



Today's Bride[®]

WEDDING SHOW

EXHIBITOR MANUAL

SATURDAY & SUNDAY,

January 25 & 26
2020

I-X CENTER
ONE I-X CENTER DR.
CLEVELAND, OH

SATURDAY:
12PM-7PM

SUNDAY:
10AM-5PM

EXHIBITOR BLOG:
pros.TodaysBride.com/shows

Today's Bride

WEDDING SHOW

January 25 & 26, 2020 • I-X Center

Saturday 12pm-7pm

Sunday 10am-5pm

Show Day
Exhibitor Help **Hotline**

330-568-5638

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 I-X Center Show taking place January 25 & 26.

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

This entire manual, online forms, the I-X Center Exhibitor Kit, and additional helpful resources to prepare you for the show are available online:

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 January 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

Show Preview Guide Deadline

FRIDAY, NOVEMBER 8, 2019 See page 10

Marketing Upgrades

DEADLINES VARY See page 9

Final Balance due by

SUNDAY, DECEMBER 15, 2019

Pink Bag "Stuff It" Program Materials by

FRIDAY, DECEMBER 20, 2019

(Deliver or ship 2500 pieces to Today's Bride offices)

pros.TodaysBride.com/add

I-X Service order advance rates

WEDNESDAY, JANUARY 8, 2020

Forms on page 18 & pros.TodaysBride.com/show

GUIDED TOUR OF I-X CENTER

TUESDAY, DECEMBER 17, 2019 – 1:00-2:00PM

RSVP if attending to Jennifer@TodaysBride.com

Return Credentials form by

FRIDAY, JANUARY 10, 2020

pros.TodaysBride.com/cred

Reserve space for the Inspiration Galleries

TUESDAY, JANUARY 14, 2020

Reserve Stage Show Commercial Space by

FRIDAY, JANUARY 17, 2020

Reserve overnight room at the

Sheraton Cleveland Airport

FRIDAY, JANUARY 17, 2020

To reserve a room for \$109+tax on January 24th or 25th, call the hotel directly at 216-267-1500, option 0 (zero) – Mention Today's Bride group room block

SHOW DAYS	Saturday, January 25th Fashion Shows	12pm – 7pm 2pm, 4pm, & 5:30pm	Silent Opening: 11:30am, be ready!
	Happy Hour	7pm – 8pm	Networking Event at the I-X Pavilion Bar Two complimentary drink tickets per company will be in your Exhibitor Packets at check-in.
	Sunday, January 26th Fashion Shows	10pm – 5pm 12:30pm, 2pm, & 3:30pm	Silent Opening: 9:30am, be ready!
MOVE-IN	Friday, January 24th	9am – 4:30pm 9am-2:30pm 2:30-4:30pm	Free Parking. Drive-in Passes permitted. Restricted Drive-in Passes limited to 5 cars
	Saturday, January 25th	8am – 11am 8am- 10:30am	Free Parking until 10am. Paid thereafter Restricted Drive-in Passes permitted.
	Sunday, January 26th	9am	Paid Parking. No Drive-ins, hand carry or 2 wheel dollies only.
MOVE-OUT	Sunday, January 26th	5:05pm – 8pm	No exhibits may be taken down until after 5pm.

With a paid drive-in pass you are permitted to drive as close to your booth as possible to unload. Drive-In passes are only good for up to one hour to drive in, unload your vehicle, and remove your vehicle. All vehicles must be out of the aisles by 2:30pm. After 2:30pm you will only be able to pull into the back of the show floor (5 cars at a time; first come, first serve) and use the I-X flat bed dollies. All vehicles need to be out of the building by 4:30pm. We highly recommended ordering a Drive-in pass – order form page 26.

Vehicles cannot drive onto the show floor until the limousines have exited & carpet is pulled up by the I-X Center. The takedown, removal or repackaging of booth materials and/or displays during posted bridal show hours is strictly prohibited. Not only is this disrespectful to attendees and neighboring booths, but it poses a hazard while transporting said materials through the event facility. Early tear down will result in forfeiture of the lead list and a \$100 fine.

EXHIBITOR ENTRANCE Located at Door 35A.
Look for the Exhibitor Entrance awning. (See map)

CHECK-IN Today's Bride will have a CHECK-IN Booth during move-in at Door 35A to pick up your Exhibitor Packets with credentials, and **one standard parking pass for Sunday that is included with your booth.** I-X Customer Service will also be available to answer questions, order rental items, photocopies, electric orders, parking hang tags, etc.



Today's Bride®

WEDDING SHOW

January 25 & 26, 2020 • I-X Center

MOVE-IN/MOVE-OUT RULES

- ➔ **IMPORTANT! NO UNLOADING** is permitted through the main level, EAST ENTRANCE Lobby Doors.
- ➔ Today's Bride CHECK-IN will be available at door 35A to pick up your Exhibitor Packets. I-X Center Customer Service Desk is also located here.
- ➔ **YOU MAY USE YOUR OWN 2-WHEEL DOLLY/CART TO UNLOAD/LOAD YOUR VEHICLE, HOWEVER, NO OTHER CARTS OR DOLLIES ARE PERMITTED IN THE BUILDING.**
- ➔ Anything larger will require a labor work order and dock access (refer to I-X Material Handling Service Form in the I-X Exhibitor Kit page 17).
- ➔ Consider purchasing a DRIVE-IN PASS (one-way or round-trip) for ease of unloading & loading during set-up and take-down through Dock Door 35A (form found in the I-X Center Form Document) or contact I-X Center at 1-800-IXCENTER.

DRIVE-IN PASS

Vehicles (non-commercial trucks, automobiles and/or vans) are allowed Drive-in Privileges to unload/load during move in, move out hours for an extra fee. You must purchase the passes from the I-X Center one-way or round-trip). Order form found within I-X Center Exhibitor Kit or online at Pros.todaysbride.com/shows

No Drive-in Passes may be used on Sunday morning.

Examples of non-commercial pick-up trucks, vans, & automobiles:



If you have a trailer/commercial/oversized vehicle, you can still drive on the exhibit floor to unload/load, but you must contract a labor work order.

PACKING LIST

- | | | |
|---|--|---|
| <input type="checkbox"/> Electrical Cords & Surge Protector | <input type="checkbox"/> 2-Wheeled Dolly & Transporting Devices | <input type="checkbox"/> Portable Vacuum/Steamer |
| <input type="checkbox"/> Mobile Device Chargers | NOTE: 4-wheel dollies are not permitted to be used as a flat cart in the facilities. It must remain on two-wheels when used. | <input type="checkbox"/> Pens, Sharpie Marker |
| <input type="checkbox"/> Sales Literature | <input type="checkbox"/> Masking Tape, Scotch Tape, Shipping Tape | <input type="checkbox"/> Trash Bags |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Scissors, Stapler, Safety Pins, Straight Pins | <input type="checkbox"/> Aspirin, Band-Aids, Second Pair of Shoes |
| <input type="checkbox"/> Appointment Book | | <input type="checkbox"/> Breath Mints |
| <input type="checkbox"/> Clipboards | | <input type="checkbox"/> Cash for Concessions |
| <input type="checkbox"/> Booth Design Layout | | <input type="checkbox"/> Good Selling Plan & Attitude |

Exterior of any part of display facing a booth must be finished or suitably decorated.

Signage may not read into neighboring booths.

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.

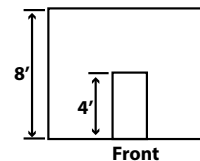
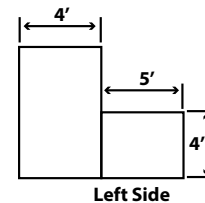
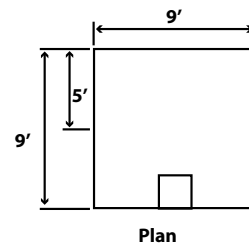
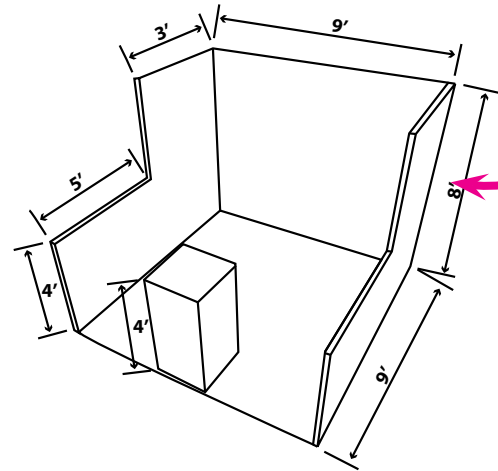
1. Displays taller than 8' must get approval from Today's Bride 30 days prior to the show. The backdrop must be tastefully finished on the back side. Property or displays taller than 4' must be placed into the rear half of the exhibit space.
2. Pipes or trusses placed at the front of the booth space 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.



