

A romantic couple in wedding attire against a pink background. The woman is wearing a white lace wedding dress and the man is wearing a grey suit with a patterned tie. They are standing close together, looking at each other.

Today's Bride[®]

WEDDING SHOW

EXHIBITOR MANUAL

SUNDAY,
January 12
2020

JOHN S.
KNIGHT CENTER
77 E MILL ST.
AKRON, OH
10AM-4PM

EXHIBITOR BLOG:
pros.TodaysBride.com/shows

Today's Bride

WEDDING SHOW

January 12, 2020
John S. Knight Center
10am-4pm

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 the John S. Knight Center Show on January 12, 2020.

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 prepare you for the show are available online at:

Pros.TodaysBride.com/Shows

Please take the time to review the manual and website in its 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

Marketing Upgrades
DEADLINES VARY (SEE PAGE 9)

Pink Bag "Stuff It" Program Materials by
FRIDAY, DECEMBER 13, 2019
(Deliver or ship 800 pieces to Today's Bride offices)
pros.TodaysBride.com/add

Final Balance due by
SUNDAY, DECEMBER 15, 2019

Return Credentials form by
FRIDAY, DECEMBER 27, 2019
pros.TodaysBride.com/cred

GUIDED TOUR OF JSK CENTER

WEDNESDAY, DECEMBER 18, 2019 1:00-2:00PM
RSVP if attending to Jennifer@TodaysBride.com

Reserve overnight room at the
Hilton Garden Inn Akron East
SATURDAY, DECEMBER 28, 2019

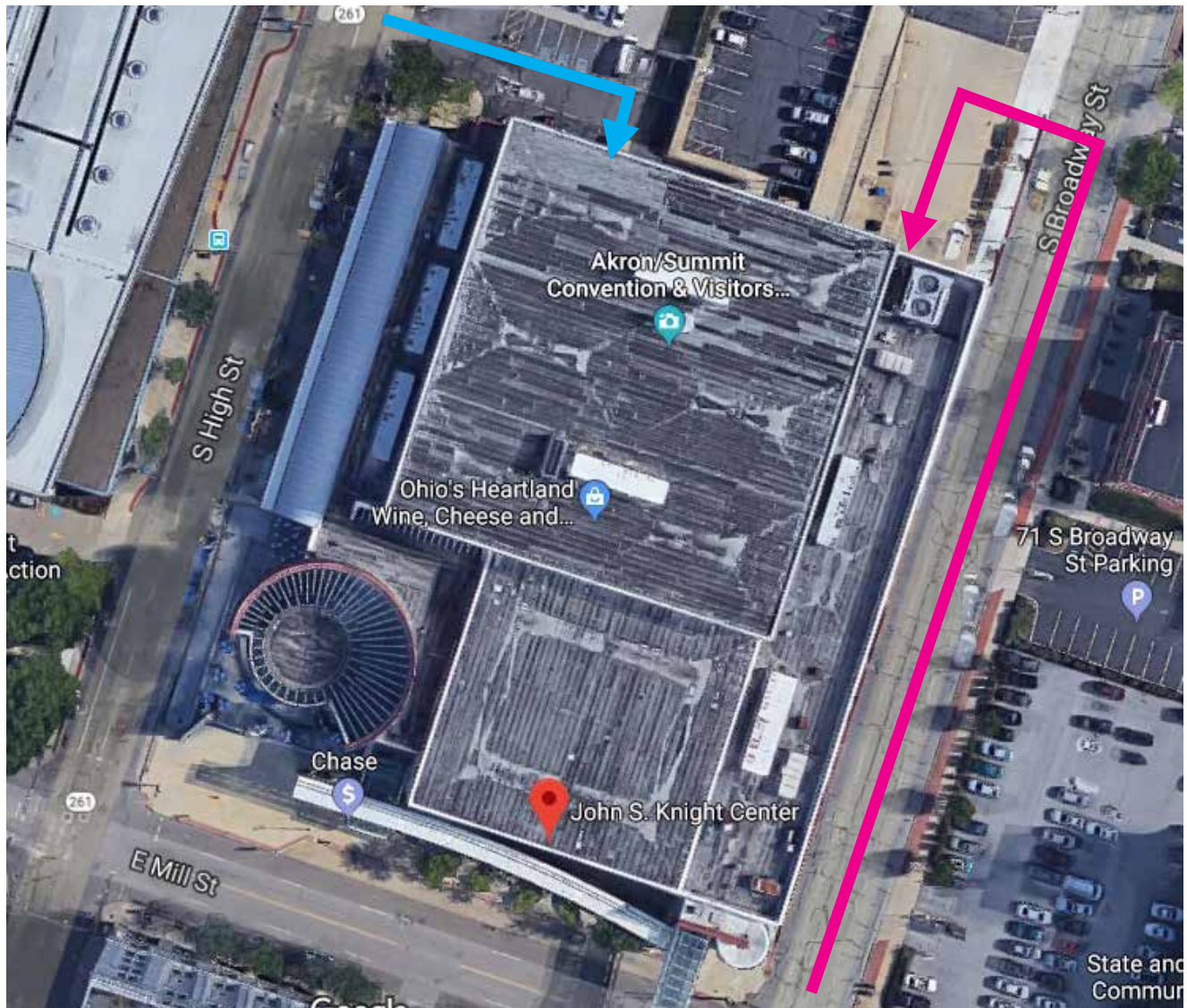
To reserve your room for \$99, call the hotel directly at 330-733-2900 and mention Today's Bride as the group. Or reserve online at www.hiltongardeninnakron.com; use TODAY as the "Group Code" when completing a reservation.

