



Today's Bride[®]

WEDDING SHOW

EMBASSY SUITES BY HILTON
CLEVELAND - ROCKSIDE

5800 Rockside Woods Blvd N.
Independence, OH

October 2

Sunday, October 2, 2022

12pm - 4pm

EXHIBITOR MANUAL

pros.TodaysBride.com/October

Today's Bride®

WEDDING SHOW

October 2, 2022 | 12pm-4pm
Embassy Suites Cleveland - Rockside

Show Day
Exhibitor Help **Hotline**

440-482-1055

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 upcoming Wedding Show on October 2, 2022 at the Embassy Suites Cleveland - Rockside.

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

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 who are setting up and/or working the show.

Thank you for being a part of the October 2022 Wedding Show! We are here to help you any way we can leading up to the show (and after, too).

Don't hesitate to ask for our input on booth design ideas, marketing techniques, and more.

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

Jennifer Judy (x14)
jennifer@todaysbride.com

Jim Frericks (x16)
jim@todaysbride.com

Kelsey O'Hearne (x22)
kelsey@todaysbride.com

Abby Frericks (x12)
abbyf@todaysbride.com

DEADLINES

FRIDAY, SEPTEMBER 9, 2022

Pink Bag "Stuff It" Program Materials by

Deliver or ship 400 flat pieces of your literature to the Today's Bride Office: 1930 N. Cleveland Massillon Rd Akron, OH 44333

Want included in the pink bags? Visit pros.TodaysBride.com/october-add-on

THURSDAY, SEPTEMBER 15, 2022

Final Balance Due

FRIDAY, SEPTEMBER 16, 2022

Return Sign & Name Tag Credentials Form

pros.TodaysBride.com/oct-cred

WEDNESDAY, SEPTEMBER 21, 2022

Order Additional Booth Rental Items

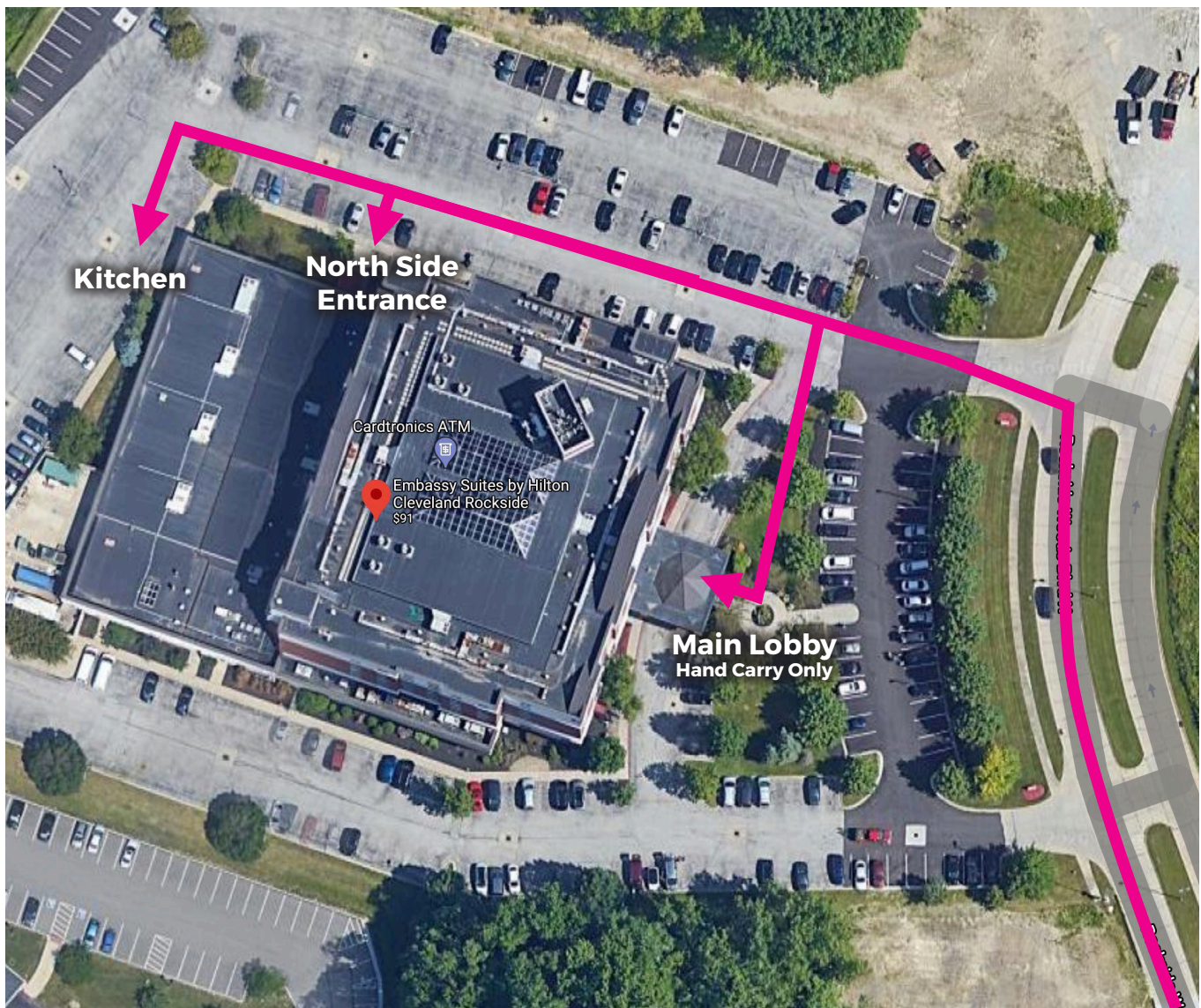
Call Angel at Miller's Party Rental at 330-753-9104 or email amk@millersparty.com to reserve. Rental fees apply.

