Exhibitor Kit

Wedding Party Bridal Show
Sunday September 29, 2013
Hyatt Regency La Jolla at Aventine
3777 La Jolla Village Drive San Diego, Ca 92122

Please PRINT and/or SHARE this kit.

Anyone representing your company is responsible for knowing and following all rules and regulations during set and show.

PRE SHOW: [do now]

1. Like show Facebook page here [allows us to tag you in the posts we do about you!]
2. Follow show’s Pinterest page here [we’ll invite you to pin & share w/our followers]
3. Share tickets with your brides – download exhibitor tickets here
4. Email us any show specials or door prizes to pre promote you - email
5. Add banners and badges to your website find here
6. Order extra tables, linens, etc. through Pamela Pamela will contact you to confirm all details of your booth, extras, power and load in! Pamela’s email.
7. Schedule Load In time with Pamela based on room location.
8. Order Internet $150 through Swiss.com – please email Pamela for order form.
9. Lead list will be mailed to you post show after we clean it up!
10. Book your spot at the February 16, 2014 show by 9/30 and save $125!

Exhibitors may NOT contact host property for any reason.

QUESTIONS? Call 619-318-8843
DIRECTIONS to show:

From I-5 heading North: I-5 North. Exit at La Jolla Village Drive and turn right. The property will be on your right hand side. Make an immediate right after entering the driveway to park in the parking structure OR go straight up hill past hotel lobby driveway to University Lane and turn right for larger item unload. Vendors will receive discounted parking of $8 in garage.

From I-5 heading South: exit La Jolla Village Drive and turn left. The property will be on your right hand side immediately after crossing over freeway. Make a right into driveway - after entering the driveway to park in the parking structure OR go straight up hill past hotel lobby driveway to University Lane and turn right for larger item unload. Vendors will receive discounted parking of $8 in garage.

LOAD IN DAY SATURDAY 9/28/2013

SEE LOAD IN MAP PAGE 5

NO LOADING THROUGH HOTEL LOBBY.

2:00 pm to 10:00 PM DROP OFF / STORE ITEMS BY APPOINTMENT

Load in and set up or storage by appointment based on available areas. Some Ballroom set up and all Storage is Saturday by appointment. We will be calling each of you to set up or call 619-318-8843.

QUESTIONS? Call 619-318-8843
SHOW DAY SUNDAY 9/29/2013

SEE LOAD IN MAP PAGE 5 – NO LOBBY LOADING

1. **UNLOAD**: Arrive early Sunday morning to finish any set up or walk in of items for set up. You must bring enough help for your own items and allow ample time for set-up.

2. **CHECK IN** at Exhibitor Check In located by courtyard – follow the tape. **YOU DO NOT NEED TO KNOW YOUR BOOTH # - JUST CHECK IN FIRST AT EXHIBITOR CHECK IN STATION TO BE DIRECTED TO YOU TO YOUR BOOTH.**

3. **SMILE**: Bring a great attitude to the show with you! Our rules are designed to give you the best show experience – if you see an infraction flag down a show staffer or text to **619-318-8843**.

4. **LATE ARRIVAL WORKERS**: If you have employees who must arrive after 12:00 please have them enter from the back of the house – University Avenue - not at Front Registry with brides.

5. **PARKING**: If street parking is unavailable, Exhibitors may park with reduced fee parking $8.

6. **BREAK DOWN**: break down of booths and exhibit areas must happen Sunday night. Some items may be securely stored in Ballroom for Monday am pickup. Please schedule with Pamela.

7. **SAVE $100 ON NEXT SHOW**! Sign up for 02-16-2014 show by end of day and save $100!

**TIMELINE OF SHOW DAY**

6:00-10:45 AM- Exhibitor Unload finish up and finalize set up  
11:00 AM- All setup must be finalized for Health Inspector, Fire Marshall, and Management

**ALL DISPLAYS MUST BE SET UP BY 11 A.M. FOR INSPECTION**

11:15 AM - Final Inspection/Pull tape. A representative must be present at your booth.
11:30 AM - Lockdown- All entrances locked.  
11:45 AM- ‘15 minutes to show opening’ announcement  
12:00 PM- Show opens for Attendees  
2:00 PM- First Runway Fashion Show Ballroom  
3:00 PM - Celebration Fashion Show in Pavilion  
3:30 PM- Second Runway Fashion Show Ballroom  
5:00 PM- Show closes  
5:05 PM- Exhibit Tear Down ABSOLUTELY NO TEAR DOWN PRIOR TO 5:01! See rules for fines. Exhibitor contract binds you to a $500 fine for early breakdown of booth or supplies.  
6:00 PM - You may leave items locked in Ballroom for Monday am pickup if needed. WPBS / Hyatt La Jolla are not responsible for any items stored.

