

A bride with dark hair and bangs is sitting in a field of wildflowers. She is wearing a white lace wedding dress and holding a white flower to her lips. The background is a lush field of green grass and various colorful wildflowers including purple, yellow, and blue.

SUNDAY, *june* 11

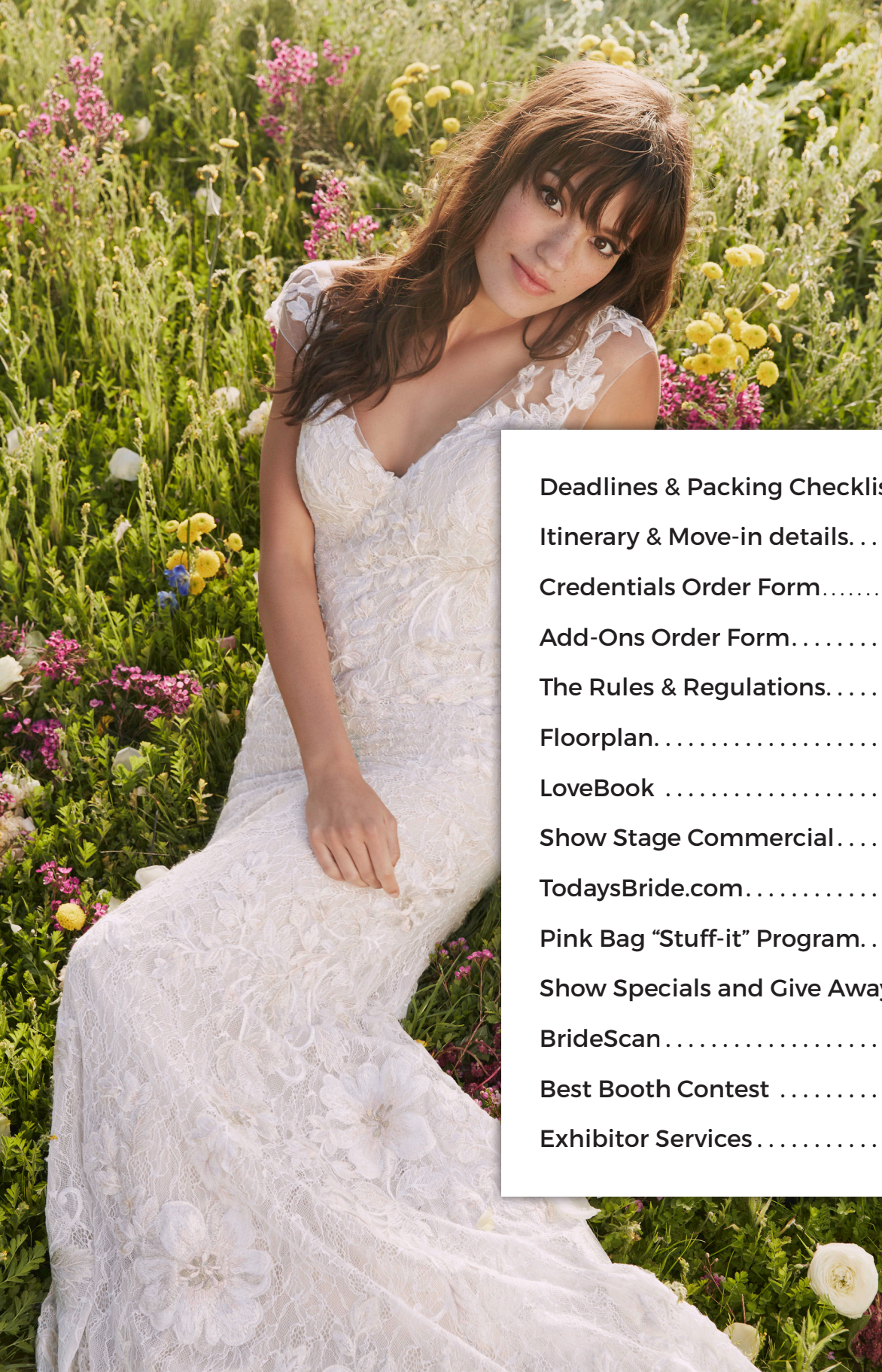
BERTRAM INN &
CONFERENCE CENTER

Today's Bride®

WEDDING SHOW

EXHIBITOR MANUAL

EXHIBITOR BLOG: pros.TodaysBride.com/shows



Bertram Inn & Conference Center
 600 N. Aurora Rd.
 Aurora, Ohio

June 11, 2017
 11am-4pm

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Questions?