MOVE-IN HOURS **Sunday, October 2nd** 8am - 11:45am
No early move-in without prior approval from Today's Bride. Proceed to the north doors of the hotel. Today's Bride staff will be there to greet you.

SHOW HOURS **Sunday, October 2nd** 12pm - 4pm
There will be a silent opening of the doors to the public at 11:45am, so make sure your booth is ready to go!

MOVE-OUT HOURS **Sunday, October 2nd** 4pm
Vendors may begin to dismantle their booth display (no earlier than 4pm) **Beginning to tear down early is strictly 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 the lobby). Optional unloading is available at the the back kitchen entrance or through the front lobby (hand carry only). See map below.



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Need electricity? Trash overflowing?
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an issue without leaving your booth!

MOVE-IN DETAILS

- ➔ Drive to the right side of the hotel and unload at the NORTH SIDE door. See map on page 3.
- ➔ A Today's Bride staff member will greet you and direct you to your booth, or to a better unloading area if needed. Exhibitors with only a few hand-carry items may come in the front lobby doors (no dollies or large equipment permitted).
- ➔ There will be some dollies available during move in, but we suggest bringing your own to ensure you have one while moving items to and from your booth space. No dollies will be provided during move out.

MOVE-OUT DETAILS

- ➔ Vendors may begin to dismantle their booths at 4pm.
- ➔ Beginning to tear down early is **strictly prohibited** and will result in a \$100 fine and forfeiture of the lead list!

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.

FOOD FOR STAFF

The hotel's restaurant will not be open during show time. You are welcome to bring your own food into the hotel for your staff.

PARKING

Parking is FREE in the Embassy Suites parking lot. Please park in the back of the hotel to save prime spots for show attendees.

IDENTIFYING BRIDES

For easier identification, engaged attendees will be wearing a TODAY'S BRIDE sticker. If a couple is wearing a GREEN STICKER they still need a reception venue, and probably many other services. If a couple is wearing a PINK STICKER, they already have a reception venue.



HAS A RECEPTION VENUE



NEEDS A RECEPTION VENUE

WI-FI

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

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PRESHOW PREP

10 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 new product
 - Taking deposits
 - Signing contracts
- Plan your Booth Design
 - Layout • Decor • Flooring
 - Banners • Signage • Electric Access
- 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
- Post online banner images promoting your booth and/or special at the show. They are located on the Exhibitor Manual website: pros.TodaysBride.com/October

3 weeks before the show:

- 400 Stuff-it Bag flyers delivered to Today's Bride by **September 9, 2022**

2 weeks before the show:

- Submit your Sign & Nametag Credentials Form by **September 16, 2022**
- 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, and show promotions
- 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

POSTSHOW PREP

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

- Electrical Cords & Surge Protector
- Mobile Device Chargers
- Sales Literature
- Business Cards
- Appointment Book
- Clipboards
- Booth Design Layout
- Dolly or Transporting Devices (Suitcase or Wagon)
- 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
- Hand Sanitizer
- Lead Collection Forms (or laptop/tablet)
- Breath Mints
- Good Selling Plan & Attitude

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BOOTH REGULATIONS

Below are the booth design regulation guidelines. For a SINGLE BOOTH, plan within a 9' x 8' due to vertical poles & bases taking up an extra foot.

NOTE: The October Wedding Show has a variety of booth sizes that may differ than 9' x 8'. Contact your sales rep for specific dimensions.

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.

