

EXHIBITOR'S INFORMATION		
Today's Date:		
Sales Rep.:		
Company Name:		
Contact:		
Web Category:		
Mailing Address:		
City, St, Zip:		
Phone:		
Birthday:	Month:	Day:
Fax:		
Other:		
Email:		
Website:		
Who referred you?		

SHOW DATES AND LOCATIONS		
<b>SUNDAY; JUNE 25, 2017 10:00am-3:00pm - THE PHOENICIAN RESORT</b>		
SUNDAY; OCTOBER TBD, 2017 10:00am-3:00pm - TBD		
SUNDAY; FEBRUARY TBD, 2018 10:00am-3:00pm - TBD		

NOTES
<p><b>VALUE ADD DISCOUNTS</b> - Value add services when you contract for a two or three (2 or 3) show agreement. These services include the Bridal Bag Program, 12 Month Direct Web Link or Text Me Now Programs. <b>Total Values May Vary (total discount not to exceed \$600.00)**</b></p> <p><b>REFERRAL CREDIT</b> - Earn credit for every qualified referral you list on this booth reservation. Referral credits are never given in the form of cash, but may be used toward your unpaid balance or toward a future booth reservation. If credit is applied toward an unpaid balance, this credit will be processed at the final contract payment. <i>Qualified referrals are businesses that reserve a booth with the Phoenix Bridal Show and have not exhibited with the Phoenix Bridal Show in the past 2 years. Please note, that in order to receive your credit, your referral MUST put your business name in the "who referred you" section above of their booth reservation form. \$50.00 to be applied toward any 8X10 booth reservation, \$25.00 to be applied toward any 8X5 booth reservation.**</i></p> <p><b>**NOT ALL DISCOUNTS MAY APPLY**</b>  <b>**SHOW DATES ARE SUBJECT TO CHANGE BASED ON HOST SITE AVAILABILITY AT THE SOLE DISCRETION OF PHOENIX BRIDAL SHOW**</b></p>

BOOTH AND PAYMENT OPTIONS			
BOOTH RESERVATION		Qty.	Total
Half Booth (8'x5')	\$ 795.00		
Standard Booth (8'x8')	\$ 1,095.00		
Corner Booth (8'x8')	\$ 1,195.00		
Foyer Booth (8'x8')	\$ 1,295.00		
<b>BOOTH TOTAL</b>			<b>\$</b>
ADD ON SERVICES			
12 Month Web Link	\$ 400.00		
Bridal Bag	\$ 200.00		
Text Me Now	\$ 400.00		
Fashion Show Segment Sponsorship	\$ 1,000.00		
<b>ADD ON SERVICES TOTAL</b>			
<b>TOTAL CONTRACTED AMOUNT (TOTAL ADD ON SERVICE + BOOTH TOTAL)</b>			<b>\$</b>
DISCOUNTS (see notes)			
Multi-Show Discount (OCT, must renew by July 1, 2016)	\$ (100.00)		
Value Add Discounts			
Web Link	\$ (400.00)		
Bridal Bag	\$ (200.00)		
Text Me Now	\$ (400.00)		
<b>TOTAL DISCOUNTS</b>			<b>\$</b>
<b>TOTAL X 2.8% TAX RATE</b>			<b>\$</b>
<b>TOTAL AMOUNT DUE (TOTAL CONTRACTED AMOUNT LESS TOTAL DISCOUNTS + TAX)</b>			<b>\$</b>
PAYMENT OPTION			
<p><b>PAYMENT BREAKDOWNS ARE FOR MONTHLY CREDIT CARD PAYMENTS ONLY:</b>  <b>JUNE SHOW MUST BE PAID IN FULL BY JUNE 1, 2017: TOTAL NUMBER OF PAYMENTS = 5</b>  <b>OCT SHOW MUST BE PAID IN FULL BY OCT 1, 2017: TOTAL NUMBER OF PAYMENTS = 9</b>  <b>FEB SHOW MUST BE PAID IN FULL BY JAN 1, 2018: TOTAL NUMBER OF PAYMENTS = 12</b>                      *Multiple shows may use number of payments associated with latest show date.</p>			
<b>TOTAL NUMBER OF PAYMENTS</b>			
<b>Monthly Payment Amount (TOTAL AMOUNT DUE / TOTAL NUMBER OF PAYMENTS)</b>			<b>\$</b>
Top 3 Booth Locations:	1)	2)	3)