email: shows@todaysbride.com

call: 330-670-9545

visit: pros.todaysbride.com/shows



Fashion Show
 Production Partner:



DEADLINES

Add-On Form by
FRIDAY, MAY 19, 2017

Final Balance due by
MONDAY, MAY 15, 2017

Pink Bag "Stuff It" Program by
FRIDAY, MAY 19, 2017
(Deliver or ship 400 pieces to Today's Bride offices)

Return Credentials form by
FRIDAY, MAY 19, 2017

Reserve space in LoveBook by Today's Bride by
TUESDAY, MAY 23, 2017

Reserve Stage Show Commercial Space by
FRIDAY, MAY 26, 2017

Reserve overnight room at Bertram Inn by
FRIDAY, MAY 26, 2017
(\$99+tax Call to reserve 330-995-0200 room
block under Today's Bride)

Order additional booth rental items by
MONDAY, MAY 29, 2017
(Call Miller's Party Rental 330-753-9104)

Day of Show
SUNDAY, JUNE 11, 2017

Save the Date!

A Today's Bride Networking Event

MAY 16th • 4:30-7:00pm

Bertram Inn & Conference Center • 600 N. Aurora Rd.

RSVP at pros.todaysbride.com/rsvp

PreShow Prep

- ☐ Research Booth Designs
- ☐ Order Supplies & Marketing Materials
- ☐ Return the Credentials Form
- ☐ Schedule Staff
- ☐ Come up with a plan to collect leads
- ☐ Create goals for your staff (i.e. number of appointments)
- ☐ Complete your Bridescan Profile
- ☐ Share the event on social media
- ☐ Review the exhibitor list to strategize your networking
- ☐ Organize food for your staff
- ☐ Plan your follow up process to the leads

Packing List

- ☐ Electrical Cords & Surge Protector
- ☐ Mobile Device Chargers
- ☐ Sales Literature
- ☐ Business Cards
- ☐ Appointment Book
- ☐ Clipboards
- ☐ Booth Design Layout
- ☐ Dollie & Transporting Devices
- ☐ Masking Tape, Scotch Tape, Shipping Tape
- ☐ Scissors, Stapler, Safety Pins, Straight Pins
- ☐ Portable Vacuum/Steamer
- ☐ Pens, Sharpie Marker
- ☐ Trash Bags
- ☐ Aspirin, Band-Aids, Second Pair of Shoes
- ☐ Breath Mints
- ☐ Good Selling Plan & Attitude

DAY-OF ITINERARY

8:00 AM Exhibit hall opens for booth set-up and unloading.
(No earlier without prior approval from Today's Bride)
**Proceed to check-in to get your credentials,
located near move-in doors.**

10:00 AM Bride's Brunch at the Bertram

10:45 AM Silent opening
All booths must be ready to go

11:00 AM Publicized doors open to the public.

12:30 PM Fashion Shows

& 2:00 PM (Fashion shows are located in the Annex)

4:00 PM Vendors may begin to dismantle their booth display
(no earlier than 4pm)
**Beginning to tear down early is prohibited and will
result in the forfeiture of the lead list!**



*Would you close your
business early on the busiest
day of the year?*

WHAT YOU NEED TO KNOW

Unloading

Unloading through the main lobby is not permitted.

Drive to the right side of the hotel and unload at the North side door between the hotel & annex building, under the overhang.

You will be greeted by staff of Today's Bride in PINK STAFF T-SHIRTS available to help provide Move-in assistance. They will safely - to the best of their ability - take your items directly to your booth while you park your car. Our staff will use reasonable care in moving your display items; Today's Bride will be not responsible for any loss or damage resulting from this assistance. Move-in assistance is provided strictly as a courtesy to exhibitors.

Note: The Today's Bride Staff and their dollies are not available to help at the end of the show. We suggest investing in your own dollies or staff to help with move out.

