____ Exp Date _____ C V V _____

Billing Address if other than listed below _____ Zip _____

Name: _____

Company: _____

Address: _____

Phone Office: (____) ____ - ____ Phone # (____) ____ - ____ Home: (____) ____ - ____ Fax:(____) ____ - ____

Name As You Would Like It To Appear In media: _____

Signature: _____ Title: _____

Print: _____ Date: _____

Please understand that ANY display or solicitation for or on behalf of ANY other business not a part of the show is **NOT ALLOWED** (i.e. the people who gave you the decor, flowers, photos, cake, etc. for your booth). If you do not own the business do not promote, hand out cards, or give any information about that business at the show. Do not share the lead list with ANY other company. The FINE is \$995.00 for each infraction.

Ad size & price for program.

Artwork must be turned in no later than 1/1/2011 or it will not appear in the program.

It Must Be Camera Ready, if no artwork is received no ad will be in the program.

If we need to do any artwork, there will be a \$75.00 charge minimum.

Please e-mail your ad in PDF or JPG format.

All ads are in color and in the size below. If you have an ad in the Wedding Book 2011 and would like us to use that ad, please check the appropriate box below:

_____ Please use my ad from the Wedding Book 2011

_____ Please use my ad from the January Bridal Show (Weddings 2011 – January 30th 2011)

_____ Please use my ad from last year's Fairytale Bridal Fair (2010)

_____ I will provide you a new ad (please select size below)

Ad Sizes are as follows:

- 1/4 page ad color **Free with booth**
1.75 high X 4.5 wide
300 DPI in JPG format
- ½ page ad color \$125.00
3.50 high X 4.5 wide
300 DPI in JPG format
- Full page ad color \$150.00
7 high X 4.5 wide
300 DPI in JPG format

Signature: _____ Title: _____

Print: _____ Date: _____