



Central Florida  
**Bridal Expo**

Vendor Opportunities

# ABOUT THE EVENT

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SHOW HOURS: Saturday, April 20, 2019 12:00 pm to 3:30 pm

PUBLIC ADMISSION: \$10.00 per person prior to event; \$15.00 at the door

*Note: This event is not appropriate for children 12 years and younger.*

ANTICIPATED ATTENDANCE: Over 100 brides in Central Florida; more than 35 exhibitors

## MOVE-IN TIME

Saturday, April 20, 2019 9:00am to 10:45am

Event Staff will be in the lobby to answer any questions.

Plan for your set up and tear down needs and make sure you have the equipment you need. You are responsible for bringing your own supplies (marking pens, scotch tape, scissors, etc.)

*Note: Venue does not allow anything to be attached to the walls. If you run an electrical cord, it must be taped securely to the floor with gaffers tape.*

## MOVE-OUT TIME

Saturday, April 20, 2019 3:30pm; Do Not Breakdown before 3:30 pm. All exhibitors and vendors must be clear of the venue by 5:00 pm on Saturday, April 20, 2019.

For questions contact *Alinone Weddings & Events* at (585) 708-9013 or via email at [bookalinone@gmail.com](mailto:bookalinone@gmail.com).

## INSURANCE REQUIREMENTS

Each vendor will assume full responsibility for their participation in the event. This will include providing your own theft and liability insurance.

Vendors and companies doing demonstrations are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space.

## CANCELLATION POLICY

All cancellations must be in writing. Cancellations received four weeks prior to the show date will be refunded 50% of amount received. Failure to setup by specified set up deadline will result in forfeiture of exhibit space and all monies paid to date. No vendor shall tear down booth prior to show end time.

# SUPPORT OPPORTUNITIES

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Thank you for your interest in participating in *Alinone Weddings & Events' Central Florida Bridal Expo*. The bridal expo will be an opportunity for you to connect with brides to-be and vendors.

Companies may purchase any of the support opportunities listed below, or they may purchase a combination of à la carte sponsorship items that would elevate their company to the Diamond, Platinum, or Gold level of sponsorship.

## DIAMOND \$1,000+

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- ✓ Complimentary double booth for up to three company representatives
- ✓ Optional rectangular tables to include in booth; linen included
- ✓ Logo on all materials including website, signage and printed materials
- ✓ Verbal recognition during the expo
- ✓ Retractable Banner Stand at the entrance (provided by vendor)
- ✓ Full slide allocated to ad placement in event slideshow
- ✓ Logo on the event agenda (subject to deadline)
- ✓ Company logo featured prominently on event webpage and email marketing
- ✓ Opportunity to include three day-of promotional items for each attendee; One item includes a Door Prize Giveaway; two items are for Bag Stuffing (subject to terms)
- ✓ Social Media Posts, including two featured sponsored posts
- ✓ Sponsor recognition sign for display on your table
- ✓ Diamond sponsorship pins for up to three representatives

## PLATINUM \$750

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- ✓ Complimentary single booth for up to two company representatives
- ✓ Optional rectangular table to include in booth; linen included
- ✓ Recognition on all materials including website, signage and printed materials
- ✓ Half slide allocated to ad placement in event slideshow
- ✓ Logo on the event agenda (subject to deadline)
- ✓ Company name featured prominently on event webpage and email marketing
- ✓ Opportunity to include two day-of promotional items for each attendee for Bag Stuffing (subject to terms)
- ✓ Social Media Posts, including one featured sponsored post
- ✓ Platinum sponsorship pins for up to two representatives

# BECOME A VENDOR TODAY!

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## GOLD \$500

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- ✓ Complimentary rectangular table to the bridal expo for up to two company representatives; linen included
- ✓ Recognition on all materials including website, signage and printed materials
- ✓ Quarter slide allocated to ad placement in event slideshow
- ✓ Company listing on the event agenda (subject to deadline)
- ✓ Name listed on the event webpage and email marketing
- ✓ Opportunity to include one day-of promotional item in Bag Stuffing (subject to terms)
- ✓ Gold sponsorship pins for up to two representatives

## IN-KIND SUPPORT PRICE VARIES

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The *Central Florida Bridal Expo* offers in-kind support opportunities to companies whose services and products are a good fit for this event. Our in-kind support opportunities include a variety of options.

The benefits given to an in-kind support are based on the monetary value of the items listed below. We will offer the company recognition on promotional materials including website, signage and printed materials. Each option has a limited availability per category. Signage and banner items will be provided by vendor. All options are on a first-come, first-served basis.