PRE-SHOW PREP

- | | | |
|---|--|--|
| <input type="checkbox"/> Research Booth Designs | <input type="checkbox"/> Come up with a plan to collect leads | <input type="checkbox"/> Review the exhibitor list to strategize your networking |
| <input type="checkbox"/> Order Supplies & Marketing Materials | <input type="checkbox"/> Create goals for your staff (i.e. number of appointments) | <input type="checkbox"/> Organize food for your staff |
| <input type="checkbox"/> Return the Credentials Form | <input type="checkbox"/> Share the event on social media | <input type="checkbox"/> Plan your follow up process to the leads |
| <input type="checkbox"/> Schedule Staff | | |

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Show Day
Exhibitor Help **Hotline**

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

OHIO TRANSIENT TAX LICENSE

Retailers selling at the show 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 or visit tax.ohio.gov

FOOD SAMPLE GUIDELINES

Selling food products are 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

Deliveries from common carriers (UPS, FedEx, 3rd parties, etc) will incur drayage charges for receipt of their delivery, storage, delivery to booth, and then return to docks to send out after the event. Call 1-800-IXCENTER to discuss arrangements & fees ahead of time.

CLEAN-UP

Each evening after set-up and when the show closes, you can put trash in the aisles and the I-X Center cleaners will remove and empty. Bring your own trash bags.

IDENTIFYING BRIDES

For easier identification, engaged attendees will be wearing a TODAY'S BRIDE sticker.



LUNCH OPTIONS

Outside food or drink is not permitted to be brought into the I-X Center. Concession areas will be available throughout the show with ample seating.

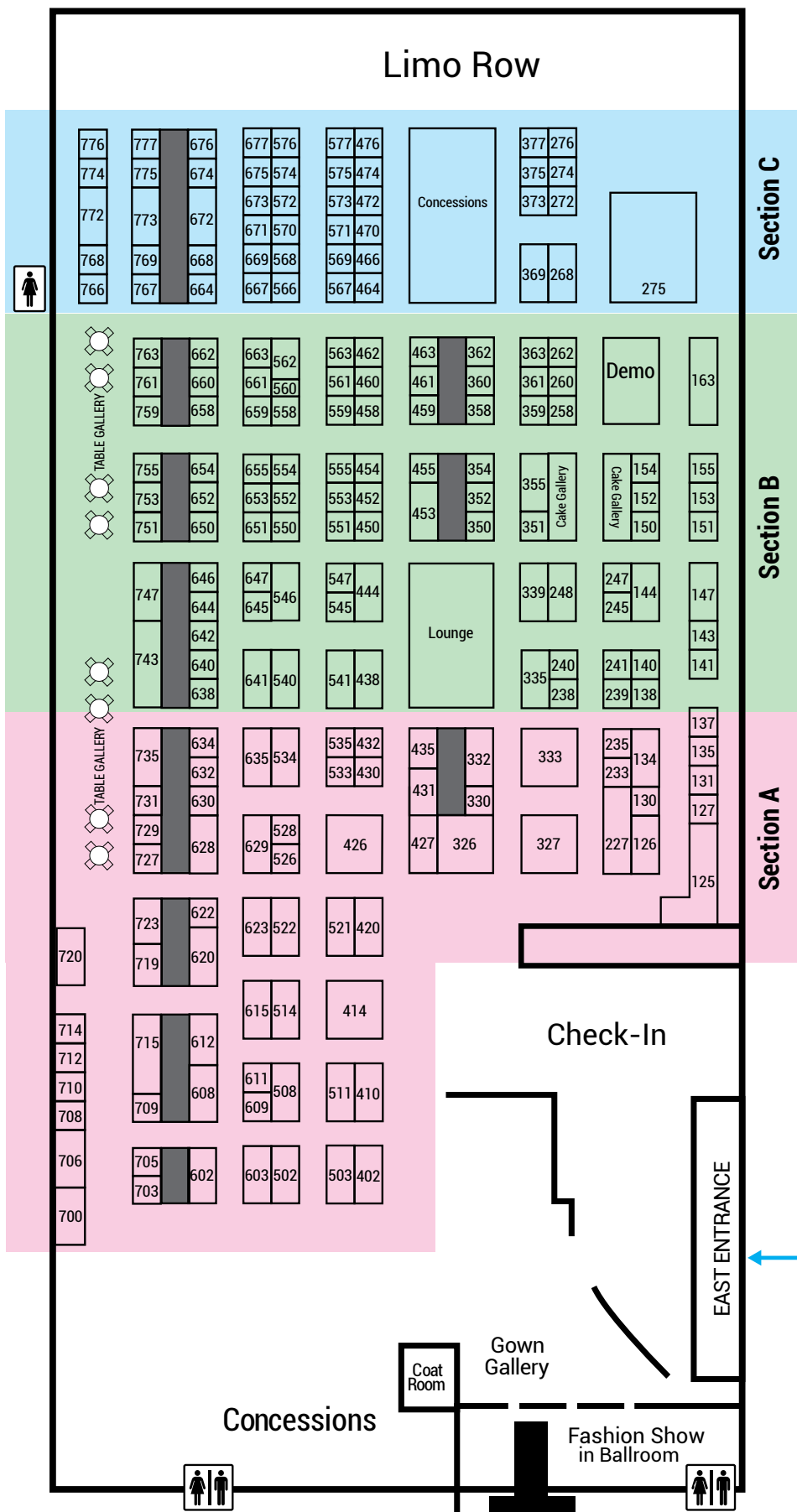
WI-FI SERVICE

I-X Center offers Internet Service for a fee. See page 30.

HOTEL NEARBY

Sheraton Cleveland Airport – to reserve a room for \$110+tax on January 24th or 25th, call the hotel directly at 216-267-1500, option 0 (zero) – Mention Today's Bride group room block by Friday, January 17, 2020

VENDOR ENTRANCE



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 show closes, and we must honor these hours. Moreover, 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.

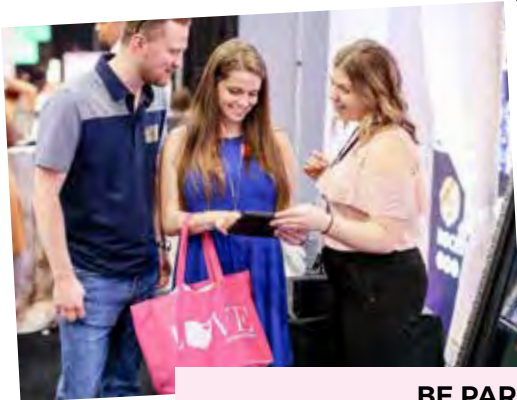
13) **The leads generated from this show are for the exclusive use of the exhibitors who made the investment to participate.** The lead lists are seeded. Today's Bride monitors what you are sending. It is a violation of your exhibitor agreement to sell, lend, reproduce, exchange, copy or share the lead 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 \$450*
DEADLINE DECEMBER 20



**BE PART OF THE
VERY IMPORTANT BRIDE (VIB) SWAG BAG**
Include a special promotional offer or add your
business swag to the 125 VIB Bags for only **\$100.**
DEADLINE DECEMBER 20

Guarantee 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 **2500 flyers** by **December 20, 2019.**

Ship or drop flyers off at:

Today's Bride, 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). • 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.

STAGE COMMERCIAL \$100 DEADLINE JANUARY 17

Brand your company's services to a captive audience awaiting our high energy fashion shows both days!