Order additional booth rental items by
THURSDAY, JANUARY 2, 2020
Call Miller's Party Rental 330-753-9104 (fees apply)

Reserve space and rentals for
the Inspiration Galleries
THURSDAY, JANUARY 2, 2020
Decor, Florals, Cakes, Gowns - call Taylor at 330-670-9545 xt. 13

Reserve Stage Show Commercial Space by
FRIDAY, JANUARY 3, 2020

MOVE-IN	<p>Saturday, January 11th 12:45pm – 4:00pm</p> <p>All exhibitors must unload at the upper Broadway St. Lot off the loading dock area and enter through Dock Door 2.</p> <p>A Today's Bride staffer in a pink shirt will greet you to give you your booth number and unloading instructions</p> <p>Sunday, January 12th 8am – 9:30am.</p>
SHOW HOURS	<p>Sunday, January 12th 10am – 4pm Silent Opening: 9:45am, all booths must be ready!</p> <p>Fashion Shows 12:00pm & 2:00pm</p>
MOVE-OUT	<p>Sunday, January 12th 4pm</p> <p>Vendors may begin to dismantle their booth display (no earlier than 4pm)</p> <p>Beginning to tear down early is prohibited and will result in a \$100 fine and forfeiture of the lead list!</p>
EXHIBITOR	<p>Upper level 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. (Pink arrow on map below).</p> <p>Lower level exhibitors can unload directly at the lower level orange double door entrance located off High St. (one way Southbound) in the (small) adjoining parking lot next to JSK. (Blue arrow on the map.)</p>



Today's Bride

WEDDING SHOW

January 12, 2020
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 17).

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.

PRE-SHOW PREP

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

PACKING LIST

- | | | |
|--|---|--|
| <input type="checkbox"/> Electrical Cords &
Surge Protector | <input type="checkbox"/> Booth Design Layout | <input type="checkbox"/> Pens, Sharpie Marker |
| <input type="checkbox"/> Mobile Device Chargers | <input type="checkbox"/> 2-Wheeled Dolly & Transporting
Devices | <input type="checkbox"/> Trash Bags |
| <input type="checkbox"/> Sales Literature | <input type="checkbox"/> Masking Tape, Scotch Tape,
Shipping Tape | <input type="checkbox"/> Aspirin, Band-Aids, Second
Pair of Shoes |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Scissors, Stapler, Safety Pins,
Straight Pins | <input type="checkbox"/> Breath Mints |
| <input type="checkbox"/> Appointment Book | <input type="checkbox"/> Portable Vacuum/Steamer | <input type="checkbox"/> Cash for Concessions |
| <input type="checkbox"/> Clipboards | | <input type="checkbox"/> 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.

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.

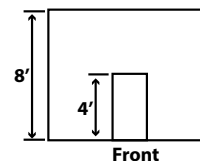
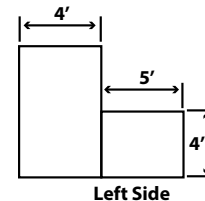
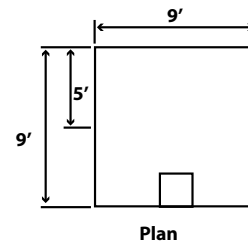
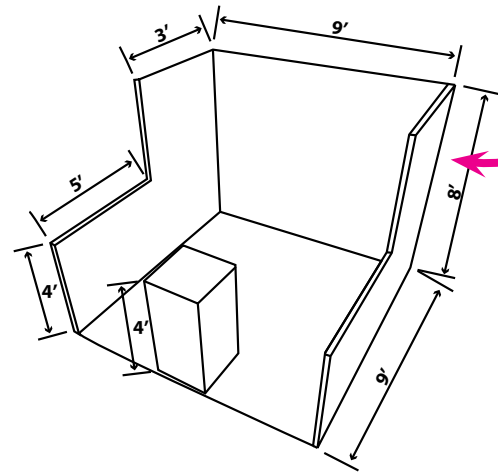
The front five feet of your exhibit may not exceed FOUR FEET in height, unless it's a see through structure.

