

Today's Bride[®]

WEDDING SHOW

**Embassy Suites
Cleveland - Rockside**
5800 Rockside Woods Blvd N.
Independence, OH

~~11am-3pm~~
3:30pm

A photograph of three women standing together, smiling. The woman in the center is wearing a white lace wedding gown and holding a large bouquet of flowers. The two women on either side are wearing dark blue dresses and also holding bouquets. The background is a soft, light blue gradient.

October 25

EXHIBITOR MANUAL

pros.TodaysBride.com/October

Today's Bride

WEDDING SHOW

October 25, 2020
Embassy Suites
Cleveland - Rockside

330-670-9545
or 216-393-5677

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We are pleased to present the Exhibitor Manual for the October Embassy Suites Cleveland - Rockside Show on October 25, 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 help you prepare for the show are available online at:

Pros.TodaysBride.com/October

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 October 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.

DEADLINES

Pink Bag "Stuff It" Program Materials by
FRIDAY, OCTOBER 9, 2020

Complimentary stuffing if the 200 pieces are supplied by Oct 9th.
\$50 fee after the deadline.

Order additional booth rental items by
WEDNESDAY, OCTOBER 14, 2020

Call Miller's Party Rental 330-753-9104 (fees apply)

Return Credentials form by
FRIDAY, OCTOBER 16, 2020

Pros.TodaysBride.com/Oct-cred

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!

SAFETY MEASURES

COVID-19 VENDOR & ATTENDEE GUIDELINES

TEMPERATURE CHECK

Everyone will be temperature screened upon entrance.

FACE MASK

All vendors and attendees must wear a mask.

SOCIAL DISTANCING

Please maintain 6' between you and others.

NEW FLOORPLAN

Wider, one-way aisles. More space between vendor booths for social distancing.

TICKETS

All tickets will be purchased online and are limited to 4 people per party.

LIMITED BOOTH TRAFFIC

Exhibitor maximum of 2 staffers per booth. Each booth will have floor markings to accommodate two parties at one time 6' apart.

CROWD CONTROL

The event will have no more than 300 people at a time. Tickets are sold in timed increments to limit the number of people on the floor.

SANITATION STATIONS

Sanitation stations will be placed throughout the event and exhibitors are required to supply sanitizer at their booth.

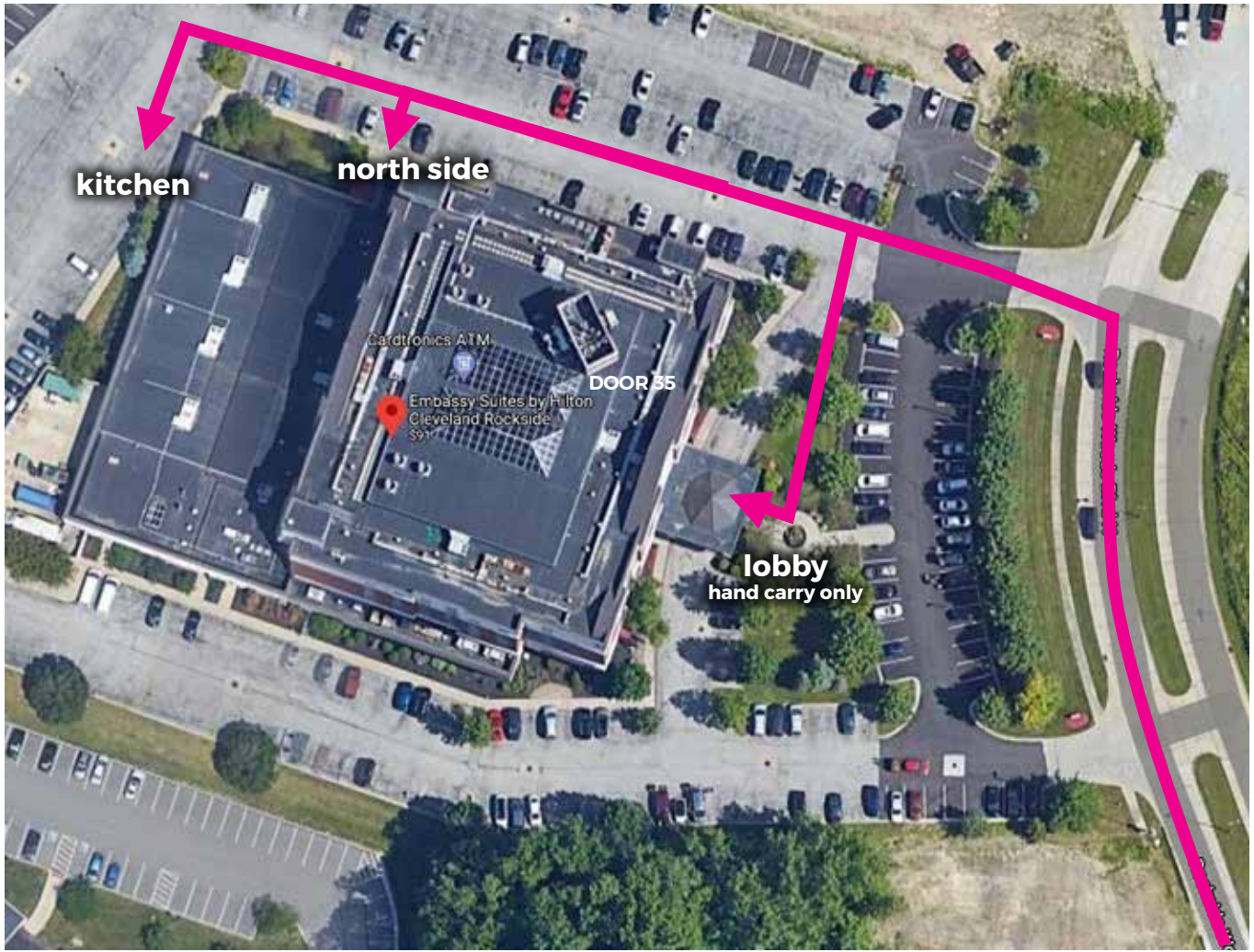
MOVE-IN **Sunday, October 25th** 8am – 10am
No early move-in without prior approval from Today's Bride. Proceed to the north doors of hotel. Today's Bride staff will be there to greet you.