REFERRAL CREDITS (see notes)		
Company:	Contact:	Phone Number:

CREDIT CARD INFORMATION	
Card #:	
Billing Address:	Exp Date:
Billing Zip:	CVV2:

I/We have read all the terms and conditions of this contract, including those on page 2, and hereby agree to the same. I/We understand that no binding contract will be formed unless and until this agreement is approved and signed by an authorized representative of the producer. If contract is not approved by the producer, the deposit tendered will herewith be returned. **Booth Fees Are Non Refundable. No Cancellations.**

X

Exhibitor/Agency:	Printed Name	Date
X <i>Nick DiLello</i> its Member/Manager		
Phoenix Bridal Show Representative		Date

**TO COMPLETE YOUR REGISTRATION:** Please sign and return the complete Booth Reservation Agreement along with the agreed upon payment arrangement (as stated on page 1.)

**All checks will be processed electronically. Please contact our office at: 480.874.4718 to make payment arrangements.**

**PAYMENT:** All Exhibitors' exercising the monthly payment option are charged each month of their contract on the 1<sup>st</sup> day of each month with a credit card on file. **Should the 1<sup>st</sup> of the month fall on a Saturday, Sunday or scheduled holiday, the credit card on file will be charged on the last work day before the 1<sup>st</sup>.**

**NON-PAYMENT:** Upon execution of this signed agreement, all payments made are non-refundable. The balance due must be received 30 days prior to show date or exhibitor agrees to pay 10% late fee on any unpaid balance. **If any contracted balance remains unpaid, your booth space could be released. If booth space is released, Exhibitor is not relieved of their contractual obligation to pay remaining balance due.** Exhibitor agrees not to sublet any booth space without the written consent of show management. **Exhibitor is expressly forbidden from "sharing" a booth with other businesses which includes the distribution of other company's business cards and flyers, or representatives of other companies present in the booth during show hours. Exhibitor's who ignore this provision shall be charged an additional booth rental by show management and could forfeit the receipt of the Bridal Lead List.**

**DISPLAY HOURS:** Display hours are from 10:00 am to 3:00 pm. Removal of exhibit material at the conclusion of the move-out period is the responsibility of the exhibitor. No early break down. **Early break down will forfeit the Bridal Lead List.**

**LIABILITY:** The exhibitor agrees to make no claim for any reason whatsoever against the Phoenix Bridal Show, the venue or other contractors for loss, theft, damage, destructions of goods, for any injury to himself/herself or employees.

**DAMAGE TO PROPERTY:** Exhibitors are liable for any damage caused to building, floors, walls and columns in and around the exhibit property.

**FIRE SAFETY AND HEALTH:** The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment.

**EXHIBITOR'S RESPONSIBILITY:** Each exhibitor must keep at least one attendant in the booth at all times until breakdown.

**EXHIBITOR'S IDENTIFICATION:** All exhibitors must be registered and wear the provided name tags at all times.

**EXHIBIT SPACE:** 8X10 exhibit space includes a 6 foot draped table, 2 chairs, wastebasket, 8 foot pipe and drape backdrop, side railings and a 7" x 44" I.D. sign company name and booth number. Electrical outlets are available upon request at an additional charge.

**DOOR PRIZE:** Exhibitors are required to provide a \$25.00 unattached door prize to be raffled off to attendees.

**BRIDAL LEAD LIST:** Exhibitor agrees not to sell, share or otherwise transfer any information from the "bride list" to any third party or use the list for the benefit of any third party. Violation of this agreement provides for injunctive relief, damages and substantial attorney's fees and costs against anyone who uses, sells, shares or otherwise transfers the **Phoenix Bridal Show** copyrighted "Bride List" information without permission. The confidentiality of the "Bride List" is necessary to protect the value of each exhibitor's investment.

**GOVERNING LAW:** This agreement shall in all respects be governed by the laws of the State of Arizona.

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#### **EXHIBITOR'S ACCEPTANCE**

I, the duly authorized representative of the undersigned company, on behalf of the company, subscribe and agree to all terms and conditions contained in the Exhibitor Agreement / Booth Reservation.

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Tax ID#:** \_\_\_\_\_

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*In order to complete your booth reservation, please fax both pages of this completed form to 623.776.2222. You will receive confirmation via email within 24 hours. We know you have a choice in marketing your business and we thank you for choosing the Phoenix Bridal Show.*