- 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.

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

Signage may not read into neighboring booths.



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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 – Friday, 9am to 4pm) before the event.

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 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 for \$99, call the hotel directly at 330-733-2900 and mention Today's Bride as the group. Or reserve online at www.hiltongardeninnakron.com; use TODAY as the "Group Code" when completing a reservation. Discount deadline: December 28th.

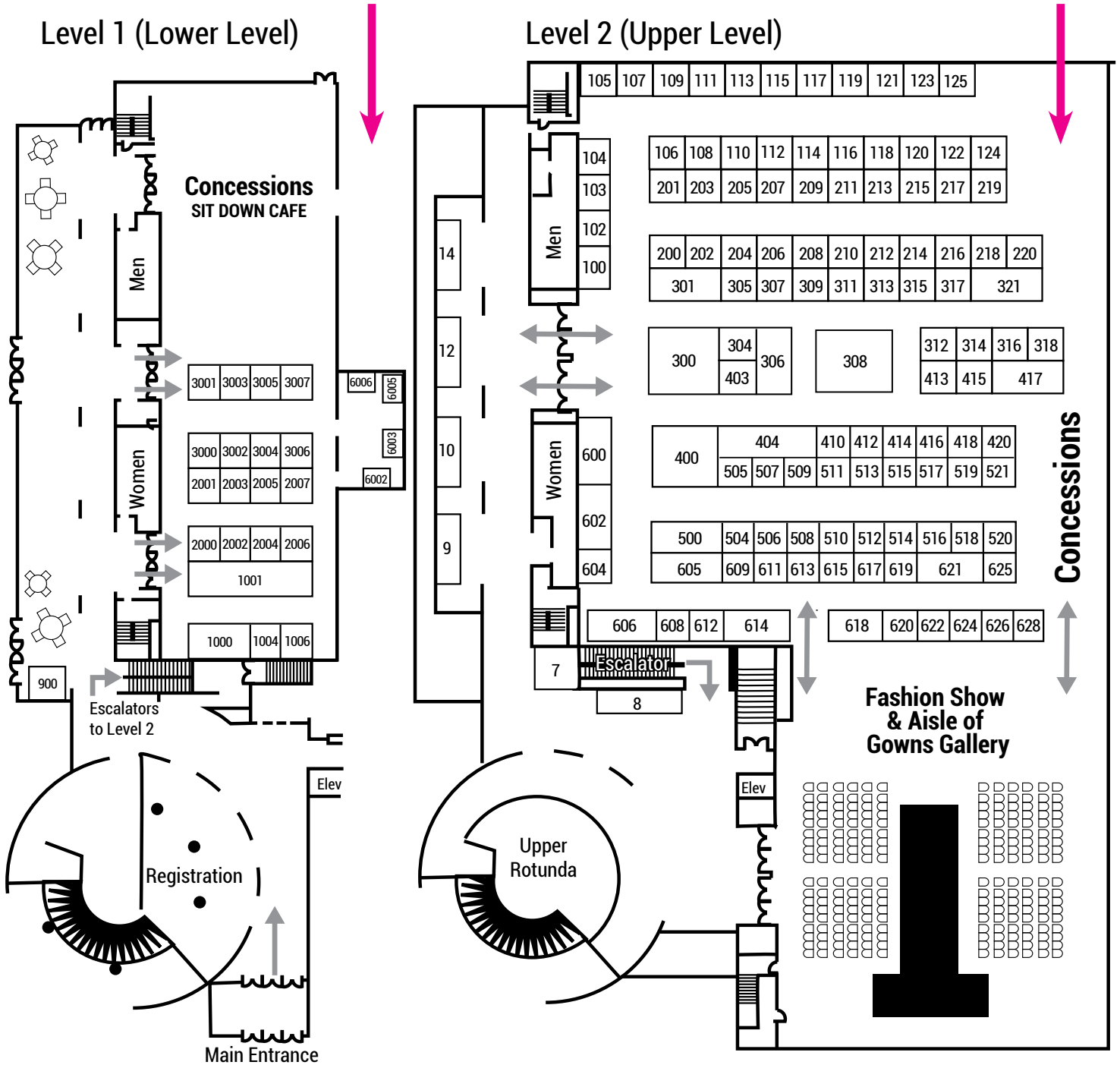
OHIO TRANSIENT TAX LICENSE

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 17 TO FAMILIARIZE YOURSELF WITH
JOHN S. KNIGHT CENTER BUILDING RULES & REGULATIONS.**

**Lower Level
Vendor Unloading**

**Upper Level
Vendor Unloading**



Floorplan subject to
change prior to the show.

