

# Autumn WEDDING Show AT EMERALD DOWNS

The Auburn Tourism Board is once again hosting the Auburn Wedding Show at Emerald Downs on October 1 and 2, 2011. We are thrilled to inform brides in the South Sound of the many wedding venues and businesses that this area has to offer. We would like to invite you to participate in this year's event if you have a wedding related business or service. In 2010 we had a very successful show with 56 vendors and over 3,000 guests. With vendor applications already coming in we plan to expand our show to the 3<sup>rd</sup> and 4<sup>th</sup> floors at beautiful Emerald Downs. There will be a Fashion Show each day along with wedding related seminars.

The Tourism Board has a comprehensive Marketing Plan for the 2011 Wedding Show. Your company or service will be advertised through our website ([www.autumnweddingshow.com](http://www.autumnweddingshow.com)), along with other various advertising media. We can provide you with a list of last year's advertising venues. Follow-up surveys were sent to visiting brides and showed that our advertising targets were very successful.

There are many sponsorship opportunities for your wedding related business. With a down payment for a booth we can begin to advertise your business today. Please review the enclosed exhibitor space information form, contract and sponsorship information. If you are interested, complete the vendor application, **sign the contract** and fax or mail to the address below. If you have any questions regarding the event please contact me at [Debbie@auburnareawa.org](mailto:Debbie@auburnareawa.org)

Sincerely,

*Debbie Luce*

Auburn Tourism Marketing Coordinator  
Auburn Area Chamber of Commerce/Auburn Tourism Board  
108 S Division St., Suite B  
Auburn, WA 98001  
253-833-0700  
Fax 253-735-4091  
[www.auburntourism.com](http://www.auburntourism.com)  
[www.autumnweddingshow.com](http://www.autumnweddingshow.com)

## Rules and Show Guidelines

### **Booth Placement Policy:**

- ❖ Booth placement at the Autumn Wedding Show at Emerald Downs is on a first come first serve basis. We will do our best not to place similar businesses next to each other.
- ❖ Last year's booth space placement will be offered to returning Exhibitors in advance of new Exhibitors.
- ❖ All Exhibitors must provide WA State UBI number.
- ❖ Your business will be put on our website along with a link to your business as soon as your deposit is received.
- ❖ Set-Up Friday, September 30th, 11:00 a.m. to 6:00 p.m.
- ❖ Loading dock information will be sent to you prior to the Show.

### **Sublet and Combined Exhibits:**

- ❖ Exhibitors are not allowed to sublet or combine any portion of their exhibit space without prior approval from event Management.

### **Dispensing of Advertising Materials:**

- ❖ No exhibitor will be allowed to distribute literature or merchandise outside their exhibit area. Exhibitors may only display signs and dispense literature and advertising materials pertaining to their contracted business and service. Management will remove signs, literature, and business cards of businesses or persons not contracted with the Autumn Wedding Show, and may eliminate the offering Exhibitor from future shows.
- ❖ Prizes/raffles/merchandise giveaways must be cleared through Management.

### **Occupancy of Exhibit Space:**

- ❖ Your exhibit space must be staffed continuously from 10:00 a.m. to 5:00 p.m. on Saturday and 11:00 a.m. to 3:00 p.m. on Sunday.

### **Early Dismantle of Exhibit:**

- ❖ Exhibitors who begin to tear down before 5:00 p.m. on Saturday and 3:00 p.m. on Sunday will be eliminated from future shows. Tear down is only allowed when all guests are gone from the event floor. Carts will not be allowed on the floor until the appropriate time. This will be STRICTLY adhered to!

### **Aisle Restrictions:**

- ❖ No Exhibitor may obstruct the aisles, encroach on neighboring booths, or operate their exhibit in any manner which causes interference, annoyance or endangerment to other Exhibitors.

**Tape:**

- ❖ The use of single sided or double stick foam, cellophane tape or masking tape is prohibited on any surface at Emerald Downs.

**Height Restrictions:**

- ❖ All exhibits may not exceed 8' in height. If your display will exceed 8' in height or you will be covering your booth with a tent or fabric, you must request a variance from Management.

**Sidewalls:**

- ❖ Exhibitors are entitled to a reasonable sight line from the aisle regardless of the size of the exhibit space. Exhibitors may only block with displays half of their sidewall from back to front. No part of your sidewall may exceed 8' in height. No portion of your exhibit or any product can protrude into or encroach on the aisle.

**Garbage:**

- ❖ It is the Exhibitor's responsibility to remove your own garbage before, during and after the show. There is a dumpster and recycle area on the loading dock.

**In Booth Storage:**

- ❖ You may not store materials behind backdrops or drapes. All materials (such as flyers & brochures) must be stored under your table.

**Payment Schedule:**

- ❖ Total payment is required by September 1, 2011.
- ❖ Please make checks payable to the Auburn Tourism Board.

**Cancellation Policy:**

- ❖ Cancellations after August 1, 2011 received by mail, phone or internet will result in the Autumn Wedding Show Management retaining all amounts previously paid.
- ❖ Auburn Tourism Board/Autumn Wedding Show Management reserves the right to refuse exhibit space to any Exhibitor or potential Exhibitor.

**Emerald Downs Policy:**

- ❖ All Exhibitors in the Food Service Category are limited to serving sizes of 3 oz. or bite-sized portions. Non-Alcoholic beverages are also limited to 3 oz. portions.
- ❖ No alcohol beverages may be served at any time. **Not even sample tastings.**
- ❖ No on-site kitchen use is available at Emerald Downs.
- ❖ Parking will be provide FREE of charge for Exhibitors.
- ❖ Parking will be clearly marked.