Overnight Accommodations

\$99 plus tax - deadline May 26th and based on availability. To reserve a room, call 330-995-0200, Mention the Today's Bride room block for a lower rate.

WiFi

Wifi is FREE! Look for the Bertram Network.

Parking

Parking is FREE in the hotel lot. Please park as far back behind the hotel as possible to keep spots available for the brides.

Food Options

Food for your staff is not permitted to be brought into the facility from outside restaurants, fast food chains or catering companies. There is a breakfast buffet available in the Paws Restaurant for \$12/person 7am-11am. Lunch is available with a limited menu and quick to-go concession items (sandwiches, chips, soda and bottled water).

Identifying Brides

For easier identification, brides will be wearing a TODAY'S BRIDE sticker, thus making your efforts easier to speak directly to the bride.

DEADLINE
MAY 19, 2017

CREDENTIALS FORM

COMPANY NAME:

How your company name will appear on all show literature, (ie. nametags, floorplan, booth location sign etc.) Please limit company name to 50 characters, anything over that limit will be edited to fit.

NAMETAGS:

*First name only
please!* →

1. _____	5. _____
2. _____	6. _____
3. _____	7. _____
4. _____	8. _____

There is a limit of 4 employees allowed to staff a single booth at one time; two staffers for tabletops.

WE'VE GOT YOU COVERED:

Single Booth includes one 6' or 8' table depending on booth location with linen and 2 chairs.
Tabletop Booth & Half Booth includes one 4' X 2.5' table with linen and 1 chair.

Please let us know if you do **NOT** need: ☐ No table needed
☐ No linens needed (keep table)

LIGHT IT UP:

Electric is free at this event but please let us know if you will be using electricity at your booth so we can make sure it is accessible to you. Please bring your own extension cords and surge protector. Note: Electricity is shared with your exhibiting neighbors.

☐ Yes, I will need electricity

Fill out this form and fax to (330) 670-9546 or fill it out online at
pros.todaysbride.com/cred

IF YOU MISS THE DEADLINE...

← *Don't miss it!*

If this information is not turned in by **May 19, 2017**:

Company Name: We will use the company name as it appears on your contract.

Nametags: **Previous exhibitor:** We'll reprint the staff nametags from the most recent show. **New exhibitor:** Two blank name tags will be provided.

Table and Linens: A table with linens will be provided.

Electricity: We can not guarantee easy access to an electrical outlet.

Mail to:
1930 N. Cleveland Massillion Rd.,
Akron, Ohio 44333
or submit online at
pros.TodaysBride.com/add

ADD-ONS DEADLINE

MAY 19, 2017

COMPANY NAME: _____

CONTACT NAME: _____

PINK BAG "STUFF-IT" PROGRAM: \$200

(see details on page 12)

☐ 400 pieces for bag insert

\$ _____

Note: Mail or deliver 400 pieces of literature to Today's Bride office,
1930 N. Cleveland Massillion Rd. Akron, Ohio 44333 by **May 19th, 2017**

LOVEBOOK AD:

Reserve your space by **May 23rd, 2017** (see the details on page 9)

☐ Full page **\$1,250** | partner **\$875**

\$ _____

☐ 1/2 page **\$900** | partner **\$600**

☐ 1/4 page **\$600** | partner **\$390**

STAGE SHOW COMMERCIAL: \$100

Reserve your space by **May 26th, 2017** (see details on page 10)

☐ 10-second static image displayed on big screen
located by the runway.

\$ _____

TODAYSBRIDE.COM EXHIBITOR UPGRADE:

(see details on page 11)

☐ Featured Exhibitor Web Ad **\$150**

\$ _____

☐ Vendor Website link **\$100**

TOTAL:

Optional service can be charged by:

\$ _____

☐ Invoice me

☐ Credit card on file

☐ Payment Enclosed

THE RULES & REGULATIONS

Read this!

Note: It's your responsibility to understand and abide by these rules.

Our insurance carrier and facilities instructed us to strictly enforce the show rules and regulations as indicated on your show contract. This will ensure a safe and enjoyable trade show experience not only for participating businesses but, more importantly, our valued attendees - your customers. Please read and adjust your presentation and set-up display if necessary.