PRODUCTION **Sunday, October 25th** 10am – 11:00am
For the virtual tour production, all booths must be ready by 10am. NO EXCEPTIONS.

SHOW HOURS **Sunday, October 25th** 11am – ~~3pm~~ *3:30pm*

MOVE-OUT **Sunday, October 25th** ~~3pm~~ *3:30pm*
Vendors may begin to dismantle their booth display (no earlier than 3:30pm)
Beginning to tear down early is prohibited and will result in a \$100 fine and forfeiture of the lead list!

EXHIBITOR ENTRANCE The main exhibitor entrance is on the north side of the building (right of lobby).
Optional unloading is available at the the back kitchen entrance or through the lobby (hand carry only). See map below.



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MOVE-IN DETAILS

- ➔ **Face masks required at all times in the building.**
- ➔ All Exhibitors must check-in at Exhibitor Check-in on the right side of the hotel at the NORTH side door. A Today's Bride Staff will greet you to review the Health Screening Questions for Covid symptoms. **Everyone will be temperature screened upon entrance.**
- ➔ A Today's Bride staffer will greet you and direct you to your booth, or to a better unloading door if there is traffic congestion. Exhibitors with only a few hand-carry items may come in the front lobby doors (no dollies or large equipment permitted).

PARKING Free Parking in the Embassy Suites parking lot. Please park in the back of the hotel to save prime spots for attendees.

FOOD There will be no food or drink available for purchase at the hotel due to COVID Restrictions. Feel free to bring your own into the building.

WI-FI Hotel wi-fi is free. Join the 'Hilton Honors Meeting' network. Password- **ESmtg19**

PRESHOW PREP

6 weeks before the show:

- Download the Exhibitor Manual to prepare and track deadlines pros.todaysbride.com/october
- Set Goals for the Show (number of appointments, testing a product, taking deposits)
- Plan the Booth Design (layout, banner signage, flooring, decor, electric access) **Note: Pipe and drape is not included in booth package.**
- Order marketing materials: flyers, promo items, samples, show special to offer, literature for brides Pink Welcome Bags (if contracted)

4 weeks before the show:

- Proof your online listing on TodaysBride.com
- Order any extra rentals from a decorator, rental company or venue
- Prepare a way to collect hot leads at the show (guest book, paper or electronic forms)
- Pre-promote your presence at the show: share on social media, website, emails, voicemail & more
- Online banner images are located on Exhibitor Manual website pros.todaysbride.com/october

3 weeks before the show:

- Stuff-it Bag Materials delivered to Today's Bride due October 9, 2020**

2 weeks before the show:

- Turn in Sign & Nametag Credentials Form due October 16, 2020.**
- Submit your Show Special to post on TodaysBride.com
- Create a packing list of what to bring to the show (see right)
- Schedule & Train your staff on booth etiquette/rules, the sales process, show promotion/COVID safety guidelines
- Plan parking and lunch options for your staff
- Prepare the follow up process (timing of phone calls, emails, direct mail, show special deadlines)
- Review the Exhibitor List online to strategize your networking

After the show:

- Follow up on your hot leads from the show immediately
- Download the registered attendee list once alerted that it's available
- Continue working the leads throughout the attendees' engagement
- Renew the next show date to keep your online listing active