QUESTIONS? Call 619-318-8843
Day of unload at the Hyatt regency is **tight**. Please allow enough time to load in around other exhibitors and get your booth set up in time for Sunday 11:00 am inspection.

<table>
<thead>
<tr>
<th>Type of Load/Vehicle</th>
<th>Best Unload Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Medium Load larger truck</td>
<td>1. University Lane with steep ramp</td>
</tr>
<tr>
<td>2. Light /medium car /van load</td>
<td>2. Parking Garage</td>
</tr>
<tr>
<td>3. Catering /Supplier Truck</td>
<td>3. Load IN Dock by Appointment ONLY</td>
</tr>
</tbody>
</table>

Most exhibitors should use parking garage to unload. Please bring adequate help and carts to get to your space. Hotel staff are not allowed to assist you. To avoid any stairs in parking garage enter elevators from right [north] side of garage. If you have any questions *please* call!

**Financial building parking DO NOT PARK HERE! You’ll get locked in!!**

**Questions? Call 619-318-8843**
ANYONE REPRESENTING YOUR COMPANY AT SHOW IS RESPONSIBLE FOR KNOWING & ADHERING TO RULES

Set Up
All Set up must be complete by 11 am day of show for inspection. YOU MUST BRING YOUR OWN LOAD IN HELP [STAFF & DOLLLIES] AND YOUR OWN SET-UP EQUIPMENT. (I.E. LADDERS, TOOLS, ETC.)

Inspection
You must cooperate fully with Management, any city officials, Fire Marshall or Health Dept. Inspector.

Exhibit Space
1. Absolutely no booth sharing of any kind is allowed. No collateral of any kind may be displayed or handed out for companies other than the contracted exhibitor. This includes outside vendors who may have decorated booth. A $800.00 fine will apply and you may be barred from participating in future events.
2. Exhibitor must stay within the boundaries of their assigned space-out of aisles and other exhibit spaces.
3. Absolutely NO moving or exchanging of spaces is allowed.
4. No early break-down allowed: a $500.00 fine will apply and you may be barred from participating in future events.

Insurance
You must have valid business insurance to participate in show.

Selling
If you intend to sell product at the show [cash and carry] you must have a copy of your seller’s permit and business license displayed at show.

Signage
No vinyl banners or hand made signs-all signage approved or provided by Wedding Party.

Staffing & Late Entry
Your space must be staffed at all times. If you have employees arriving after 11:30 you must leave their name badges at the front entrance WILL CALL to give them free access to show.

Music
Any Music must be played so that surrounding Exhibitors can hold a conversation. The Wedding Party keeps a limit of 65 decibels at 10” maximum for music.

Alcohol
Alcohol may only be served by licensed alcohol Exhibitors-bring license and must be approved by Wedding Party Management.

Food
Food samples of any kind may only be served by licensed food Exhibitors with permit and must be approved by Wedding Party Management and The SD County Health Department. Anyone serving food see Food Service Rules.

Codes
All Fire Marshall codes, health department codes and California state business laws must be adhered to. Fire Marshall & Health Department inspector will be on site to inspect all booths during set up.

Host Venue
Exhibitor may not contact Show Facility for any reason. Host venue is not at your disposal for any assistance of any kind the day of the show-Bellman, Engineering and Security are instructed not to work directly with Exhibitors or loan out equipment. Please see a Wedding Party Staffer for assistance!
Exhibit Space Diagram
Wedding Party Bridal Show
Sunday September 29, 2013

Unload 1 University Lane
University Lane Roadside with 4’ wide steep ramp [plus stairs]

Ballroom
*Ceiling height* 18.3’

courtyard

glass pavilion
*Ceiling height* 22’

Unload 2 Park Garage
Parking Garage- multi level use any level to right [north] to avoid stairs to elevator

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What Does My Booth Include?

Each exhibit space includes:
(1) 6’ table and (1) floor-length tablecloth in show color. Half booths come with 30”
cocktail table with linen to floor. Order extra through Pamela see page 1.

Please note: **NO Pipe & Drape** or booth structure of any kind is provided by show
management.

Swaps for a different style or size of furniture will be made at the full additional charge
of the desired item, with no credit applied for the furnishing provided by the show
management.

Ballroom chairs are available on-site at no charge – chair are not placed at each
booth as sitting at trade show is not recommended for making sales!

CONTACTS:

Please read kit before calling. Exhibitors may NOT contact host property for any reason.

EXHIBIT SPACE, INFO & ADDITIONS

Pamela Ann Noxon - office phone: 760-635-1120 up until Friday 5pm
Production Manager Alex on mobile phone: 619-318-8843
Load in Staff Saturday: 619-318-8843

FASHION SHOW ONLY

Andrea Munoz, Fashion Show Manager 909-215-6977

Please PRINT this kit.