Review and share these guidelines with your entire staff scheduled to work your exhibit prior to the event.

1) All booth display materials (including staff) **must stay within their contracted booth space** and not infringe upon the aisle walkways or other booth spaces. All aisles must remain clear of obstruction. Maximum backdrop height is 8' tall, side walls. The front 5' of your booth may not exceed 4' in height. Backdrops taller must get approval from Today's Bride. Some booth locations are restricted.

2) **Maximum of four staff members** are permitted to exhibit in a single booth space at one time. **Maximum of two staff members** permitted at one time in a Half Booth or Table Top Space.

3) **NO distribution** of any marketing materials is permitted in aisles, registration areas, seating areas, rest rooms, parking lot/garage or grounds of event facility.

4) No helium balloons are allowed in the facilities.

5) **Distribution of any non-participating, non-contracted business literature (business cards, brochures, signage, etc.) is strictly prohibited.** This includes, but is not limited to, photographs or displays with "courtesy of" acknowledgement of said businesses. The only exception is if the mentioned business is also an exhibitor of the show.

6) Distributing literature or displaying signage regarding a **competing Bridal Show or Event** (whether at your facility or not) is **strictly prohibited** unless Today's Bride is a sponsor of the event.

7) **Exhibits cannot begin to tear down prior to 4:00pm!** The takedown, removal or repackaging of booth materials and/or displays during posted bridal show hours is strictly prohibited. Guests pay admission for a show advertised to be available to the public until 4 p.m. and we must honor these hours. Moreso, our Liability Insurance Policy dictates that any set up and disassemble must take place prior to guests' arrival and after their exit. You will be held accountable for any injury that may occur as result of your negligence, will forfeit the show's lead list, and risk the admittance into future Today's Bride Shows.

8) **All food and liquids to serve as samples** are not permitted to be distributed to attendees without prior approval from both the facility AND Jadlyn Inc./Today's Bride. Sample size restrictions apply.

9) **Food for your staff is not permitted to be brought into the facility from outside restaurants, fast food chains or catering companies.** The Bertram offers lunch and snack options from their restaurants.

10) **Distribution of alcoholic beverages, in any form, to attendees is strictly prohibited.**

11) **All audio, video and/or gaming productions must be maintained at appropriate noise levels** so not to infringe on the peace and harmony of neighboring booths. Jadlyn Inc./Today's Bride reserves the right to determine and set the acceptable sound level.

12) Your company/businesses **must provide its own surge-suppressant power strip and extension cord(s)** to use for your trade booth's electrical needs.

13) **The leads generated from this show are for the exclusive use of the exhibitors who made the investment to participate.** The lead lists are seeded. Today's Bride monitors what you are sending. It is a violation of your exhibitor agreement to sell, lend, reproduce, exchange, copy or share the lead list to any non-exhibiting business or non-sponsored Show or Event that isn't authorized for this list. If this information is used or threatened to be used in an unauthorized manner, Today's Bride shall be entitled to seek relief in any court of competent jurisdiction, including but not limited to injunctive relief, actual and punitive damages, reasonable attorney's fees, costs and any and all other expenses. It is also a violation to use the list or permit the list to be used to promote any other multi-business bridal- or wedding-related show or event, including Client's own participation within such an event, and that damages to Today's Bride for each such use shall be no less than \$3,000.00. (A "use" shall mean each letter, telephone call or e-mail sent to a bride on the lead list). Upon breach of this Contract for any reason, exhibitor's license to use such Lead List shall cease immediately.

14) Exhibitor shall make good any damage to the building or fixtures caused by exhibitor or any of exhibitors' agents or employees. Exhibitors are responsible for any loss of their equipment and/or display material, or personal belongings, resulting from accidental breakage, misplacement, theft, fire or natural disaster, including, but not limited to, damage occurring while Management staff is assisting an exhibitor. If exhibitor uses the services of Management staff, then exhibitor agrees that the staff member is a volunteer for the exhibitor for worker's compensation purposes.

These and all existing regulations will be strictly enforced. Violation to regulations could result in the exclusion from future trade shows and/or forfeiture of trade show lead list.