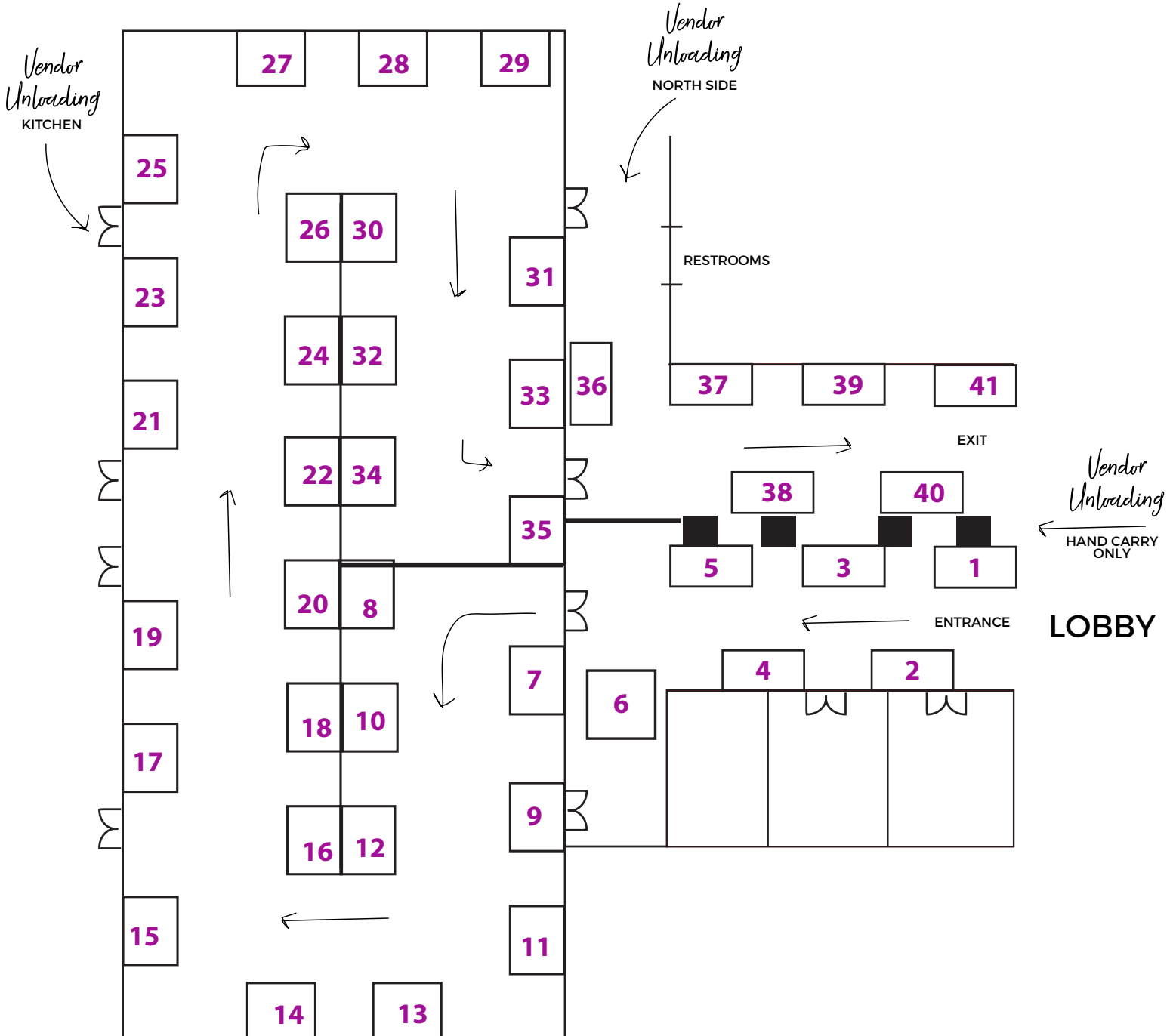
PACKING LIST

- Face mask for each of your staff**
- Hand Sanitizer for your booth**
- Electrical Cords & Surge Protector
- Mobile Device Chargers
- Sales Literature
- Business Cards
- Appointment Book
- Clipboards
- Booth Design Layout
- 2-Wheeled Dolly & Transporting Devices
- Masking Tape, Scotch Tape, Shipping Tape
- Scissors, Stapler, Safety Pins, Straight Pins
- Portable Vacuum/Steamer
- Pens, Sharpie Marker
- Trash Bags
- Aspirin, Band-Aids, Second Pair of Shoes
- Breath Mints
- Good Selling Plan & Attitude