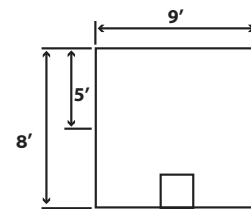
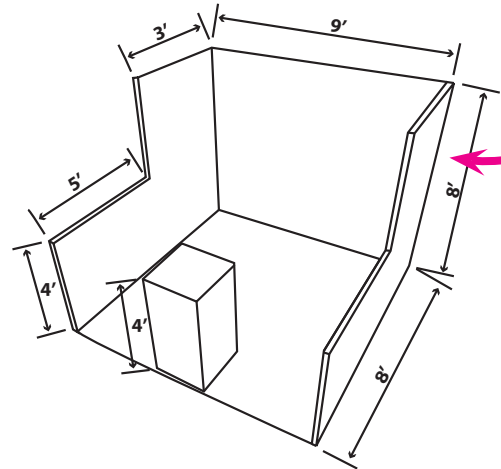
Don't position retractable banners at the front of your booth space. Move halfway back or towards the back.

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 displays extend into the aisles.
4. If you plan to uplight your booth backdrop, you must bring or rent your own pipe & drape backdrop to place in front of the drape that is shared with the exhibitor behind you. The light will show through the thin curtain.

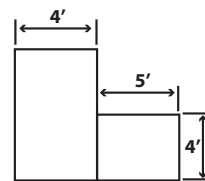
If you are concerned your exhibit is not within the above guidelines, give us a call at 330-670-9545. If your exhibit isn't within the guidelines, you may be asked to make changes during move-in.

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

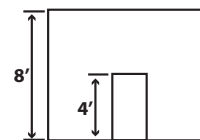
Signage may not read into neighboring booths.