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 \$250*
DEADLINE DECEMBER 13

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 **800 flyers** by **December 13, 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.

**BE PART OF THE
VERY IMPORTANT BRIDE (VIB) SWAG BAG**
Include a special promotional offer or add your business swag to the 25 VIB Bags for only **\$25**.
DEADLINE DECEMBER 13

STAGE COMMERCIAL \$100 DEADLINE JANUARY 3

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

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



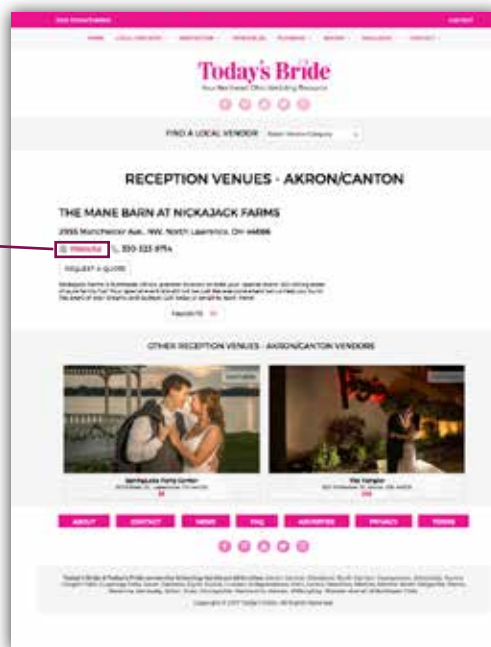
WEBSITE

Today'sBride.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.Today'sBride.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 - ELISAVET PHOTOGRAPHY



January 2019 - PINE VIEW ACRES

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.

Today's Bride will provide the space for your table, and signage, and Miller's Party Rental is willing to provide any rental needs you may have to create your vision (table, chairs, linens, etc.) free of charge, including delivery. This offer applies to the gallery tables only and does not apply to extra booth rental items.

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
(OR DECEMBER 26TH AT THE LATEST)**

WHAT YOU NEED TO DO:

1. Contact Abby 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.
2. For the gallery, 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, and they will deliver it all there the day of the show.

Deadline to order from Miller's is January 2nd

Note: Booth rental items are not complimentary.

**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 tables covered & skirted with company name signage. Only cakes are permitted 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.**



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 \$75.

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

ANY QUESTIONS?

CALL 330-670-9545 EXT. 14



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:



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 August 23
JSK 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. 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!

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.

RENTALS

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



Miller's
PARTY RENTAL CENTER

330-753-9104

with any questions and to place your order. Deadline to order, **January 2, 2020.**



RTHAV

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 or email 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**

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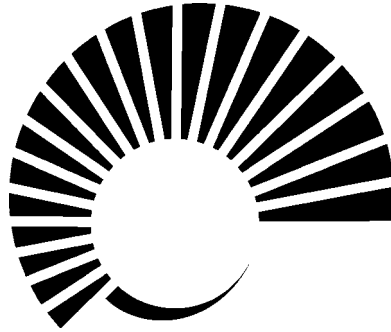
abby@todaysbride.com

Lisa Bischoff (x22)

lisa@todaysbride.com

Whitney Miller (x27)

whitney@todaysbride.com



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:

1. 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.
2. 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.
3. Exhibitors are not permitted to use any power-operated equipment for loading/unloading, setting-up or dismantling of exhibits.
4. 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:

1. All materials used in exhibits must be flame retardant.
2. Firefighting and emergency equipment--including fire extinguishers, fire hose cabinets and fire alarm pull stations--may not be hidden or obstructed.
3. All emergency exits, hallways and aisle ways must be kept clear and unobstructed.
4. Vehicles, which are part of an exhibit, may be displayed if in compliance with the following Fire Code Regulations:
 - a. Vehicles may have no more than two (2) gallons of gas.
 - b. Gas tanks must be sealed with tape.
 - c. All battery cables must be disconnected and taped to avoid potential sparks.
 - d. All gasoline engines must be American Gas Association compliant.
5. The use of welding equipment, open flames or smoke emitting material as part of 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	<p>In order to preserve the building, exhibitors are asked to comply with the following guidelines:</p> <ol style="list-style-type: none"> 1. Special decorations, overhead signs and banners, light and sound equipment, etc., may not be hung from ceilings or walls except by Center personnel. 2. Decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, walls, painted surfaces, columns, or decorative fabric. 3. 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	<p>It is illegal to carry a firearm, deadly weapon or dangerous ordnance anywhere on Center premises.</p> <p>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.</p>
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	<p>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.</p> <p>Exhibitors may NOT bring in any food/beverage into the building during move-in, move-out, or event hours.</p> <p>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.</p> <p>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.</p>
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.

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