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



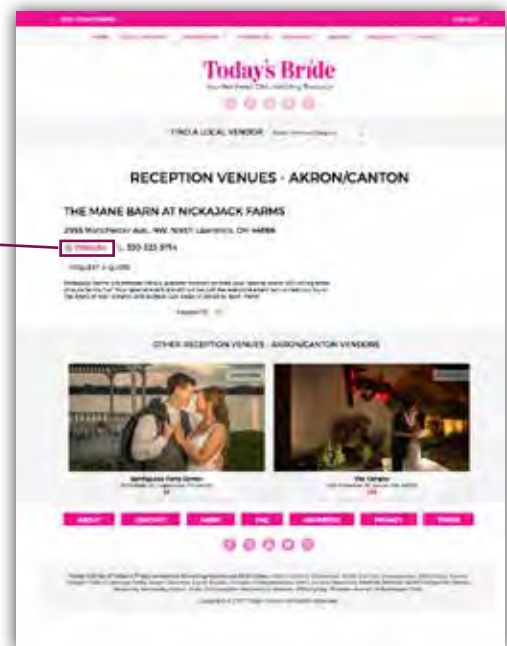
WEBSITE

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.



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

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



To order visit pros.TodaysBride.com/add

SHOW PREVIEW GUIDE



The **Show Preview Guide** is a direct mail piece that reaches the **MASSES!**

20,000 heavily distributed in Northeast Ohio:

- ♥ Mailed to 6,000 targeted brides' homes in Northeast Ohio in late December.
- ♥ 14,000 distributed in mid-December through 450+ wedding & women related businesses in Northeast Ohio (health clubs, beauty salons, restaurants, clothing retailers & more!)
- ♥ Distributed through high-traffic retail locations.

Deadline:
Friday, November 8th

ADVERTISING RATES

Full Page	\$900
9.625X6 bleed .125" all 4 sides	
1/2 Page.	\$500
5.5x4.375 no bleed	
Back Cover.	\$1200 <i>sold</i>
5.75x6 bleed .125" 3 sides	

Call to reserve your space right now!
330-670-9545 or 216-393-5677

BOOTH DESIGN AWARD



January 2019 - CLEVELAND PHOTOGRAPHIC CO.



January 2019 - ONE RED DOOR PHOTOGRAPHY

Go “all out” designing your booth and be rewarded with a Booth Design 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. **Most Important:** Make sure your company name is prominent. High and legible from a distance
2. **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. (Bring your own extension cords and power strips!) Note: the white backdrop supplied is shared with the exhibitor behind you. Please do not uplight this drape.
3. **Ditch the chairs** and stand during the show. Always appear interested and ready to assist your potential customer.
4. **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.
5. **Rent a unique backdrop.**

GALLERY OF TABLES

With your expertise, brides can imagine their dream reception decor including the table shapes, linens, centerpieces, chairs, china and favors.

Brides vote on their favorite design!

Voting is controlled by only one vote per bride.

You must bring your own table and chairs. Today's Bride will provide the space and table sign. Florist and decorators are encouraged to participate. You can have a table devoted to you as long as it reflects a complete reception table setting – or combine your efforts with an exhibiting reception facility.

The exhibitor is responsible for setting up their display and packing it up during move out.

NOTE: Any contributing companies must be exhibitors in the show to receive credit.

RESERVE YOUR SPACE TODAY!

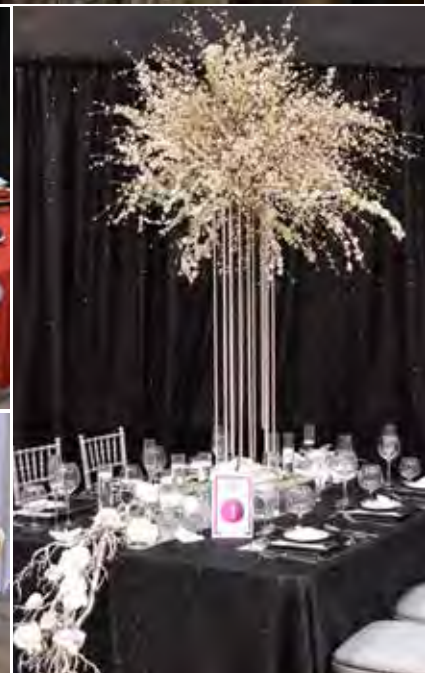
SPACE IS RESERVED ON A FIRST-COME FIRST SERVE BASIS

No later than January 14, 2020

WHAT YOU NEED TO DO:

1. Contact Abby F at Today's Bride to reserve your space. You can email her at AbbyF@TodaysBride.com or call her at 330-670-9545 ext. 10.

These spaces are for inspiration only. No promotional materials or literature will be allowed.



GALLERY OF CAKES

Show off your design talent in the cake gallery and display your favorite cake designs – as many as you want! – in the gallery.

Today's Bride will supply covered tables with company name signage. Only cakes are premitted in the gallery. Candy or dessert stations not applicable.

Brides vote on their favorite design!

Voting is controlled by only one vote per bride.

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 ext. 13.



**RESERVE
YOUR SPACE
TODAY!**

**SPACE IS RESERVED
ON A FIRST-COME
FIRST SERVE BASIS**

No later than January 14, 2020



PORTRAIT GALLERY

Photographers have the opportunity to display their favorite portraits.

You supply one easel per portrait (framed or unframed). Up to three portraits can be submitted, 16" x 20" or larger. Make sure your name is somewhere on the portrait or frame. Electric is an extra charge of \$85.

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 ext. 13.



GOWN GALLERY

Bring mannequins to feature Bridal Attire in the gown gallery. Tell us how many and Today's Bride will supply a sign with your company name.

WHAT YOU NEED TO DO:

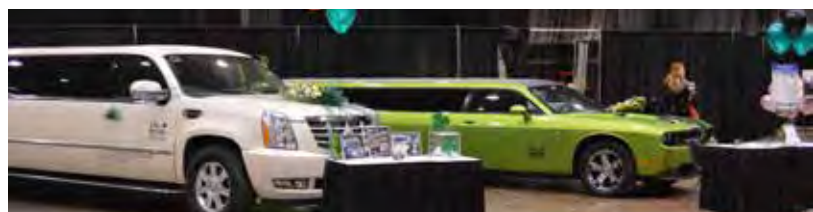
1. To reserve your space contact Abby at 330-670-9545 ext. 10 or email AbbyF@todaysbride.com



LIMO ROW

Brides get the VIP treatment as they sit in limos and test-ride their favorite - then contract that day!

**CALL YOUR SALES REPRESENTATIVE
FOR DETAILS AND PRICING.**



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 Hashtag **#TodaysBride** to start a trend!

Follow us on:



and tag us @todaysbride

Connect with brides before the show to increase
your chances of being on their “must see” list!

Spread the word!

Tell the Brides to visit you at the show and win one of these 3 prizes:

FIRST PLACE



Win a Booth

at the June 7th
I-X Center Show
(\$1,350 value)

SECOND PLACE



Win an Email Blast

Sent by Today's
Bride to 8,000+
brides
(\$750 value)

THIRD PLACE

Win a Custom Table Runner



Plus a solid
tablecloth
Design service
included
(\$165 value)

START COLLECTING POINTS NOW!

Minimum 25 points to qualify for a prize. Contest ends January 12, 2020 at 5:00pm

1 POINT	FOR EVERY SOCIAL MEDIA POST OR SHARE TO YOUR BUSINESS PAGE Post or share about being at the Today's Bride Wedding Show on your business' social media accounts and tag @todaysbride to get points. A maximum of 3 points will be given for post on show days.
3 POINTS	FOR EACH BLOG POST THAT MENTIONS THE SHOW Send a link to points@TodaysBride.com.
5 POINTS	FOR MENTIONING THE SHOW IN AN EMAIL BLAST Send an email blast to your bride marketing database recommending that they come and see you at the Today's Bride Wedding Show, and to contact you for free tickets. Add points@TodaysBride.com to your email list to receive credit.
10 POINTS	FOR ADDING THE “TODAY'S BRIDE PARTNER” LINK ON YOUR WEBSITE. Send a link to points@TodaysBride.com.
15 POINTS	FOR MENTIONING THE SHOW IN ANY OTHER TRADITIONAL ADVERTISING (radio, TV, direct mail, print, etc.). Send an email to points@TodaysBride.com and let her know.