FLOORPLAN

JUNE 11, 2017

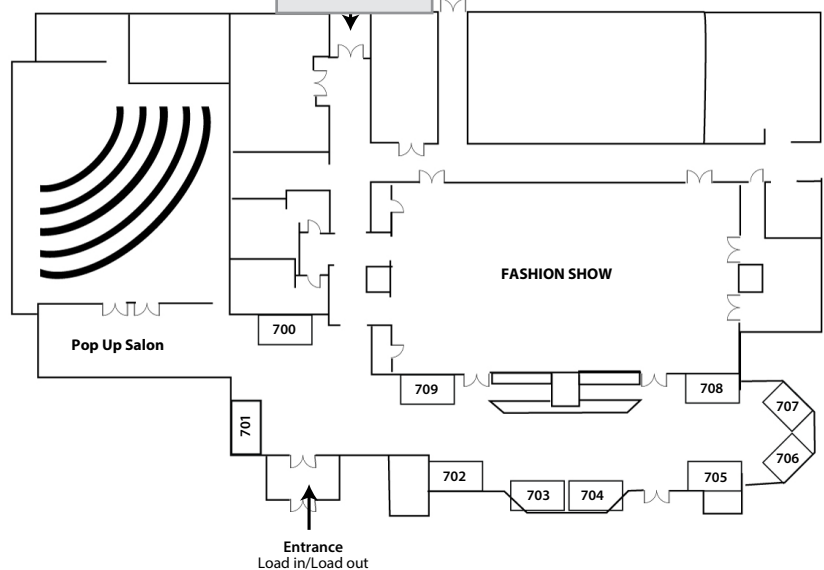
Bertram Inn
& Conference Center
600 N. Aurora Rd.
Aurora, Ohio

Hotel & Conference Center



Vendor Unloading

Annex



Lovebook

DEADLINE:
MAY 23, 2017

by **Today's Bride**

Hand-Delivered Results!
RESERVE YOUR AD SPACE NOW!

**BE PART OF THE
JANUARY 2018 ISSUE**



Distributed at **Ohio's 5 Largest Bridal Shows** in **BOTH** Akron and Cleveland!

LoveBook Advertising Rates & Sizes

	Partner	Non-Partner
Full Page	\$875	\$1,250
1/2 Page	\$600	\$900
1/4 Page	\$390	\$600
Back Cover	\$1,400	\$1,500
Inside Covers	\$1,200	\$1,350

* Ad includes a Basic Listing and website link on TodaysBride.com.

*All advertisements include ad development.

**TO RESERVE YOUR
SPACE CALL
330-670-9545**

DEADLINE
MAY 26, 2017

STAGE COMMERCIAL ONLY: **\$100**



MAKE A BIG IMPRESSION!

Sell your company's services to a captive audience awaiting our high energy fashion show! That's right... Keep selling to brides even after they've stopped by your booth with a high-tech, professionally produced, all-color (no audio) Stage Show Commercial Advertisement.

10-second static impressions running throughout the day on a big screen and/or plasma, wide-screen televisions situated by the runway.

**TO RESERVE
YOUR SPACE CALL
330-670-9545**

EXHIBITOR WEBSITE UPGRADES

TodaysBride.com is averaging 35,000+ unique visitors and more than 103,000 page views every month.

Bride traffic increases 30% more before & after the shows.

TAKE ADVANTAGE OF THESE EXHIBITOR EXCLUSIVES:



WHERE
Cleveland Marriott East
24000 Harvard Road
Cleveland Heights, OH 44122

TICKETS


GENERAL ADMISSION: \$30.00
General admission access to view the show and the fashion shows.
Children Ages 1 & Under FREE

BRUNCH BUNDLE: \$50.00
The Brunch Bundle includes one brunch seating at Nuovo Modern Mexican, entrance to the show and the fashion shows.

BUY TICKETS

CAN'T FIND YOUR TICKET?
You may have your ticket confirmation email sent to you by visiting the following link: <https://www.enroutecomm.com/tickets?email=dm>

SHOW FEATURES



Fashion Shows
Use the hottest wedding designers for you and your entire bridal party on stage! All fashion shows will feature a runway, models, complete and finished to give you the widest array of options to help find your perfect look.
Shows last approximately 40 minutes. General admission seating only.

