

DC Centre Bridal Show

Exhibitor Kit



EVERYTHING YOU NEED TO KNOW ABOUT
EXHIBITING AT A DC CENTRE BRIDAL SHOW

11830 Stonegate Dr., Omaha, NE 68164

Terms & Conditions

BELOW IS A COPY OF THE TERMS & CONDITIONS YOU WERE REQUIRED TO READ AND AGREE TO IN ORDER TO BOOK.

A minimum 50% deposit will be due upon submission of this exhibitor agreement. No refunds will be given at any point. Remaining balance of show fees must be paid no later than 10 days prior to the show date. If canceling, exhibitor fees may be transferred to a new bridal show date, if requested, prior to 30 days of the registered show date. Within 30 days of the registered bridal show, no refunds, no transferring of exhibitor fees and full payment is still due.

When a balance is due; you will receive an emailed invoice with a link to pay your balance which is due no later than 10 days prior to the show date. If the balance is not paid, you will not be allowed to set up your booth the day of the show, receive the lead list or be invited back to future shows.

Directory Listings for each show will be displayed starting 2 months prior to the show date and will stay up until 2 months prior to the next show date. Listings will only be displayed when payment has been made towards the Show.

Exhibitors will not be allowed to set up the day of the show without payment in full.

Exhibitors must select electricity on your Exhibitor Agreement to receive electricity the day of the show. Exhibitors must also supply their own extension cords and/or power strip for their space.

Sampling rules. Premier samples: You may pass out food or beverage samples ONLY if it is part of your business. For example, caterers or cake companies who are sampling their own products. non-permitted samples: You may NOT pass out food or beverage samples as traffic-builders to your booth. For example, a photography may NOT pass out candy, cookies or bottled water.

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If you request a banquet table to be in your Exhibitor space and then choose NOT to have your table the day of the Show, you will be responsible for the rental payment of the table at \$29.95 each. The bridal lead list will be withheld until rental payment is made.

DC Centre may list the Exhibitor in Show promotional materials and use photography or video of the Show for publicity purposes without compensation to the Exhibitor.

Exhibitors agree NOT to begin breaking down their displays prior to the official end time of the show. Exhibitors leaving prior to the official end of the Show may not be invited to future shows.

Exhibitor space sharing is prohibited. Only the named Exhibitor listed on the agreement should be exhibiting or handing out information. If this should officially, the bridal lead list will be withheld until the second exhibitor space is paid in full. Vendors are required to have a representative present at their booth during the entire bridal show. Leaving at any point will result in DC Centre withholding the lead list.

The Attendee Lead List is for the paid Exhibitor's use only. Any sharing of the Attendee Lead List is prohibited and may result in the offending Exhibitor being excluded from future shows.

Show Bag add on. Limit one, unfolded piece of literatures per paid exhibitor. 8.5" x 11" or smaller. No catalogues. Literature may not contain any non-exhibitor information. All literatures must follow all delivery instructions and deadlines in order to be included, deadline is generally Friday, approximately 9 days prior to the show date.

Building Access

ACCESSING THE BUILDING

The front doors and side doors of DC Centre will be locked during the exhibitor set-up time frame. Please plan on going to the back of the building around the North side. Exhibitors will walk into the kitchen of DC Centre and from there will be guided to their booth space.

SETTING UP

DC Centre is an active venue so no dropping off of materials or setting up of booth spaces will be permitted until the day of the show.

The back door will be opened at 8:00am for exhibitors to start arriving. Set-up must be completed by 11:00am for the start of the show.

BREAKING DOWN

Breaking down of the booth can begin at 3:00pm when the show officially ends. As an exhibitor, you are in charge of cleaning your area including trash. DC Centre staff will be assisting as much as possible but we need everyone to participate.

Add-Ons

MAKE AN EVEN LARGER IMPACT AT THE DC CENTRE BRIDAL SHOW

SHOW BAG

Cost: \$75 per show

Number of printed items: 300 pieces required

Size: 8.5 x 11 in. or smaller

Due Date: 9 days prior to show date (Friday of the week before)

*Limit one, unfolded piece of literature per paid exhibitor. No catalogues. Literature may not contain any non-exhibitor information. All literature must follow all delivery instructions and deadlines in order to be included.

SCAVANGER HUNT

Cost: \$100 per show

Limit to 10 Exhibitors per Show

Your business is the answer to a clue for a bride scavenger hunt during the show. Brides must come by your booth to finish their hunt, giving you the opportunity to speak with them. You'll be required to mark off forms during the show. Latest date for this add-on is 2 weeks prior to show date.

WEBSITE SPOTLIGHT AD

Cost: \$250 per Show

Purchase a leaderboard ad on the dcentrebridalshow.com website. Ad is visible 1 month prior to show date to 1 month prior to next show. Ad is on every page of the site, rotating with other vendors' ads. Website received thousands of page views in this time frame. Ad size is 728px x 90 px. Limited space.

dcentrebridalshow.com

Sampling

PERMITTED SAMPLES

You may pass out food or beverage samples ONLY if it is part of your business. For example, caterers or cake companies who are sampling their own products.

NON-PERMITTED SAMPLES

You may NOT pass out food or beverage samples as traffic-builders to your booth. For example, a photographer may NOT pass out candy, cookies or bottled water.

Scam Alert

WE NEED YOU, OUR EXHIBITORS, TO BE AWARE OF FRAUDULENT COMPANIES WHO MAY CONTACT YOU UNDER THE GUISE OF WORKING WITH DC CENTRE OR OFFERING FREE SERVICES. PLEASE TAKE NOTE OF THE MORE COMMON SCHEMES WE ARE AWARE OF BELOW:

OFFERS OF BRIDAL SHOW EMAIL/DATABASE LIST

DC Centre Bridal Show does not sell its data lists or offer them for public use. Be aware if you receive emails like the following example:

"Hi,

I'm writing to check if you would be interested in acquiring DC Centre Bridal Show 2022- Attendees Mailing List which includes complete contact details and verified e-mail addresses.

If you're interested please let me know, So that I can send you the counts and cost of the list. Waiting For your response.

Thanks & Regards,
Belinda Smith
Marketing Coordinator"

Marketing

HERE'S SOME INSIGHT INTO WHAT WE DO FOR THE SHOW
AND WHAT YOU CAN EXPECT

SOCIAL MEDIA

We advertise the upcoming show 6 months prior to each show on Facebook and boost the event several months leading up to the show. This is where we have a majority of our ticket RSVPs.

PARTNER SITES

Every DC Centre Bridal Show is listed on Eventbrite where attendees get their free tickets. Eventbrite drives traffic from locals who are looking for events to attend.

We advertise on Nebraska Wedding Day, The Knot and WeddingWire leading up to the show as well. And on occasion, we include personalized e-blasts to targeted audiences.

NON-DIGITAL

We advertise on site at DC Centre to our thousands of monthly event attendees.

VENDOR MARKETING MATERIALS

In the months leading up to the show, we email vendors marketing material to use that can be printed, emailed or posted on social media. So be on the lookout!

dccentrebridalshow.com