**EVERY EXHIBITOR THAT REACHES 35 POINTS WILL RECEIVE A
BANNER AD IN A POST-SHOW E-MAIL TO ALL SHOW ATTENDEES.**

MINIMUM OF 35 POINTS

Follow us on:



and tag us @todaysbride

(You must tag us to receive credit)

*Must be on an official business account

Hashtag **#TodaysBride** to start a trend!

visit **Pros.TodaysBride.com/promote**
for more banners, logos, and examples of how to create a post and how to tag us.

EXHIBITOR SERVICES

SIGNS

Today's Bride now offers custom design & printing services. 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!

330-670-9545

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



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!

330-670-9545

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

LIGHTING & AV



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. **330-670-9545 or 216-393-5677**

Jennifer Fyffe (x14)

jennifer@todaysbride.com

Jim Frericks (x16)

jim@todaysbride.com

Abby Longshore (x17)

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Lisa Bischoff (x22)

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Whitney Miller (x27)

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2020 Today's Bride Shows

Exhibitor Services Guide

January 25 – 26, 2020

I-X SERVICE CENTER

EXHIBITOR ORDERING INFORMATION

The attached includes a description of available services, pricing, an I-X Services Order Form, and a self-addressed envelope. Please return your completed order with payment to:

**I-X Service Center
One I-X Center Drive
Cleveland, Ohio 44135**

Phone: 216-265-2500

Toll-free: 800-IXCENTER

Facsimile: 216-265-7300

Email: services@ixcenter.com

Payment Policy:

- Service orders received with full payment by **JANUARY 08, 2020** qualify for **ADVANCE RATES**.
- Service orders will be processed upon receipt of full payment. Please note that the I-X Service Center is not responsible for lost or misdirected mail.
- A tax exemption certificate must accompany order if you qualify for exemption from Ohio state sales tax.
- Acceptable forms of payment are cash (on-site), checks, travelers checks, money orders and charge cards (Visa, MasterCard, American Express, Discover).
- Please make checks payable to the I-X Service Center.
- Payments must be made in U. S. funds payable on a U. S. bank.
- A \$30 fee will be assessed for returned checks and an alternative form of payment will be required.
- Unless indicated otherwise, supplied charge card authorization will be used for on-site service orders.
- Please contact the I-X Service Center regarding billing discrepancies. Adjustments will only be considered prior to the close of the show. Credit balances will be refunded via I-X Center corporate check or applied to your charge card on file prior to final invoicing. A 1% monthly interest charge will be added to any unpaid balance.

Third Party Authorization:

If you have arranged for a third party to manage your display and assume responsibility for ordering services and payment of charges, the "AUTHORIZATION FOR THIRD PARTY BILLING" form must accompany your service order form. Should the designated third party fail to comply with the above payment policy, the exhibiting company is responsible for full payment of outstanding charges.

INSTRUCTIONS FOR COMPLETING I-X SERVICE ORDER FORM

1. List the event name, booth number, and company billing information.
2. Record all pertinent information for non-taxable service(s) ordered in Section A.
3. Sub-total all non-taxable services and enter the dollar amount on Line 1 and Line 4.
4. Record all pertinent information for taxable service(s) ordered in Section B.
5. Sub-total all taxable services and enter the dollar amount on Line 2.
6. Multiply amount recorded on Line 2 by 8% and enter Ohio state sales tax on Line 3.
7. Add Lines 2, 3, and 4 and enter total due on Line 5.
8. Forward all forms and utility layouts with payment to the I-X Service Center.

2020 Today's Bride Shows
January 25 - 26, 2020

Advance Rate Deadline:
January 08, 2020

BOOTH #: _____ SQ. FT.: _____ DATE REC'D. BY I-X: _____

I-X SERVICE ORDER FORM

ALL SERVICES PERFORMED WILL BE SUBJECT TO THE TERMS AND CONDITIONS SET FORTH UNDER "LIMITATION OF LIABILITY AND RESPONSIBILITY FOR I-X CENTER SERVICES" CONTAINED IN THE I-X EXHIBITOR SERVICES GUIDE. BY COMPLETING THIS FORM AS DIRECTED, WE AUTHORIZE THE I-X CENTER TO PROVIDE SERVICES ORDERED AND ACCEPT THE TERMS AND CONDITIONS OUTLINED IN THE I-X EXHIBITOR SERVICES GUIDE.

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ E-mail: _____

Contact: ☐ Ms. ☐ Mr. First Name: _____ MI: _____ Last Name: _____ Title: _____

Method of Payment: ☐ Check ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Charge Card No.:

Expiration Date:

Code:

Cardholder's Name (please print): _____ Signature: _____

Additional charges incurred at show site plus any outstanding balance will automatically be charged to the above card.

SECTION A

Description/Non-Taxable Items	COLOR	QTY.	U/M	UNIT PRICE	TOTAL
SECTION "A"	LINE 1-Non-Taxable Items (Section A)			SUB-TOTAL	

SECTION B

Description/Taxable Items	COLOR	QTY.	U/M	UNIT PRICE	TOTAL
SECTION "B"	LINE 2-Taxable Items (Section B)			SUB-TOTAL	
COMMENTS:	LINE 3- Sales Tax – 8% Line 2			SALES TAX	
	LINE 4- Non-Taxable Items (Section A)			SUB-TOTAL	
	LINE 5- TOTAL LINES 2, 3, and 4			TOTAL DUE	

Thank you for your order. Please return original with payment and keep a copy for your records.

When ordering Rigging, Installation and/or Dismantling Labor, please complete reverse side.



Exhibit Representative (Signature): _____ Date: _____

By completing this form as directed, we authorize the I-X Center to provide services ordered and accept the terms and conditions outlined in the I-X Exhibitor Services Guide.

EVENT: **2020 TODAY'S BRIDE SHOWS**

EXHIBITING FIRM: _____ BOOTH NO.: _____

INSTALLATION / DISMANTLING - Exhibitors must sign out the I-X laborer(s) at the labor desk on designated work order(s) and upon completion of assignment, return with the worker(s) to be signed off work order.

<i>Work to be Performed</i>	<i>Day/Date</i>	<i>Time</i>	<i>No. of Men</i>	<i>Hours Est.</i>	<i>Equipment (if needed)</i>	<i>Hours Est.</i>	<i>Total Estimated Hours</i>
<i>Work to be Performed</i>	<i>Day/Date</i>	<i>Time</i>	<i>No. of Men</i>	<i>Hours Est.</i>	<i>Equipment (if needed)</i>	<i>Hours Est.</i>	<i>Total Estimated Hours</i>
<i>Work to be Performed</i>	<i>Day/Date</i>	<i>Time</i>	<i>No. of Men</i>	<i>Hours Est.</i>	<i>Equipment (if needed)</i>	<i>Hours Est.</i>	<i>Total Estimated Hours</i>
<i>Work to be Performed</i>	<i>Day/Date</i>	<i>Time</i>	<i>No. of Men</i>	<i>Hours Est.</i>	<i>Equipment (if needed)</i>	<i>Hours Est.</i>	<i>Total Estimated Hours</i>

<i>Work to be Performed</i>	<i>Day/Date</i>	<i>Time</i>	<i>No. of Men</i>	<i>Hours Est.</i>	<i>Equipment (if needed)</i>	<i>Hours Est.</i>	<i>Total Estimated Hours</i>
<i>Work to be Performed</i>	<i>Day/Date</i>	<i>Time</i>	<i>No. of Men</i>	<i>Hours Est.</i>	<i>Equipment (if needed)</i>	<i>Hours Est.</i>	<i>Total Estimated Hours</i>
<i>Work to be Performed</i>	<i>Day/Date</i>	<i>Time</i>	<i>No. of Men</i>	<i>Hours Est.</i>	<i>Equipment (if needed)</i>	<i>Hours Est.</i>	<i>Total Estimated Hours</i>
<i>Work to be Performed</i>	<i>Day/Date</i>	<i>Time</i>	<i>No. of Men</i>	<i>Hours Est.</i>	<i>Equipment (if needed)</i>	<i>Hours Est.</i>	<i>Total Estimated Hours</i>

Additional Instructions/Comments: _____

All services performed will be subject to the terms and conditions set forth under "Limitation of Liability and Responsibility for I-X Center Services" contained in the I-X Exhibitor Services Guide.