Overhead



Left Side

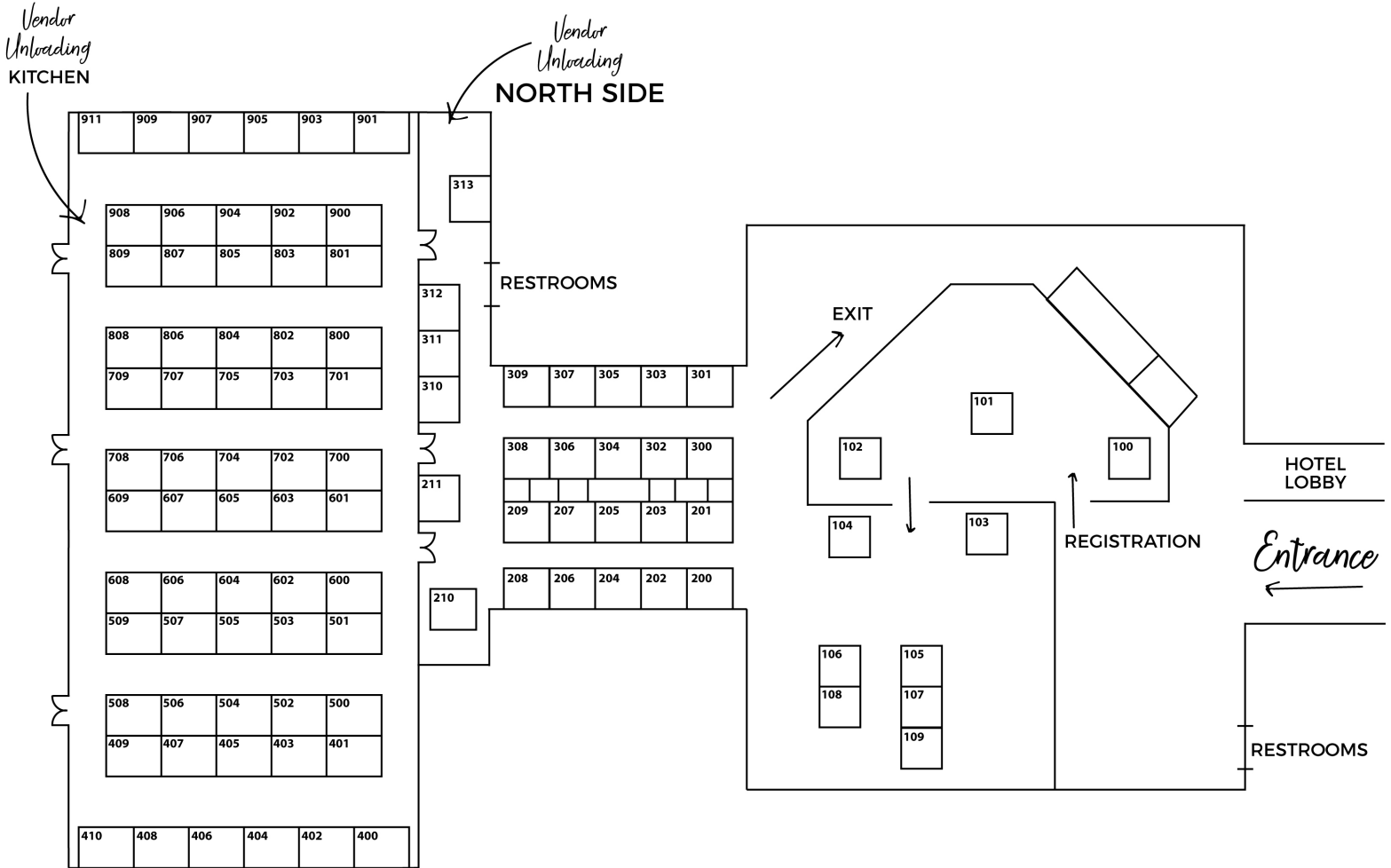


Front

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*Floor plan as of August 5, 2022. Subject to change.

THE RULES & REGULATIONS

NOTE: It is 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. Please read and adjust your presentation and set-up display if necessary.

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

1) Booth staff and all display materials **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. 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 Table Top Space.

3) **NO distribution** of any marketing materials is permitted in the event facility, outside of contracted booth space. This includes, but is not limited to: exhibit hall aisles, registration areas, seating areas, rest rooms, parking lot/garage or other event facility grounds.

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" acknowledgment of said businesses. The only exception is if the mentioned business is also an exhibitor at the current 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) **Exhibitors MAY NOT begin to take down their booth display prior to show close.** The take down, removal or repackaging of booth materials and/or displays during posted bridal show hours is strictly prohibited. Any set-up and disassembly 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, forfeit the show's lead list, risk approval to exhibit at future Today's Bride Shows, and be fined \$100. Additionally, guests pay admission for a show advertised with set hours of availability, and we must honor these hours.

8) **All food and liquids to be served as samples** must be approved by both the facility and Jadlyn Inc./Today's Bride at least two weeks before the show. Distribution of samples without prior approval is not permitted and may result in dismissal of exhibit space at the show. Sample sizes are restricted to 2oz or less for food, 4oz or less for liquids. Alcohol is strictly prohibited. If using heat for samples, exhibitor must bring a Fire 10# ABC extinguisher to keep at said 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 an attendee 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.

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

FREE PROMO OPPORTUNITIES



GRAND PRIZE GIVEAWAYS

Donate a prize for Today's Bride to give away as a GRAND PRIZE to a lucky attendee and your business will be mentioned on the show's website, social media posts, and emails.

To be considered, the prize must be a minimum of \$250 and all-inclusive, not a discount or a payment required.

Winners of the prizes will be picked from the show attendees the following week. You will be introduced via email once winner has been selected.

If you're interested in donating a grand prize, email shows@TodaysBride.com (the sooner the better to maximize your exposure!)



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 and we'll post it on the show page. Several show specials will be peppered into emails and shared on Social Media.

Email the description of the show special to abbyf@TodaysBride.com.



FREE TICKETS

Each exhibitor will receive free ticket promo codes! We encourage you to pass these free tickets to your clients inviting them to see you at the show. Do not post the codes publicly online! The codes must be redeemed online and will not be accepted at the door.

The tickets were mailed in your Exhibitor Manual packet.

If you need additional digital codes, please email shows@todaysbride.com.

PROMOTE YOUR EXHIBIT (and show special) before the show to improve your success!

Link to the Today's Bride Facebook page or share the Facebook event.

Tag **@TodaysBride** in your posts on Facebook and Instagram for us to share.

Use **#TodaysBride** on Instagram posts to start a trend and see other like posts.

Email your prospects inviting them to the show to see your work! Offer to give them free tickets.



@TODAYSBRIDE // #TODAYSBRIDE

EXHIBITOR SERVICES

SIGNS

Today's Bride now offers custom design and 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 and signs, logo table covers, canvas wraps, and 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

RENTALS

Miller's is the official decorator for the Today's Bride Wedding Show, 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 beforehand.



Call **330-753-9104**

or email amk@millersparty.com with any questions and to place your order. Deadline to order is **September 21, 2022.**

Miller's
PARTY RENTAL CENTER



RTHAV
A DIVISION OF ROCK THE HOUSE

AUDIO VISUAL RENTALS

Rock The House Entertainment is offering a special discount to all Today's Bride exhibitors on monitor rentals, truss, booth lighting, custom media creation, and more! **440-232-7625 // rentals@rthgroup.com**

PRINT



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



330-670-9545

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

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We are here to help you any way we can before, during 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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