Today's Bride® WEDDING SHOW



JOHN S. KNIGHT CENTER 77 E MILL ST, AKRON, OH 11AM-4PM

EXHIBITOR MANUAL

EXHIBITOR BLOG: pros.TodaysBride.com/shows



August 25, 2019 John S. Knight Center

Show Day Hotline



Need electricity? Trash overflowing? Music too loud? Call or text to report an issue without leaving your booth!

We are pleased to present the Exhibitor Manual for the Summer John S. Knight Center Show on August 25, 2019.

Inside this manual you'll have a record of important deadline dates, general guidelines, exhibitor rules, important exhibitor documents, and added-value promotional opportunities.

This entire manual, online forms, and additional helpful resources to help you prepare for the show are available online at:

Pros.TodaysBride.com/Shows

Please take the time to review the manual and website in it's entirety, while sharing the information with your staff setting up and/or working the show.

Thank you for being a part of the August Show! 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 or 216-393-5677

Jennifer Fyffe (x14) jennifer@todaysbride.com

Jim Frericks (x16) jim@todaysbride.com

Whitney Miller (x27) whitney@todaysbride.com

Abby Longshore (x17) abby@todaysbride.com

Lisa Bischoff (x22) lisa@todaysbride.com

Colleen Ahern (x12) colleen@todaysbride.com

DEADLINES

Final Balance due by MONDAY, JULY 15, 2019

Pink Bag "Stuff It" Program Materials by FRIDAY, AUGUST 2, 2019

(Deliver or ship 500 pieces to Today's Bride offices) pros.TodaysBride.com/add

Return Credentials form by FRIDAY, AUGUST 9, 2019 pros.TodaysBride.com/cred

Reserve overnight room at the Hilton Garden Inn Akron East SATURDAY, AUGUST 10, 2019

To reserve your room, call the hotel directly at 330-733-2900 and mention Today's Bride as the group. Or reserve online at www.hiltongardeninnakron.com; use TB as the "Group Code" when completing a reservation. Order additional booth rental items by WEDNESDAY, AUGUST 14, 2019 Call Miller's Party Rental 330-753-9104 (fees apply)

Reserve space and rentals for the Inspiration Galleries WEDNESDAY, AUGUST 14, 2019 Decor, Florals, Cakes, Gowns - call Taylor at 330-670-9545 xt. 13

Reserve Stage Show Commercial Space by FRIDAY, AUGUST 16, 2019

MOVE-IN	Sunday, August 25th 7am - 10:45pm All exhibitors must unload at the upper Broadway St. Lot off the loading dock area and enter thru Dock Door 2. A Today's Bride staffer in a pink shirt will greet you to give you your booth number and unloading instructions.				
SHOW HOURS	Sunday, August 25th Fashion Shows	11am - 4pm 12:30pm & 2:30pm	Silent Opening: 10:45, all booths must be ready!		
MOVE-OUT	Sunday, August 25th 4pm Vendors may begin to dismantle their booth display (no earlier than 4pm) Beginning to tear down early is prohibited and will result in a \$100 fine and forfeiture of the lead list!				
EXHIBITOR ENTRANCE	All exhibitors must unload at the upper Broadway St. lot off the loading dock area and enter through Dock Door 2. Plan extra time for lines that may form. (See map below)				





August 25, 2019 John S. Knight Center

MOVE-IN MOVE-OUT RULES

- ➡ IMPORTANT! NO UNLOADING is permitted through the main front door on East Mill St.
- We suggest you bring your own dolly to wheel your materials in and out quickly.
- Should move-in or move-out require additional help, a few complimentary porters will be on hand to assist. Refer to the JOHN S. KNIGHT EXHIBITOR INFORMATION packet for specific rules and regulations that relate to their facility (page 13).

PARKING The CITY lots are free of charge starting at 6:00 pm on Friday continuing through Sunday. There are other PRIVATE lots available for a fee. See posted rates for the fees.