**Provided Decorating Equipment:**

- ❖ 5 x 10 Booth – one 6' table, table cover and one chair. Pipe and drape included.

- ❖ 10 x 10 Booth – one 6' table, table cover and 2 chairs. Pipe and drape included.
- ❖ Show-colors will be cream and white.
- ❖ Additional chairs, table covers, tables will be sold at additional cost to the Exhibitor.

#### **Marketing Information:**

- ❖ The Auburn Tourism Board has a comprehensive Marketing Plan for the 2011 Autumn Wedding Show at Emerald Downs. Your company or service will be well advertised through our website ([www.autumnweddingshow.com](http://www.autumnweddingshow.com)), as well as radio, TV, and other forms of media. We encourage you to advertise that you will be an Exhibitor at the Autumn Wedding Show at Emerald Downs in your own marketing materials.
- ❖ Management will send you "Save the Date" Cards for you to display.
- ❖ The Auburn Wedding Show at Emerald Downs website will also be linked to other sites.
- ❖ Sponsorships are listed in the Autumn Wedding Show packet.

#### **Other Rules and Show Guidelines:**

- ❖ Wedding oriented products only.
- ❖ Security: The Autumn Wedding Show Management will provide security Friday and Saturday nights. It is recommended that you cover or put away your valuables.
- ❖ Signage: All Exhibitors will be given a booth number and sign. It is recommended that you bring your own signage as well.

#### **Lead List:**

- ❖ A lead list will be sent to you within three weeks after the Autumn Wedding Show.

#### **Confidentiality of List:**

- ❖ Exhibitor acknowledges that the list, information therein, and leads acquired at Exhibitor's booth is proprietary and confidential and release of lead information to non-authorized businesses may irreparably damage the Autumn Wedding Show. Exhibitor agrees to use the leads information only for its own purpose to solicit business for Exhibitor's contract product and services. The Autumn Wedding Show will mark any lead information it provides to Exhibitor with words that clearly put the Exhibitor and its agents on notice that the lead information is to be treated confidentially.

## Contract Agreement

Please read the above information carefully.

Both parties having a desire to enter into this agreement, and desiring to put the terms of their agreement in writing, do hereby signify their acceptance of these terms and covenant of this agreement by signing this agreement where indicated.

Exhibitor Business: \_\_\_\_\_

Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**Autumn Wedding Show at Emerald Downs**  
**Debbie Luce**  
**Auburn Tourism Marketing Coordinator**  
**108 S Division Street, Suite B**  
**253-833-0700**  
**Fax 253-735-4091**  
[Debbie@auburnareawa.org](mailto:Debbie@auburnareawa.org)  
[www.autumnweddingshow.com](http://www.autumnweddingshow.com)

**Please make all checks payable to the Auburn Tourism Board.**  
**We also accept MasterCard or VISA.**

# Autumn WEDDING Show AT EMERALD DOWNS

Does your company have a wedding related product or service that you want to promote to South Sound brides and their families? Please complete the form below and send it to Debbie Luce, Auburn Tourism Coordinator.

## Exhibit Booth Information:

All booths have pipe and drape and table cover:

- 5 x 10 Draped Booth \$375
- 10 x 10 Draped Booth \$475
- Electricity \$25
- Please check here if you are Auburn Business located within the Auburn City limits to receive a \$100 discount on Exhibit Booth**

The Autumn Wedding Show will be held in  
Auburn on Saturday and Sunday  
Sat. - 10 a.m. to 5 p.m. & Sun. - 11a.m. to 3p.m.

**October 1 & 2 2011**

At the beautiful and exciting

**Emerald Downs**

2300 Emerald Downs Dr.

Auburn, WA 98001

## Additional Sponsorship opportunities on the back of this form.

## Exhibitor Information:

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, State, Zip Code: \_\_\_\_\_  
Day Time Phone & Fax: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_  
Web-site: \_\_\_\_\_

## Payment Schedule:

- **\$100.00 Deposit is required. Total payment is required by July 1, 2011.**

## Cancellation Policy:

- Cancellations after August 1, 2011 received by mail, phone or internet will result in the Autumn Wedding Show Management retaining all amounts previously paid.
- Auburn Tourism Board/Autumn Wedding Show Management reserves the right to refuse exhibit space to any Exhibitor or potential Exhibitor.
- Signed Contract is required. You will be sent a contract after your application is received.

Contact Debbie Luce for more information – 253-833-0700

[www.autumnweddingshow.com](http://www.autumnweddingshow.com)

# Autumn WEDDING Show AT EMERALD DOWNS

COST	\$500	\$1,000	\$2,000	\$5,000	\$10,000
Name recognition in program	X	X	X	X	X
Logo on Autumn Wedding Show website		X	X	X	X
Banner ad on event website home page				X	X
Logo on 1,000 guest tote bags	X				
Logo on brochures, newspaper ads and posters			Small	Medium	Large
Logo on event program back cover			Small	Medium	Large
Ad in event program			¼ Page	½ Page	Full
2011 Emerald Downs Newsletters				Name	Logo
2011 Emerald Downs Race Programs				Name	Logo
Online marketing opportunities through Emerald Downs website				X	X
Name recognition in all Radio Spots				X	X
Name recognition in TV Spots					X
Event Name Sponsor					X
Includes 10 x 10 Priority Booth Space					X

For more information please contact  
**Debbie Luce, Auburn Tourism Coordinator**  
 Phone 253-833-0700 Fax 253-735-4091  
 108 S Division St., Suite B, Auburn, WA 98001  
[Debbie@auburnareawa.org](mailto:Debbie@auburnareawa.org) [www.AutumnWeddingShow.com](http://www.AutumnWeddingShow.com)