DECORATING SERVICES

- ⌘ The I-X Center reserves the right to make substitutions as needed.
- ⌘ Colors(s) will be automatically selected if not indicated on order.
- ⌘ Skirted tables and counters are skirted on three sides.
- ⌘ Cancellations and/or changes are subject to additional charges.
- ⌘ **A decorating package will be provided by the Producer for 10'x10', 10'x15', and 10'x5' booth equivalents:**

10'x10' and 10'x15' packages: back/side drape, (1) 6' skirted table, (2) side chairs and booth ID sign

10'x5' package: back/side drape and (1) 4' skirted table

DESCRIPTION	U/M	ADVANCE RATE	STANDARD RATE
Tables & Counters - Unfinished & Skirted - Taxable			
<i>Skirting Colors: Black, Burgundy, Silver, White</i>			
4'L x 24"W x 30"H Table Skirted	EA	\$55.90	\$74.90
4'L x 24"W x 30"H Table Unfinished	EA	24.80	32.20
6'L x 30"W x 30"H Table Skirted	EA	75.20	99.40
6'L x 30"W x 30"H Table Unfinished	EA	26.80	34.80
8'L x 30"W x 30"H Table Skirted	EA	75.20	99.40
8'L x 30"W x 30"H Table Unfinished	EA	33.60	43.70
30" Skirting (4 foot minimum)	FT	7.20	9.40
4'L x 24"W x 39" H Counter Skirted	EA	68.50	89.10
4'L x 24"W x 39" H Counter Unfinished	EA	33.00	42.90
6'L x 30"W x 39" H Counter Skirted	EA	88.30	114.80
6'L x 30"W x 39" H Counter Unfinished	EA	34.00	44.20
8'L x 30"W x 39" H Counter Skirted	EA	106.20	138.10
8'L x 30"W x 39" H Counter Unfinished	EA	40.20	52.30
39" Skirting (4 foot minimum)	FT	8.80	11.40
Table & Counter Risers – Taxable			
<i>Skirting Colors: Black, White</i>			
4' x 1' x 1' Skirted	EA	38.00	49.50
4' x 1' x 1' Unfinished	EA	18.30	23.80
6' x 1' x 1' Skirted	EA	38.00	49.50
6' x 1' x 1' Unfinished	EA	26.80	34.80
8' x 1' x 1' Skirted	EA	38.00	49.50
8' x 1' x 1' Unfinished	EA	33.00	42.90
Round Tables/White Table Cloths – Taxable			
30"H x 24"Diameter Pedestal Table	EA	36.50	47.50
Table Cloth To Floor (for 30"H x 24"Diam Table)	EA	35.10	45.60
40"H x 24"Diameter Pedestal Table	EA	36.50	47.50
Table Cloth To Floor (for 40"H x 24"Diam Table)	EA	42.20	54.90
30"H x 72"Diameter Round Table	EA	49.20	64.00

DECORATING SERVICES *CONTINUED...*

<i>DESCRIPTION</i>	<i>U / M</i>	<i>ADVANCE RATE</i>	<i>STANDARD RATE</i>
Decorating Accessories - Taxable			
Side Chair*	EA	\$26.80	\$34.80
Stool*	EA	21.85	28.40
Wastebasket*	EA	10.20	13.30
Easel - Chrome	EA	24.00	31.20
Coat Tree	EA	25.10	32.60
Plastic Chain	FT	2.40	3.10
3' Stanchions - Plastic	EA	10.20	13.30
Crossbar	EA	24.80	32.20
3' Upright	EA	12.20	15.90
8' Upright	EA	16.60	21.60
16' Upright	EA	26.20	34.10
*Chairs and wastebaskets are delivered prior to opening on the first day of the show.			
Drape Cloth – Taxable			
Drape Colors: Black, Burgundy, Silver, White			
3' Drape Cloth (10 foot minimum)	FT	9.70	12.60
8' Drape Cloth (10 foot minimum)	FT	13.40	17.40
Standard Carpet – Taxable			
Carpet Colors: Black, Blue, Charcoal, Red, Silver			
10' x 10' Standard Carpet	EA	121.30	157.70
10' x 20' Standard Carpet	EA	242.60	315.40
10' x 30' Standard Carpet	EA	363.80	472.90
Standard Carpet Special Cut	SFT	2.10	2.70
Price of standard carpet includes installation, taping of aisle edge(s) and removal at close of the show.			
Color and seam match is not guaranteed for standard carpet ordered in multiples of two or more. Additional tape must be ordered to cover the seam(s) where carpets meet.			
Special cut carpet must be ordered if required sizes are in other than ten foot increments and/or for booths that exceed 300 square feet.			
Special cut and premium carpet includes installation, taping of all edges, visqueen and removal of carpet at the end of the show.			
Removal of visqueen is exhibitor's responsibility. I-X assistance is available and requires a work order.			
Please call for availability and pricing on premium carpet.			
Carpet Accessories – Taxable			
Padding	SFT	1.05	1.40
Carpet Tape (per roll)	RL	27.00	35.10
Carpet Tape (per foot, includes labor)	LFT	1.40	1.80
Visqueen	SFT	.95	1.20

ELECTRICAL SERVICES

- ✎ Electrical lines are placed at the most convenient location to source, usually in center rear of booth. Should special placement be necessary, a minimum of one hour electrical labor is required and an electrical layout must be provided. Electrical materials, including cables and/or extension cords, necessary to provide electrical service according to layout and/or special placement requests will be invoiced at prevailing rates. Labor and material charges apply to multiple lines with layout, all in-booth connections and lines run under carpet. Indicate on order form or separate layout if electrical is to be placed under carpet.
- ✎ Hardwire connections and terminations of 208 and 480 volt lines require a minimum of one hour electrical labor to connect and one hour electrical labor to disconnect. Estimated prepayment is due at time of order.
- ✎ **Electrical lines installed and not used are non-refundable. Standard rates apply to all lines ordered after the advance rate deadline.**
- ✎ Electrical orders must be specified in terms of amps, volts and watts. To determine electrical requirements, multiply the number of amps by volts per piece of equipment and add these numbers together for total wattage. For example, if total exceeds 2400 watts/120 volts, multiple 120 volt lines are required; 3500 watts requires one 2400 watt service and one 1200 watt service.
- ✎ All equipment must be properly tagged and wired with complete information: type of current, voltage, phase, cycle, horsepower, etc.
- ✎ All electrical equipment must be UL approved and comply with federal, state and local fire and safety codes. Electricians will refuse connections where exhibitor's wiring or equipment constitutes a safety hazard and/or code violation. Motors over ¾ horsepower must have a switch with overload and fuse protection. The I-X Center is not responsible for damage or inconvenience caused by voltage fluctuation or power failure.
- ✎ I-X Center electricians are authorized to cut floor coverings to gain access to utility floor ports, permitting installation of electrical services.
- ✎ Power is turned on one hour before show and turned off one hour after show.
- ✎ Twenty-four hour service is available and requires a minimum 20 amp/120 volt connection.
- ✎ All dedicated computer lines require a minimum 20 amp/120 volt connection.
- ✎ **Should any of the following apply, electrical labor is required:**
 - ✎ Power levels over 20 amp/120 volt
 - ✎ Electrical distribution under carpet
 - ✎ Electrical equipment wiring or repairs
 - ✎ Distribution from outlets to equipment
 - ✎ Booth to booth cable runs
 - ✎ Co-axial cables run within booth
 - ✎ Single and multiple electrical lines with layout or upon request of special placement
 - ✎ Connections of electrical motors to controls, including wiring of machinery

ELECTRICAL SERVICES CONTINUED...