PRESHOW PREP

- Research Booth Designs
- Order Supplies & Marketing Materials
- Return the Credentials Form
- □ Schedule Staff
- Come up with a plan to collect leads

PACKING LIST

Electrical Cords & Surge Protector

☐ Mobile Device Chargers

□ Sales Literature

Business Cards

Appointment Book

□ Clipboards

- Create goals for your staff (i.e. number of appointments)
- □ 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
- Booth Design Layout
- 2-Wheeled Dolly & 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
- Cash for Concessions
- Good Selling Plan & Attitude

BOOTH REGULATIONS

Below are the booth design regulation guidelines. For a SINGLE BOOTH, plan within a 9' x 9' due to vertical poles & bases taking up an extra foot.

- Displays taller than 8' must get approval from Today's Bride 30 days prior to the show. The backdrop must be tastefully finished on the back side. Property or displays taller than 4' must be placed into the rear half of the exhibit space.
- 2. Pipes or trusses placed at the front of the booth space are acceptable provided the sides of the space do not obstruct the neighboring booth, and provided there is a clear line of sight from both sides.

Don't position retractable banners at the front of your booth space. Move halfway back or towards the back.

The front five feet of your exhibit may not exceed FOUR FEET in height, unless it's a see through structure.

3. Stay within the space confines of your booth. Exhibitors are prohibited from standing in the aisles or having their booth display extend into the aisles.

If you are concerned your exhibit is not within the above guidelines, call us. If exhibit isn't within the guidelines, you may be asked to make changes during Move-In.





August 25, 2019 John S. Knight Center



330-568-5638 Need electricity? Trash overflowing? Music too loud? Call or text to report

an issue without leaving your booth!

FOOD SAMPLE GUIDELINES	Selling food products is not permitted. All sampling requests are to be submitted in writing in advance of the show. Sampling is limited to a 2-oz. portion for food and a 4-oz. portion for a beverage. The items being sampled must be part of your business services. No samples of any alcoholic beverages permitted.
DELIVERIES	The Center cannot be held responsible for any shipment of goods accepted at the facility. As a building rule, the Center will accept shipments three (3) business days (Monday thru Friday, 9am to 4pm) before the event.
IDENTIFYING BRIDES	For easier identification, engaged attendees will be wearing a TODAY'S BRIDE sticker. If a bride is wearing a YELLOW STICKER she still needs a reception venue, and probably many other services. If a bride is wearing a PINK STICKER she already has a reception venue.





HAS A RECEPTION VENUE

NEEDS A RECEPTION VENUE

LUNCH OPTIONS	Outside food or drink is not permitted to be brought into the John S. Knight Center. Concession areas will be available throughout the show with ample seating.
FREE PUBLIC WIFI	Use "John S. Knight Center Guest" network. Open Internet browser and click on "Agree and Continue".
HOTELS NEARBY	To reserve your room at the Hilton Garden Inn Akron East, call the hotel directly at 330-733-2900 and mention Today's Bride as the group. Or reserve online at www.hiltongardeninnakron.com; use TB as the "Group Code" when completing a reservation. Discount deadline: August 10.
OHIO TRANSIENT TAX LICENSE	Exhibitors are responsible for complying with all vendor-licensing requirements. To obtain additional information and/or apply for an Ohio Transient Vendor's License call 888.405.4089.

REFER TO PAGE 13 TO FAMILIARIZE YOURSELF WITH JOHN S. KNIGHT CENTER BUILDING RULES & REGULATIONS.

VENDOR ENTRANCE

Level 2 (Upper Level)



THE RULES & REGULATIONS

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 unless the structure is see-through. 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. Lit candles are permitted if they are in tall hurricanes, placed toward the back of the booth, and you bring a Fire 10# ABC extinguisher.

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 show close! 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, risk the admittance into future Today's Bride Shows, and be fined \$100.

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 sizes are restricted to 2 oz or less for food, 4 oz for liquids. Alcohol is prohibited. If using heat for samples, bring a Fire 10# ABC extinguisher to keep in your booth.

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

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. Exhibitor is responsible for compliance of all music licensing.

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, mailing 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.

MARKETING UPGRADES

PINK BAGS \$200* DEADLINE AUGUST 2



Cuarantee every bride goes home with your marketing literature, whether you talked to them or not, by having your literature pre-stuffed in every bride's
welcome bag. All you need to do is supply us with 500 flyers by August 2, 2019.

Ship or drop flyers off at: 1930 N. Cleveland Massillon Rd Akron, Ohio 44333 *must be an exhibitor to qualify for this discounted price.