### À La Carte Options:

- ✓ Linens for Table - \$8.00 each
- ✓ One Item for Bag Stuffing - \$50
- ✓ Signage Display - \$150
- ✓ Roundtable - \$150
- ✓ Rectangular Table - \$250
- ✓ Door Prize Giveaway - \$250
- ✓ Retractable Banner Stand (33"W x 81"H) - \$300
- ✓ Single Booth - \$600
- ✓ Double Booth - \$850

# FURTHER INFORMATION

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## VENDOR DISPLAY AREA

Single Booth - (approximately) 10' x 10', (1) 6-foot, skirted table and (2) chairs; black or white linen included

Double Booth - (approximately) 20' x 10', (2) 6-foot, skirted tables and (3) chairs; black or white linen included

\*Basic security and housekeeping will be provided throughout the wedding expo, but does not guarantee the vendor against any losses from pilferage.

## BOOTH REQUIREMENTS AND SPECIFICATIONS

- ✔ Vendors are allowed to decorate their booth space with appropriate items and materials of interest related to the products or services sold by the participating vendor. Affixing of items to the walls or ceilings is not allowed.
- ✔ Vendors are allowed to promote their business solely and distribute information packets, brochures, and samples. Vendor space may not be shared for any reason. Items from any other business being displayed or distributed at the show will not be allowed.

## DOOR PRIZE GIVEAWAYS

A “Door Prize” will be given away during the *Central Florida Bridal Expo* with the winner to be announced at the show. To increase your exposure, we require that all brides get signatures from each vendor to be qualified for the prize. This gives you the opportunity to speak with every single bride/groom.

## BAG STUFFING

Every attendee receives one of our swag bags upon entrance. Take this option to add your marketing materials to our bag. This is a great way to be sure your items get into the attendees hands. It is best to put something more memorable into the bag like pens, pads, mints, etc. Ask us for help in creating the best option to get your business noticed! All items included in our swag bag, will have to be approved in writing.

You will supply 100 items for the first 100 brides to give the brides a glimpse of your expertise before they even step through the door. Don't forget to attach your company information to the gift. We suggest great items such as water bottles, lip balm, key chains, lotions, etc.

## FOOD HANDLING PERMIT APPLICATION

Required for food vendors. Includes permit requirements, permit application form, and application for exemption form. Absolutely no cooking on the premises. Food samples no larger than 1 oz. or “bite size”. Permit must be publicly displayed in your booth. For more information, please refer to our “Food Vendor Application.”

## SOCIAL MEDIA PARTICIPATION

Each vendor is expected to post at least 3 times prior to the event via social media platforms (including Facebook, Instagram and Twitter); and to post 4 times during the event, tagging Alinone Weddings & Events @AlinoneEvents and using the hashtag #CFBridalExpo #AlinoneExpo.

# VENDOR CONTRACT



Please complete this contract and email your payment at your earliest convenience. Fill out clearly to avoid errors.

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell: \_\_\_\_\_  
Email: \_\_\_\_\_

- Diamond Vendor registration for the Central Florida Bridal Show (\$1000)
- Platinum Vendor registration for the Central Florida Bridal Show (\$750)
- Gold Vendor registration for the Central Florida Bridal Show (\$500)
- À La Carte Options (\$ varies) (enter options): \_\_\_\_\_

Add Electrical Outlet (free with vendor/booth purchase)  Yes  No

**TOTAL**

**\$**

- No table needed
- No table cloth needed
- No backdrop needed
- Other: \_\_\_\_\_

ITEM FOR DRAWING: Select exhibitors will need to supply an item for the free drawing that is valued at least in the amount of \$50. The drawing will be included in one of the door prize giveaways. Contact information will be provided to exhibitors after the expo has concluded. Please allow two weeks to receive the information.

**Credit Card Type:**                      Visa                      Master Card                      American Express                      Other: \_\_\_\_\_

Card #: \_\_\_\_\_

Security Code: \_\_\_\_\_

Billing ZIP Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

3% Convenience fee will be applied to all deposits to charge balance on due date stated above

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

A 50% deposit is required upon signature for payments \$500 and above. The remaining 50% is due one month before the expo. All payments \$499 and below require a full payment upon signature. Failure to send money by specified deadline will result in forfeiture of exhibit space and all monies paid to date. Send your completed payment to [bookalinone@gmail.com](mailto:bookalinone@gmail.com).

*Alinone Weddings & Events* would like to assist each vendor, sponsor and supporter to meet their sales and marketing objectives. If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact us at:

[bookalinone@gmail.com](mailto:bookalinone@gmail.com)