SCHEDULE: 12:00PM & 3:00PM located in the **Uptown Ballroom**

Featuring: British, Lanesville Bridal Salon, American Commodore Tuxedo, Mary Wolkstein, American Commodore Tuxedo, Tuxedo Junction, Perfect Details Design, and more!

Just Added & Moms & Maids fashion show
Who says you have to be a bride to get packed for a wedding? Our mommy fashion show will showcase the unique themes of the wedding - moms and maids! Moms as maids means outfit, down the runway, wedding gown, complete ceremony and family portraits. This is the only time you can see the wedding day, but the fashion show will give moms and maids that chance to see the "Yes to the Dress!"

Time: 1:30pm



Beauty Bar
Brides to be stop by to the Beauty Bar to get a mini-wedding day trial hairdo and make-up application. Get Wedding Cam 2 on by Carol Martin onlooker.

CONTEST & PRIZES



The All-Access Bridal Show Pass

TODAY'S BRIDE
Today's Bride is holding a contest to give away an All-Access Pass to one lucky bride (one winner each weekend) who wants to attend our fabulous event.
[Get the Details](#)

SPECIALS

Freebies for all registered brides

✓ All Brides Get a FREE "You Buy BRUNCH" voucher
✓ FREE view of Today's Bride Magazine* and Lookbook by Today's Bride of America*
*while supplies last

✓ **PLUS PURCHASE YOUR TICKETS ONLINE** and Get a Year Subscription to *Today's Bride* Magazine

SPECIAL ATTENTION

Dave's Bridal
Visit the Dave's Bridal booth to receive \$50 savings card towards the purchase of your Bridal Gown when you visit the store.

Hale-Coxs
Stop by Hale-Coxs to receive a \$100 Gift Card for your one of a kind gown also enter to win a \$200-tourer for your perfectly unique bridesmaid gown!

Lanesville Bridal Salon
Say Yes to the dress at the bridal show! Visit the "Up 'n' Up" Bridal Salon to be who you are on the show and get designer gowns for up to 50% off All Brides to be who try on a gown at the show will receive a FREE gift!

DECOU LINENS, RENTALS

Dave's Bridal
Visit the Dave's Bridal booth to receive \$50 savings card towards the purchase of your Bridal Gown when you visit the store!

BRIDAL ATTENDANCE

Caterers & Pre-Wedding Parties ▶

Consultants & Planners ▶

Decor, Lighting & Rentals ▶

Anniversary & Design ▶

Designs of Distinction ▶

Miller's Party Rental ▶

DS: Bands & Musicians ▶

Flowers ▶

Bridal's Floral Creations ▶

Bouquets by Shelley ▶

Flowers by Shelley ▶

Guest Accommodations ▶

Limousine & Valet Services ▶

Men's Formalwear ▶

Photo Booths ▶

Photography ▶

Savannah Media Productions ▶

American Commodore Wedding ▶

B. Frohman Imaging - Design ▶

BCD Studios by Brad ▶

Crimo Photography ▶

Hill Sales Photography ▶

Reception Venues - Cleveland ▶


Registry, Home & Finance ▶

Travel & Honeymoon ▶

DOWNLOAD THE FLOORPLAN

SHOW SPONSORS





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[EVENTS](#)
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[OUR MAGAZINE](#)
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Today's Bride

Your Northeast Ohio Wedding Resource

[FIND A LOCAL VENDOR](#)

BRIDAL ATTIRE & ACCESSORIES

AMERICAN COMMODORE DRESS SHOPPE

MULTIPLE LOCATIONS

9 WEBSITES (216) 291-4200

REQUEST A QUOTE

Lorain's team is simply the best of the wedding and typesetting industry. Lorain's team has been the industry's standard during set ever since the 1900s when an unknown printer took a galley of type and scrambled it to

FAVORITE

OTHER BRIDAL ATTIRE & ACCESSORIES VENDORS

FEATURED

American Dress Shoppe
Multiple Location
\$\$

FEATURED

Lavender Bridal Salon
Dover, OH
\$\$\$

FEATURED

Alterations Express
Multiple Locations
\$

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[TERMS](#)

Today's Bride & Today's Bride serves the following Northeast Ohio cities: Akron, Canton, Cleveland, North Canton, Youngstown, Austalia, Ashtab, Chagrin Falls, Cuyahoga Falls, Dover, Eastlake, Elyria, Euclid, Lakewood, Independence, Kent, Lakewood, Mapletown, Mentor, North Ridgeville, Parma, Parma, Swanton, Sandusky, Solon, Siles, Strongsville, Westwood, Warren, Willoughby, Wooster and all of Northeast Ohio.