DESCRIPTION	U / M	ADVANCE RATE	STANDARD RATE
Electrical Service 120 Volt – Taxable			
10 amp / 120 volt / 1200 watt / 1 phase	EA	Order through Show Mgt.	
20 amp / 120 volt / 2400 watt / 1 phase	EA	Order through Show Mgt.	
Electrical Service 208 Volt – Single Phase – Taxable			
30 amp / 208 volt / 7200 watt / 1 phase	EA	\$371.30	\$482.70
60 amp / 208 volt / 14400 watt / 1 phase	EA	486.30	632.20
100 amp / 208 volt / 24000 watt / 1 phase	EA	850.90	1,106.20
Electrical Service 208 Volt – Three Phase – Taxable			
30 amp / 208 volt / 10800 watt / 3 phase	EA	481.30	625.70
60 amp / 208 volt / 21600 watt / 3 phase	EA	665.00	864.50
100 amp / 208 volt / 36000 watt / 3 phase	EA	1,057.60	1,374.90
All 208 lines require a minimum of one hour electrical labor to connect and one hour electrical labor to disconnect.			
Electrical Accessories and Special Services – Taxable			
3 Plug Device	EA	27.60	35.90
6 Plug Power Strip	EA	43.30	56.30
25’ Extension Cord	EA	43.30	56.30
50’ Extension Cord	EA	55.40	72.00
24 Hour Electrical Service*	EA (per line)	86.00	111.80
*24 Hour service requires a minimum 20 amp/120 volt electrical line.			
Early Power Usage (prior to show)	EA (per line)	86.00	111.80
Priority Electrical Service (rush)	EA (per line)	86.00	111.80
Continuation of Electric (after close of show)	EA (per line)	86.00	111.80

ELECTRICAL LABOR

- ✎ † Labor is charged in hourly increments per worker. One hour per worker will be charged for labor ordered and not used. Labor cancelled without a 24 hour notice will be charged a one hour cancellation fee per worker.
- ✎ † Advance electrical labor necessary to scale electrical to print, layout on floor and/or install lines under carpet prior to exhibitor's arrival will be charged at prevailing hourly electrical labor rates. The I-X Center will proceed on straight time whenever possible.
- ✎ † All 208 and 480 volt lines require electrical labor. A minimum estimated prepayment of one hour labor at prevailing rates will be charged to connect and one hour to disconnect.
- ✎ † Final billing for labor is based on actual time and materials used. A prepayment based upon estimated usage is due at the time services are ordered.

DESCRIPTION	U / M	STRAIGHT TIME	OVERTIME	DOUBLE TIME
Straight time: Weekdays 8:00 a.m. – 4:30 p.m. • Overtime: Weekdays 4:30 p.m. - midnight, Saturdays 8:00 a.m. – 4:30 p.m. Double time: Weekdays midnight – 8:00 a.m., Saturdays after 4:30 p.m., Sundays and Holidays				
Installation Electrical Labor – Taxable				
Electrical Labor	HR	\$99.75	\$149.60	\$199.50
Disconnect Electrical Labor – Taxable				
Electrical Labor	HR	99.75	149.60	199.50

***LIMITATION OF LIABILITY AND RESPONSIBILITY
FOR I-X CENTER SERVICES***

1. I-X Center Corporation shall not be responsible for damage to materials and equipment, including uncrated items, items improperly packed or concealed damage.
2. I-X Center Corporation shall not be responsible for loss, theft or disappearance of exhibitor's property.
3. I-X Center Corporation shall not be responsible for loss or damage to exhibit property related to delivery of I-X Center Services unless damages are the direct result of I-X Center's gross negligence.
4. I-X Center Corporation shall not be responsible for any loss, damage or delay due to fire, acts of God, strikes, lockouts or work stoppages of any kind or to any cause beyond its control.
5. **I-X Center Corporation's liability shall be limited to the physical loss or damage to the specific property which is lost or damaged, and in any event the I-X Center Corporation's maximum liability shall be limited to the following: Material Handling, \$0.30 per pound per article with a maximum liability of \$1,000.00 per shipment, whichever is less; for all I-X Center Services, actual damages or \$1,000.00, whichever is less.**
6. **I-X Center Corporation shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's property.**
7. Claims for loss or damage must be submitted to I-X Center Corporation prior to the close of the show.
8. The consignment or delivery of property to I-X Center Corporation by an exhibitor, or by any shipper to or on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth.
9. **INSURANCE** – To protect yourself from unexpected losses every exhibitor's property should be insured from the time it leaves their possession until the time it is returned to their possession. It is suggested that exhibitors arrange all risk coverage.
10. Empty container labels will be available at I-X Center Corporation's Freight Desk. Affixing labels is the sole responsibility of the exhibitor or their representative. All previous labels need to be removed or completely concealed. I-X Center Corporation assumes no responsibility for:
 - Exhibitor's disregard of above procedures
 - Removal of containers with old empty labels and without I-X Center Corporation labels
 - Improper information on empty labels
 - Materials stored in containers labeled "empty"

MATERIAL HANDLING SERVICES

- ☞ Drayage service includes unloading and/or loading at the dock, warehouse storage up to thirty days prior to move-in, delivery to and from booth, removal, storage and redelivery of crates. Charges are based on 100 pound (cwt) increments per shipment, **100 pound (cwt) minimum**.
- ☞ Exhibitors may hand carry or use two wheel dollies to transport material in and out of the building at no charge. All other carts and dollies are prohibited.
- ☞ Shipments must be prepaid and addressed to: Exhibitor Name & Booth Number, Event Name, c/o I-X Service Center, Door 35, One I-X Center Drive, Cleveland, Ohio 44135. No collect shipments will be accepted.
- ☞ Shipments received without receipts, freight bills, or specified unit counts on receipts or freight bills, will be delivered to exhibitor's booth without guarantee of piece count or condition. No liability will be assumed by the I-X Center for such shipments.
- ☞ Advance arrangements for outbound shipments must be made with the I-X Freight Department. Exhibitors are responsible for notifying carrier, labeling freight and submitting I-X Center Bill of Lading to the I-X Freight Desk.
- ☞ **All services performed will be subject to the terms and conditions set forth under "Limitation of Liability and Responsibility for I-X Center Services" contained in this I-X Service Center Exhibitor Ordering Information packet.**

DESCRIPTION	U / M	RATE
Drayage, Material Handling and Shipping – Taxable		
Advance to Warehouse Crated & Palletized	CWT	\$46.60
Advance to Warehouse Uncrated & Unpalletized	CWT	61.60
Direct to Site Crated & Palletized	CWT	30.50
Direct to Site Uncrated & Unpalletized	CWT	40.50
Small Package (5 lbs. and under)	EA	25.70
Special Handling	Add 25% to prevailing drayage rate	
Overtime	Add 25% to prevailing drayage rate	
~ Advance to Warehouse shipments to be stored may be received up to thirty days prior to move-in. Uncrated and unpalletized shipments received advance to warehouse are subject to additional charges.		
~ Direct to site shipment rates apply during all move-in days and during the show.		
~ Receiving hours are weekdays 8:00 a.m. - 2:00 p.m. Overtime rates apply to shipments received all other times.		
~ Outbound shipments during overtime hours are subject to an additional 25% overtime charge.		
~ Shipments that require additional handling (such as ground unloading, side door unloading, constricted space unloading, designated piece unloading, or stacked shipments), carpet, mixed shipments, multiple shipments/delivery areas, and shipments without delivery receipts such as UPS and FedEx are subject to an additional special handling charge of 25% per cwt. each way.		

DRIVE-IN PRIVILEGES

- ¶ The following vehicle types are permitted to drive into the facility to unload/load:
Non-commercial, standard size pick-up trucks, automobiles, SUVs and passenger vans.
- ¶ If pulling a trailer, driving a commercial or oversize vehicle, **I-X labor** is required to unload/load vehicle. Refer to **LABOR & EQUIPMENT SERVICES**.
- ¶ One drive-in pass is required per vehicle per trip and may be purchased at the I-X Service Center.
- ¶ Drive-in passes are non-transferable, non-refundable and if lost or stolen, cannot be replaced without incurring an additional charge.
- ¶ **Exhibitor Drive-in Procedure:**
 - Park in designated exhibitor area
 - Purchase drive-in pass or pick up prepaid drive-in pass at the I-X Service Center
 - Report to assigned door
 - Present receipt to I-X personnel at entrance door
 - I-X personnel will direct vehicle to booth
 - Unload vehicle independently
 - Immediately remove vehicle from building after unloading
- ¶ Vehicles displayed in the building require a Display Vehicle Pass/Compliance Card. This includes motorized equipment operating under its own power. A maximum of one eighth tank of gas or two gallons whichever is less may remain in the tank, the gas tank must be sealed and battery cables must be disconnected and taped. A Display Vehicle Pass/Compliance Card must be obtained from the I-X Service Center and displayed at all times. Display vehicles are subject to inspection by the Cleveland Fire Marshal.