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, August 2, 2019. • The flyers CANNOT <u>contain names or phone numbers</u> <u>of non-show participating exhibitors</u>. • The flyers CANNOT <u>advertise another</u> <u>bridal show (at your facility or elsewhere)</u>. • 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.

STAGE COMMERCIAL \$100 DEADLINE AUGUST 16

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 ad rotating throughout the day on big screen and/ or plasma, wide-screen televisions situated by the fashion show.



WEBSITE 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.



To order visit pros.TodaysBride.com/add



TABLES, FLOWERS, AND CAKES... OH MY!

Brides are looking for more inspiration and this show is where they find it!

Be part of our Aisle of Inspiration. Set up any kind of display you want from cakes on a cocktail table to a whole reception table display to awe and inspire our brides and grooms at the show.

WHAT YOU NEED TO DO:

- 1. Contact Taylor at Today's Bride to reserve your space. You can email her at Taylor@TodaysBride.com or call her at 330-670-9545 xt. 13.
- 2. Miller's Party Rental Center has agreed to provide any rental needs to anyone involved free of charge. All you have to do is call them directly at 330-753-9104 to set up whatever you will need from tables to linens, chairs & plates and so on. They will deliver it all the day of the show.

Note: Booth rental items are not complimentary.

RESERVE YOUR SPACE BY AUGUST 14, 2019

SPACE IS LIMITED!

NEW THIS YEAR VENDOR DEMONSTRATIONS!

Show the attendees how it's done! Ask how to be featured in our vendor demo area at the show. Contact Jennifer at 330-670-9545 xt. 14 or shows@todaysbride.com



PROMOTE YOUR SHOW SPECIALS

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

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 email blasts promoting the show and shared on Social Media (Twitter, Facebook, Instagram)

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!



EMAIL YOUR SPECIALS TO COLLEEN@TODAYSBRIDE.COM

OR SUBMIT IT ONLINE AT PROS.TODAYSBRIDE.COM/SPECIALS OR CALL 330-670-9545 ext.12

PROMOTE YOUR SPECIAL ON SOCIAL MEDIA and use **#TodaysBride** to start a trend!

Follow us on: 🚺 👰 👎 ゾ and tag us @todaysbride

EXHIBITOR SERVICES

SIGNS

Today's Bride now offers custom design & printing services. Get high quality products at super low prices. We can help you design and print the following: backdrops, banner stands, foamcore posters, vinyl banners & signs, logo table covers, canvas wraps & more!

A bs,

330-670-9545

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



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For more samples & ideas visit **pros.TodaysBride.com/displays** or email shows@todaysbride.com

PRINT



Looking for help with design and print of show materials? Today's Bride can help you with business cards, brochures, postcards, & more!

s, & 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.





with any questions and to place your order. Deadline to order, August 14, 2019.





AUDIO VISUAL RENTALS

Rock The House is offering a special discount to all Today's Bride exhibitors on monitor rentals, truss, booth lighting, custom media creation, and more! **Call 440-232-7625 rentals@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. <u>330-670-9545 or 216-393-5677</u>

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JOHN S. KNIGHT CENTER The Center of an All-America® City

EXHIBITOR INFORMATION SUMMARY

On behalf of the John S. Knight Center Staff, we would like to thank you for choosing to exhibit with us.

In order to achieve an efficient move-in, event and move-out, we have summarized the following exhibitor information.

This information is in accordance with the Center's Building Rules & Regulations document, as well as City, State and Federal regulations.

Wishing you a productive and memorable experience!