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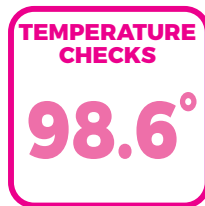
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BOOTH SAFETY SUGGESTIONS

- Always wear a mask (required!) when shoppers enter your booth and interactions
- Bring hand sanitizer (required) for your booth to put on display for both you and attendees
- Only 2 staff members per booth. Each booth area will have (2) Pink Xs on the floor 6' apart to accommodate 2 groups at one time. Create space between the two areas to avoid overcrowding
- Consider using the 6' table provided as a barrier to allow distance between you and the attendee
- Encourage attendees to sign up at your booth electronically from their phone with a website URL. Today's Bride is willing to provide a table sign with a unique QR code that links to your website online form or show special flyer (if submitted by Oct. 16th.)
- Today's Bride will pre-stuff your show sales literature in the Bride Welcome Bags ahead of time (at no extra cost) if the 200 flyers are submitted by October 9th. After Oct 9th, the rate is \$50.
- Wash (disinfect) all drapes, table cloths or any decorative materials used in your booth before each show.
- Have your booth design ready by 10am for the Matterport Videographer that will be coming around. Be prepared for the videographer to shoot a :30 second taping of your booth and a staff member speaking about your business offerings & show special
- Be prepared to sanitize products after shoppers sample or touch and offer disposable applicators.
- When practical, minimize touching products until ready to purchase
- Consider placing literature on the table not touching each other to prevent attendees touching multiple copies
- Use contactless payments such as Venmo or Square to eliminate cash interactions
- If using pens, have a CLEAN jar and a DIRTY jar so shoppers know which to use. Disinfect pens after each use. Or use them as a giveaway

Everyone will be temperature screened upon entrance.



PLEASE STAY HOME IF...

...you have a temperature prior to attending the event.

... you are not feeling well.

...have been in contact with someone who has shown symptoms of COVID-19.

We are following the most current guidelines from the CDC & the State of Ohio. These guidelines are subject to change. Exposure to COVID-19 is an inherent risk in any public location where people are present; we cannot guarantee you will not be exposed during your visit. Please be kind, patient and respectful to fellow attendees, vendors and staff.

We look forward to seeing you, but the CDC advises that older adults and people of any age who have serious underlying medical conditions might be at higher risk for severe illness from Coronavirus and should be cautious when deciding to attend. Guests should evaluate their own risk in determining whether to attend. People who show no symptoms can spread Coronavirus if they are infected, any interaction with the general public poses an elevated risk of being exposed to Coronavirus. By coming to a Today's Bride Wedding Show, you acknowledge and agree that you understand and assume these inherent risks associated with attendance.

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. Backdrops taller must get approval from Today's Bride. Some booth locations are restricted.

2) **Maximum of two staff members** are permitted to exhibit in a single booth space at one time.

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

10) **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.

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

12) **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.

13) 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.

COVID-19 ASSUMPTION OF RISK:

As an exhibitor, you understand COVID-19 has been declared a worldwide pandemic by the World Health Organization, is extremely contagious and is thought to spread mainly through close contact from person-to-person. Face masks are required to be worn by your staff and disinfectant in your booth to offer to attendees is required. Show Management cannot guarantee that Exhibitor's personnel and guests will not become infected with COVID-19 at the Event. Exhibitor shall indemnify the Indemnified Parties against all Claims by Exhibitor's personnel and guests arising out of or related to infection with COVID-19, whether before, during or after attendance at the Event.

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.

FREE PROMO OPPORTUNITIES



MYSTERY SWAG BAG

Do you have any extra promotional items for your business laying around? We are compiling 50 Mystery Swag Bags for brides to purchase. If you'd like to contribute something, you will be included in pre-show marketing. Email us if you'd like to be a part of it: shows@todaysbride.com

Deadline is Oct 9th



GRAND PRIZE GIVEAWAYS

Donate a prize for Today's Bride giveaway and your business will be mentioned on the show's website, social media posts, emails, and on a post-card mailed to 5,000 brides.

Whether it's a larger value gift (\$300 or more), or a lesser prize (\$50-\$100), we would be happy to promote it. The prizes must be all-inclusive versus a coupon off of an investment.

A winner will be picked from the show attendees the following day.

Email us if you'd like to be a part of it (the sooner the better to maximize your exposure): shows@todaysbride.com



SHOW SPECIAL AT YOUR BOOTH

Offering a special discount for booking at the show? Or contest at your booth?

We'll help promote that too! Let us know we'll post it on the show page. Several show specials will be peppered into email blasts and shared on Social Media (Twitter, Facebook, Instagram).

Email us the description of the show special: shows@todaysbride.com

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, October 14, 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 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](tel:330-670-9545) or [216-393-5677](tel:216-393-5677)

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