<i>DESCRIPTION</i>	<i>U / M</i>	<i>RATE</i>
Drive In Passes – Nontaxable		
Round Trip Drive-in Pass	EA	\$52.00
One Way Drive-In Pass	EA	35.00
Display Vehicle Pass (Round Trip)	EA	52.00

VEHICLES PERMITTED TO DRIVE INTO UNLOADING/LOADING AREA:

If driving a commercial vehicle, a vehicle larger than illustrated below, or if pulling a trailer, I-X labor is required to unload/load vehicle. Please refer to **LABOR & EQUIPMENT SERVICES**.

Non-Commercial Pick-up Trucks and Automobiles



Non-Commercial Vans



You may use your 2-wheel dolly/cart to unload/load your vehicle, however, no other carts or dollies are permitted in the building.

PARKING PRIVILEGES

- ⌘ Exhibitors and attendees are charged parking fees on show days only.
- ⌘ Event parking permits provide in and out privileges, easily identify "Exhibitor Vehicles" and provide admittance to designated exhibitor parking areas.
- ⌘ Event parking permits may be purchased through the Exhibitor Service Kit or from the I-X Service Center.
- ⌘ **Parking permits are not mailed.** It is recommended that exhibitors pick up parking permits during move-in prior to the first day of the event. There is no charge for parking during move-in; however a daily parking fee per vehicle is charged for exhibitors and attendees beginning the first day of the event. Credits will not be considered for parking permits ordered and not picked up.
- ⌘ **Parking fees paid at the gate may be applied as a credit toward the purchase of an event parking permit only on the first day of the event. Parking adjustments will only be considered at the I-X Service Center during the first day of the event.**
- ⌘ **Event parking permits are non-transferable, non-refundable and if lost or stolen, cannot be replaced without incurring an additional charge.**
- ⌘ Event parking permits for **standard** and **oversize** vehicles are valid all show days. Standard size vehicles are standard size pick-up trucks, automobiles and vans. Oversize vehicles are recreational vehicles, vehicles pulling trailers and vehicles larger than standard size vehicles that require more than one parking space.
- ⌘ Event parking permits must be displayed on vehicle's rear view mirror while on I-X Center premises.

<i>DESCRIPTION</i>	<i>U / M</i>	<i>RATE</i>
Parking Permit – Nontaxable		
Event Parking Permit - Standard Vehicles	EA DAY	\$10.00
Parking Permit (Oversize Vehicles) – Nontaxable		
Event Parking Permit - Oversize Vehicles	EA DAY	20.00

TODAY'S BRIDE (SHOW MANAGEMENT) WILL PROVIDE ONE (1) COMPLIMENTARY ONE-DAY STANDARD VEHICLE PARKING PERMIT FOR EACH EXHIBITING COMPANY. VISIT THE TODAY'S BRIDE SHOW OFFICE DURING MOVE-IN TO RECEIVE IT. VALID SATURDAY, JANUARY 25TH OR SUNDAY, JANUARY 26TH

STANDARD VEHICLES

- ⌘ **STANDARD SIZE PICK-UP TRUCKS**
- ⌘ **AUTOMOBILES**
- ⌘ **VANS**

OVERSIZE VEHICLES

- ⌘ **RECREATIONAL VEHICLES**
- ⌘ **VEHICLES PULLING TRAILERS**
- ⌘ **VEHICLES REQUIRING MORE THAN ONE PARKING SPACE**

LABOR AND EQUIPMENT SERVICES

Labor and Work Orders...

- † Labor is charged in hourly increments per worker. One hour per worker will be charged for labor ordered and not used. Labor cancelled without a 24 hour notice will be charged a one hour cancellation fee per worker.
- † Final billing for labor/equipment is based on actual time and materials used.
- † Work orders for labor and equipment required for the installation and/or dismantle of booth may be purchased through the I-X Service Center or at the Labor Desk. A prepayment based upon estimated usage is due at the time services are ordered.
- † Exhibitors must report to the Labor Desk to request I-X workers (labor) and authorize work to be performed (signature required).
- † Work order charges include the time necessary for I-X workers to get tools and report to the job, exhibitor's inspection of work and return of I-X workers to the Labor Desk to be signed out by exhibitor.
- † The I-X Center reserves the right to adjust labor hours/crew size ordered to meet safety and schedule requirements.
- † To request labor in advance, specify on your order form the number of workers, date and time service is required. Labor ordered on-site is available on first come, first served basis.
- † Power-operated equipment cannot be used for booth setup/dismantle unless I-X labor is ordered. Battery operated hand tools are permitted.
- † Exhibitors may hand carry or use two wheel dollies to transport material in and out of the building at no charge. All other carts and dollies are prohibited.
- † Up to three exhibitor employees may setup/dismantle booth. The fourth person must be an I-X worker. When larger crews are needed the fifth, sixth, and seventh workers may be exhibitor employees, but the eighth must be an I-X worker. It is necessary to include an I-X foreman when five or more I-X workers are used; the fifth I-X worker is a foreman. Exhibitor employees are defined as those having been on the payroll for a minimum of sixty days prior to the event; otherwise I-X workers must perform booth setup/dismantle. Proof of employment must be provided upon request of I-X Center management (i.e. dated pay stub).

Use of Exhibitor Appointed Contractors and Display Houses...

- † If using an outside contractor or display house, I-X personnel must perform labor. Outside contractors and display houses may be used for SUPERVISION ONLY.
- † All outside contractors and display houses must be approved by I-X Center Management, and must register at the I-X Labor Desk each day upon arrival at the I-X Center.
- † Failure to comply with building rules and regulations as stated above may result in expulsion from this and all future events at the I-X Center.

I-X Supervised Work...

- † Booth design and detailed instructions are required when I-X Center personnel is to provide and supervise installation and dismantling service. Materials must be provided at least three weeks prior to event followed by a call to the I-X Service Center to discuss requirements in detail.
- † When I-X Supervision is required for the dismantle of your booth, it is necessary to make arrangements with your carrier to pick up freight on the last day of move-out.

LABOR AND EQUIPMENT SERVICES CONTINUED...

DESCRIPTION	U / M	STRAIGHT TIME	OVERTIME	DOUBLE TIME
Straight time: Weekdays 8:00 a.m. - 4:30 p.m. • Overtime: Weekdays 4:30 p.m. - midnight, Saturdays 8:00 a.m. - 4:30 p.m. Double time: Weekdays midnight - 8:00 a.m., Saturdays after 4:30 p.m., Sundays and Holidays				
Installation Labor – Taxable				
Labor	HR	\$90.80	\$136.20	\$181.60
Labor Foreman*	HR	95.40	143.10	190.80
I-X Supervision**	25%			
Dismantling Labor – Taxable				
Labor	HR	90.80	136.20	181.60
Labor Foreman*	HR	95.40	143.10	190.80
I-X Supervision**	25%			
*Include foreman when using five or more I-X workers; the fifth I-X worker is a foreman. **I-X Supervision labor requires a minimum of two workers, one hour each. Charge to equal 25% of work order total.				
Installation Equipment – Taxable				
Fork 6K w/Operator	HR	119.40	179.10	238.80
Fork 8K w/Operator	HR	143.30	214.95	286.60
Aerial Lift w/Crew	HR	283.60	425.40	567.20
Dismantling Equipment – Taxable				
Fork 6K w/Operator	HR	119.40	179.10	238.80
Fork 8K w/Operator	HR	143.30	214.95	286.60
Aerial Lift w/Crew	HR	283.60	425.40	567.20
Ladders – Taxable				
8' Ladder (per day)	EA	32.10	32.10	32.10
10' Ladder (per day)	EA	40.50	40.50	40.50
12' Ladder (per day)	EA	47.60	47.60	47.60
14' Ladder (per day)	EA	77.40	77.40	77.40
16' Ladder (per day)	EA	77.40	77.40	77.40
Ladders require a minimum of one hour labor.				