77 E. Mill Street / Akron, OH 44308 330.374.8900 / 800.245.4254 johnsknightcenter.org

MOVE-IN & MOVE-OUT REGULATIONS	The following are guidelines for move-in, move-out and set-up:		
	 Exhibitors may hand carry or two-wheel dolly materials in and out of the building through designated move-in and move-out entrance(s). Should move-in and move-out require additional help, please contact a Center representative. Exhibitors may use their own employees to set-up their booth. These must be regular employees of the exhibitors with a minimum of 60 days prior employment. Exhibitors are not permitted to use any power-operated equipment for loading/unloading, setting-up or dismantling of exhibits. All electrical wiring to booths/exhibits must be installed by the Center. Any connections within the booths/exhibits by exhibitor is permitted. 		
PARKING	The Center boasts ample and adjacent surface lots and parking decks for your use. A comprehensive map is available at www.johnsknightcenter.org. Handicap parking areas are clearly designated and are to be used only as specified by Local, State and Federal Laws. Additional staff parking spots are marked and are not available for general parking.		
	No parking in fire lanes, service streets, vacant Exhibit Halls, loading dock areas or any other locations posted "No Parking." This rule is strictly enforced. Any vehicle not in compliance will be removed at owner's expense.		
ID BADGES	All personnel are required to have proper event ID badges, which must be worn on outer clothing at all times.		
MAIL/DELIVERY	The Center cannot be held responsible for any shipment of goods accepted at the facility. As a building rule, the Center will accept shipments three (3) business days (Monday thru Friday, 9am to 4pm) before the event. Complete details are available in the Center's Building Rules & Regulations document.		
BASIC FIRE CODE	To remain in compliance with the Akron Fire Code, please observe the following guidelines:		
	 All materials used in exhibits must be flame retardant. Firefighting and emergency equipmentincluding fire extinguishers, fire hose cabinets and fire alarm pull stationsmay not be hidden or obstructed. All emergency exits, hallways and aisle ways must be kept clear and unobstructed. Vehicles, which are part of an exhibit, may be displayed if in compliance with the following Fire Code Regulations: Vehicles may have no more than two (2) gallons of gas. Gas tanks must be sealed with tape. All battery cables must be disconnected and taped to avoid potential sparks. All gasoline engines must be American Gas Association compliant. 		
	an exhibit must be specifically approved on an individual basis by the Akron Fire Department. Please submit written specifications to the Center for approval from the Akron Fire Department.		
	6. No person may use or permit the use of an Open Flame Lighting Device, nor may any person use or permit the use of a portable, non-flue-connected, cooking equipment in any place of assembly. (Akron Fire Code, Sect. 93.44-45)		

SIGNS & DECORATIONS	In order to preserve the building, exhibitors are asked to comply with the following guidelines:		
	 Special decorations, overhead signs and banners, light and sound equipment, etc., may not be hung from ceilings or walls except by Center personnel. Decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, walls, painted surfaces, columns, or decorative fabric. All materials used during the event, such as landscape materials, trees, sand, dry-wall, lumber, etc., must be removed from the building immediately following the event. 		
BALLOONS, ETC.	Helium balloons, "glitter," decals and/or stickers may not be passed out unless prior written approval has been obtained.		
PROHIBITED WEAPONS	It is illegal to carry a firearm, deadly weapon or dangerous ordnance anywhere on Center premises.		
	Unless otherwise authorized by law, no person shall knowingly possess, have under the person's control, convey, or attempt to convey a deadly weapon or dangerous ordnance onto these premises, pursuant to the Ohio Revised Code.		
PETS/ANIMALS	The Center welcomes "service animals" pursuant to the Americans With Disabilities Act. In accordance with the Health Department, other pets/animals are not permitted in the building except in conjunction with an approved exhibit, display, or performance legitimately requiring the use of animals. Written approval from the Center must be obtained prior to the event.		
FOOD & BEVERAGE	The Center offers a first-class food service department to accommodate visitors with all of their food and beverage needs. The Center also offers a large variety of concessions, specialty food carts, food courts, sidewalk cafes and much more.		
	Exhibitors may NOT bring in any food/beverage into the building during move-in, move- out, or event hours.		
	In the case of a Food Show, the Center retains the right to approve and limit the size of food or drink samples. Beverage items should be no more than 3 oz. sample sizes and food items should be no more than 2 oz. sample sizes.		
	Exhibitors are not permitted to sell or distribute any food or beverage, whether for consumption on or off premises, without prior written permission from the Center.		
TIPS/GRATUITIES	Although we appreciate the kind gesture of offering tips and gratuities, the Center asks that you forego this generosity.		
ADDITIONAL SERVICES	Attached please find order and payment forms for: electrical services, audio-visual services, communication services, and plumbing services. If you require any additional services not listed, please contact a Center representative.		

Revised: 07.2016

More information and order forms for audio visual and electrical needs can be found at www.johnsknightcenter.org Click on EXHIBITOR INFORMATION toolbar.

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