Anyone representing your company is responsible for knowing and
following all rules and regulations during set and show.
Thank you for being a part of San Diego’s beautiful bridal show! We are very grateful to you for your talent, your professionalism and your great attitude! Here are some tips on how to maximize exhibiting with The Wedding Party:

**Maximizing The Wedding Party Bridal Show / live marketing**

Thank you for being a part of San Diego’s beautiful bridal show! We are very grateful to you for your talent, your professionalism and your great attitude! Here are some tips on how to maximize exhibiting with The Wedding Party:

We have culled trade show advice from experts, books & exhibitors and offer the following tips to help you:

**ATTITUDE & BEHAVIOR:**
- Studies show sitting down while attendees stand does not work. Stay at eye level with attendee to show more respect [exception: sitting at consultation tables with attendees].
- Never leave booth unattended.
- Look your best. Anyone having anything to do with your image should be professionally dressed and clean.
- Watch for media at show—Fox, The WB, KUSI and ABC television crews, The Union Tribune, 944, Riviera Magazine and more savvy media, frequent the shows and often interview exhibitors!
- Make eye contact with the person you are speaking with.
- Do not eat or drink in front of attendees.
- Don’t waste the show worrying about what your competition is doing. You have a great opportunity to meet hundreds of potential customers face to face. Also speaking unflatteringly of others only makes you look bad.
- Engage attendees with active demonstrations not just visual displays.
- Speak to decision maker- Bride, Groom, Mother or Coordinator, but remember the friends get married too!
- Watch for Special Guest Event Planners, Designers and Venue Managers at show—those who refer represent dozens of weddings, not just the one a bride represents— they at show as my personal honored guest.
- Ask the couple where they will wed as your first question— it is a nicer intro than “When is your wedding date?” couples know this question is designed for screening them and it comes off as rude.

**DISPLAYS:**
- Create a unique and enticing exhibit space. The Wedding Party is not “pipe and draped” like traditional trade shows so you have complete freedom to decorate your space and create a unique microcosm of your look. Please see www.SanDiegoWEDDING.com for a beautiful examples from shows past. The one thing to keep in mind is to be creative!
- We recommend: *Market Umbrellas— inside they are adorable and you can hang all sorts of things from them. *Custom made back drops of wood, bamboo, fire retardant fabric on frames, unique fire retardant drape, wrought iron room dividers, screens, TV monitors, Flat Screen TVs, easels, free standing urns and floral arrangements look great only if they are well made! If you want defined boundaries we suggest you rent the pipe structure and lose the drape— replace it with large images, beaded curtains, flowers, beads anything that fits your business aesthetic.

**Great resources for exhibit booths, supplies and ideas:** [http://www.exhibitoronline.com](http://www.exhibitoronline.com) and [http://www.victorycorps.com](http://www.victorycorps.com)

**SIGNAGE RESOURCES:** Headline Graphics in Cardiff [http://www.headlinegraphics.com](http://www.headlinegraphics.com) and KINKO’s

If you need to hang signage or if the back of your booth is unsightly, a backdrop of Pipe and Drape should be rented
- Consider eliminating the supplied large rectangular banquet table and renting smaller round tables for a more gentle look that invites attendees into your space instead of barricading them out of your space with a “McDonalds-like” counter space in between you. [Sorry we do not exchange your free table for other sizes].
- If you use computer screens for power point displays or video, use “Belly Bar” tables— tall round tables that are 40” high instead of standard 30”. This way, attendees do not have to bend over to see screen.
- Remember we do not allow vinyl banners— foam core or fabric are fine.
- All the experts recommend a SINGLE MESSAGE at your exhibit, if you are trying to convey too many things at once you lode the attendee’s interest and focus.
- Lighting adds a rich dimension to your space and is recommended for any photography. Since The Wedding Party is not in a convention hall, the lighting is kept softer and more pleasing, but may not be powerful enough to show off professional photos to the fullest. Gobos and mood lighting really kick a display up a notch.

**Each Wedding Party Bridal Show and Fashion Show has a theme that we use to keep everyone in such a creative field excited.**
- Your exhibit spaces come with a linen in one color to match theme which we ask you to use for consistency-unless you rent linens or do décor as your business.
- Fashion Shows are throughout the day check show schedule for each event.
- Education Pavilion [if applicable] is throughout the day.
- After Party, [if applicable] immediately after show closes, for Exhibitors, local vendors and event planners is a must for networking!
- Most importantly: enjoy yourself!! Remember you excel at what you do and you have no competition since you are a unique and talented professional who has something to offer that no one else in the industry can compete with: YOU! A good attitude results in far more bookings than a low price and studies prove that the #1 reason Brides choose a vendor is TRUST, not money.

Thank you again for being a part of The Wedding Party! We wish you great success. Please review contract for complete rules and regulations. If you have any questions call us at the office at 760-635-1120 or on the sales cell phone at 619-318-8843.

Pamela Ann Noxon, Producer ©Love Your Show, Inc.