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FEATURED EXHIBITOR AD
\$150 Rotating Banner Ad linked to your profile page.

AMERICAN COMMODORE DRESS SHOPPE
MULTIPLE LOCATIONS
WEBSITE (216) 291-4200

VENDOR LISTING LINK
All exhibitors will receive a basic profile page. Add a link to your website for
\$100

TO RESERVE YOUR SPACE CALL 330-670-9545

\$200*

PINK BAG PROGRAM

Don't miss a single bride at the show!

Make sure every bride who attends the show has access to your marketing literature! Whether you get the chance to talk with every couple or not, you can be confident that they'll have your contact information and answers to their most pressing questions when you sign up for our Pink Bag program.

**All you need to do is
supply us with 400 flyers
by **May 19, 2017****

**Drop flyers off at:
1930 N. Cleveland Massillon
Akron, Ohio 44333**

*must be an exhibitor to
qualify for this discounted price.

**TO BE INCLUDED
CALL 330-670-9545**



WHAT YOU NEED TO KNOW

- ♥ Payment must accompany flyers.
- ♥ Limited availability for some categories. Call for details.
- ♥ Flyers must be received at Today's Bride offices no later than **Friday, May 19th**.
- ♥ The flyers **CANNOT** contain names or phone numbers of non-show participating exhibitors.
- ♥ The flyers **CANNOT** advertise another bridal show (at your facility or elsewhere)
- ♥ All flyers must be a single piece item and FLAT. Call for approval of anything else.
- ♥ You must pre-count all pieces. Extras will not be returned.

FREE SHOW SPECIALS

**Attract attention
at the show with a
show special,
prizes or a contest!**



Show specials are a great way to attract more brides to your booth and are a win-win for everyone! Brides are intrigued by the prospect of saving money on their wedding and you have the opportunity to market your services to them! Offering a special discount for the day of the show only or raffle off a fun package enhancement will attract more attention from brides, draw them to your booth, and encourage them to sign a contract.

**Let us know about your show promotion
and we'll help get the word out by:**

- Posting it on the show page on TodaysBride.com
- Several will be mentioned in e-mail blasts promoting the show and shared on Social Media (Twitter, Facebook, Instagram)

**EMAIL YOUR SPECIALS TO
COLLEEN@TODAYSBRIDE.COM**

**OR SUBMIT IT ONLINE AT
PROS.TODAYSBRIDE.COM/SPECIALS
OR CALL 330-670-9545**

NEED INSPIRATION?

Some past successful ideas:

- ♥ Stop by XX booth to receive a \$50 gift card off the purchase of XX.
- ♥ The first 100 brides to visit us at XX booth will receive a voucher.
- ♥ Be a part of beauty demos all day at the XX Salon & Spa Booth. Attendees will be chosen out of the audience to participate.
- ♥ \$200 off of a package at booth XX for the first 10 brides that book from the show.
- ♥ XX will be offering 20% discount off any purchases at the show!

FREE* BRIDE SCAN

We are excited to introduce a NEW mobile app, BrideScan, designed to connect wedding professionals with qualified brides at the Today's Bride Show. Today's Bride will provide 8.5x5.5 display cards for each vendor's table with a bar code for brides to scan. She'll receive your contact info, and you'll receive hers. You can easily keep track of which brides are promising leads, making it convenient for you to keep in contact and seal the deal! For convenience, connections, and cutting-edge technology, download BrideScan for the Today's Bride Show.*

1 DOWNLOAD

You will receive an email from BrideScan notifying you that your vendor account has been created. When you receive that notification, you will need to download the BrideScan app to your phone from the App Store or Google Play.

2 LOG-IN

Please log in and verify that your Profile section is complete and current.