INTERNET SERVICES

- Straight time labor rates will apply from 8:00 a.m. to 4:30 p.m. Monday through Friday. Overtime labor rates will apply after 4:30 p.m. to 8:00 a.m. Monday through Friday all day Saturday, Sunday and holidays.
- Advance notice is recommended.
- **Shared Ethernet Service.** I-X will supply all communications equipment (hubs, switches, routers) and connect to the internet through I-X shared high bandwidth internet line. If computers and printers are supplied by the I-X or its preferred supplier, I-X will configure the computers and printers. If exhibitor supplies his/her own computers and printers, I-X will furnish the configuration information and exhibitor will configure the computers/printers. I-X will supply all network (category 5 with RJ 45 connectors) cabling within booth. Changes to this arrangement regarding configuration and cabling initiated by the exhibitor will be charged on a time and material basis.
- **Additional Connection/1 IP Address.** Prerequisite: must have already ordered Shared Ethernet Service. A maximum of 6 connections/IP addresses per 1Mbps is permitted. A connection/IP address is required for each computer (or printer) to connect to the internet. Exhibitor may supply his/her own networking equipment and wiring in his/her booth, however the Additional Connection/1 IP Address service fee will still apply if an IP address is not ordered for each device.
- **Internet Networking Fee.** Dedicated network utilizing I-X fiber optic lines to connect up to 75 computers and printers together into an integrated network, which may or may not have internet access depending upon exhibitor's requirements. The exhibitor will supply all equipment and cabling within networked areas. I-X will furnish (if requested by exhibitor) a connection to the internet through I-X shared high bandwidth internet line. I-X will supply configuration information to the exhibitor, who will be responsible for configuring all equipment. Changes to this arrangement regarding configuration and cabling initiated by the exhibitor will be charged on a time and material basis.
- **Internet Services** are subject to The I-X Center's policies and I-X IS Management may suspend service to any exhibitor or user if the use is determined to be in violation of the internet usage policies. The I-X Center is the sole provider of Wireless Internet Services within the facility. Wireless Devices not authorized by The I-X Center are strictly prohibited. This includes: Wireless Access Points, Wireless Routers, MiFi Devices, or any other device that provides shared Wifi Internet Access.
- **Services ordered, installed/provided and not used are non-refundable.**
- **Computer Cabling Fee.** I-X will provide all category 5 cabling to the booth or exhibit area and within the booth to the individual computers. Any cabling changes initiated by the exhibitor will incur the computer cabling fee. Fees will be billed in 1 hour increments per technician.
- **Computer/Internet Technician.** I-X will configure any exhibitor's computers and/or printers if rented from I-X or its preferred supplier. If exhibitor supplies his/her own computer equipment, I-X will supply the configuration information to the exhibitor who will be responsible for configuring the computers and/or printers. If exhibitor requires assistance with configuring exhibitor's own supplied equipment, the computer/internet technician fee will apply. After the configuration is established, any configuration changes initiated by the exhibitor will also incur the computer/internet technician fee. Fees will be billed in 1 hour increments per technician.

INTERNET SERVICES FREQUENTLY ASKED QUESTIONS

1. **Will the I-X Center set up my computer for me?**
If the I-X Center, or its preferred supplier, furnishes the computers/printers to the exhibitor the I-X Center will configure and set up the computers/printers. If the exhibitor elects to bring his/her own computer equipment, the I-X Center will furnish the configuration information to the exhibitor who will be responsible for doing his/her own configuration. I-X personnel will be available to configure exhibitor supplied computer equipment at the computer/internet technician prevailing rate.
2. **May I use my own internet service provider (AOL, iPASS, MSN CompuServe etc.) through modem dial up or ISDN?**
No, the I-X Center is the exclusive Internet Service Provider within our facility. There is a distinct advantage to this system. Our Internet service is a high speed, high bandwidth system. However, you may use an ISDN or dial up modem to connect to other services such as your company's network as long as the connection is a direct connection and not through an Internet Service Provider. Radio stations often broadcast from the I-X Center via an ISDN circuit.
3. **May I get my IP addresses and other configuration information in advance?**
Yes, if you place your order during the *Advance Rate* period, I-X will email or fax the configuration information to you. If you place your order during the *Standard Rate* period, the configuration information will be given to you on site when you arrive for move-in. Please understand that our IP addresses are internal only and not directly addressable from outside our facility. If you need an IP address that can be accessed from outside the I-X Center, arrangements **must be made with the I-X Center during the Advance Rate period.**
4. **May I purchase 1 connection with 1 IP address and then use that single IP address to do IP address translation onto multiple computers to access the internet?**
Yes, but an Additional Connection/1 IP Address fee applies for each computer that is used to access the internet.

INTERNET SERVICES

DESCRIPTION	U / M	ADVANCE RATE	STANDARD RATE
Wired Internet Service - Taxable			
Shared Ethernet Service (up to 1Mbps)/1 IP Address (wired)* *** (recommended, most reliable)	Each	\$440.00	\$490.00
Shared Ethernet Service (up to 3Mbps)/2 IP Address (wired)* *** (recommended, most reliable)	Each	660.00	710.00
Shared Ethernet Service (up to 5Mbps)/3 IP Address (wired)* *** (recommended, most reliable)	Each	990.00	1,090.00
Shared Ethernet Service (up to 10Mbps)/6 IP Address (wired)* *** (recommended, most reliable)	Each	1,980.00	2,130.00
Additional Connection/1 IP Address** *** (must order Shared Ethernet Service to be eligible for this service)	Each	110.00	135.00
Wireless Internet Service - Taxable			
Wireless Internet Service (up to 256Kbps)/1 IP***	Each	200.00	225.00
Wireless Internet Service (up to 512Kbps)/1 IP***	Each	250.00	275.00
Wireless Internet Service (up to 1Mbps)/1 IP***	Each	300.00	325.00
Equipment Rental – Taxable			
Switch/Hub Rental (8 port) 10 / 100 Base-T	Each	115.50	150.20

DESCRIPTION	U/M	STRAIGHT TIME	OVERTIME
Straight time: Weekdays 8:00 a.m. - 4:30 p.m. • Overtime: Before 8:00 a.m. and after 4:30 p.m., Monday through Friday, and all day Saturday, Sunday and holidays.			
Cabling and Configuration Fees - Taxable			
Computer Cabling Fee ~ per hour	Each	\$130.90	\$208.20
Computer / Internet Technician ~ per hour	Each	226.10	321.20
Internet Networking Fee	Each	Call	Call

The I-X Center is not responsible for connectivity/troubleshooting legacy devices, i.e. Windows XP or later, OS X 10.7 or later.

*The purchase of at least 1 **Shared Ethernet Service** is required for wired internet access.

****Additional Connection/1 IP Address.** A maximum of 6 connections/IP addresses per 1Mbps is permitted. For example, if an Exhibitor orders the Shared Ethernet Service (up to 5Mbps)/3 IP Address service, 3 IP addresses are included. The Exhibitor may order a maximum of 27 Additional Connection/1 IP Address services. Additional connections/IP addresses would require the order of a second Shared Ethernet Service. A connection/IP address is required for each computer (or printer) to connect to the internet. The Additional Connection/1 IP Address service is required for each additional computer (or printer) if an IP address is not ordered for each device.

***All Internet Services are subject to the I-X Center's policies and I-X Information Systems Management may suspend service to any exhibitor or user if the use is determined to be in violation of the internet usage policies. The I-X Center is the sole provider of Wireless Internet Services within the facility. **Wireless Devices not authorized by The I-X Center are strictly prohibited. This includes: Wireless Access Points, Wireless Routers, MiFi Devices, or any other device that provides shared Wifi internet access.**