3 CUSTOMIZE

The Description section is a great place to add your Bridal Show offer! This section can also include links to your social media pages or any web address you would like to add. URLs typed in the Description section will be linked, but must include the leading https:// - for example: <https://www.facebook.com/todaysbride>

4 CONNECT

At the show, you will have the BrideScan QR code on an 8.5" x 5.5" sign that Today's Bride will provide. Brides will have the ability to scan your code. They receive your contact information and you receive hers.

5 FOLLOW-UP

After the bridal show, log in to your account online for full access to contact information for each bride who scanned your barcode! By exchanging info with you, attendees have shown specific interest in your company. Bridescan now contains your list of "hot leads". This is the ideal place to start your follow-up marketing efforts!



**Make sure your
profile is ready when
the doors open!**

**Need help with your profile?
Give us a call - 330.670.9545**

**Watch a 30 second
Bridescan video!
www.goo.gl/LY8XFQ**

Upgrade your BrideScan!

Includes:

- 2 custom Lanyards with your barcode
- Larger BrideScan sign 8.5x11
- "How to Download App" cards to hand out to attendees

**Get more out of
BrideScan with an
Upgrade Kit for \$30.**

Email colleen@todaysbride.com to order.

* BETA! Today's Bride has agreed to beta test BrideScan created by Pink Bride. BrideScan is currently in the development stage, and therefore, may have some unforeseen issues and is not guaranteed to be used at future shows. Please let us know if you experience any of these issues, have concerns, or would like to give us any feedback by emailing us at BrideScan@TodaysBride.com.

CREATE. INSPIRE. IMPRESS.

Go “all out” designing your booth and be rewarded with the Best Booth Award.

Your booth will be judged for Best Booth Design based on the following:

- ♥ Visual Display
- ♥ Creativity
- ♥ Functionality
- ♥ Staffing
- ♥ Best Use of Space
- ♥ Improvement from Year to Year

DESIGN HINTS:

1. Consider adding lights to spotlight your products. Exhibit halls have dim, indirect lighting. Lights will make a huge impact visually & your booth will stand out from a row of exhibits. (Don't forget to and bring your own extension cords and power strips!)
2. Ditch the chairs and stand during the show. Always appear interested and ready to assist your potential customer.
3. Think UP! Consider using vertical space in your booth. Invest in tall backdrops and banners up to 8' tall. Layer displays on a table. Rent high cocktail tables. Use barstools for your guests. You'll gain valuable square footage this way and the booth will be more appealing and functional.
4. Rent a unique backdrop.
5. Most Important: Make sure your company name is prominent. High and legible from a distance.



EXHIBITOR SERVICES

PRINT & SIGNS

Today's Bride now offers custom design & printing services. High quality products at super low prices. We can help you design and print of the following: Backdrops, Banner Stands, Foamcore posters, Vinyl banners & signs, Logo table covers, Canvas Wraps & more!

330-670-9545

Availability and turnaround is dependent on scheduled production at time of order.



For more samples & ideas visit shows.TodaysBride.com/Displays or email shows@todaysbride.com



NEW THIS YEAR!

Looking for help with design and print of show materials?

Today's Bride can help you with business cards, brochures, postcards & more!



330-670-9545

Availability and turnaround is dependent on scheduled production at time of order.

RENTALS

Miller's is the official decorator for the Today's Bride Show. Miller's is offering discounted pricing on various rental items. The items will be placed in your booth space the morning of the show unless you prefer to pick them up at their warehouse.



Miller's
PARTY RENTAL CENTER

330-753-9104

with any questions and to place your order. Deadline to order, [May 29, 2017](#).

Payment is required at time of order directly to Miller's.

LIGHTING & AV

Rock the House Entertainment is offering Today's Bride Exhibitors special discount pricing on Plasma TV rentals, Trussing, Booth Lighting, Any Audio/Visual needs, Video Creation & more!



Call Ben Allison

440-232-7625

x214

ben.allison@rthgroup.com

We appreciate you taking the time to review the Exhibitor Manual.

We are here to help you any way we can leading up to the show (and after the show). Don't hesitate to ask for our input on booth design ideas, marketing techniques and more. [330-670-9545](tel:330-670-9545) or [216-393-5677](tel:216-393-5677)

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