



BRIDAL FANTASY

EVENT RULES AND GUIDELINES

The following event rules and guidelines are issued to maintain an organized, safe, and profitable atmosphere for all exhibitors. Please contact Newell Fox at (352) 745-6136 if there are any questions.

1. For and in consideration of the fees specified, Florida Bridal Expo. (hereinafter referred to as "Show Management") grants each participating vendor (hereinafter referred to as "Exhibitor") a revocable license to occupy space in the contracted trade show (hereinafter referred to as "Show").
2. Exhibitor may enter Show facility beginning at 7:00PM on the day before if allowed by venue or 7:00AM the morning of the show. Exhibitor may use only authorized loading areas and must remove vehicles from loading area immediately after unloading and prior to setting up. Exhibit set up must be completed no later than 12:00PM. Should Exhibitor fail to occupy its space during the scheduled setup period, Show Management shall have the right to take possession of said space; however, Exhibitor shall remain responsible for full payment. Exhibitor may begin breakdown at 4:40PM and must be removed by 6:30PM on the day of the show.
3. Exhibitor personnel must dress in proper business attire and have a proper name tag or provided wristband. All exhibitors and/or related personnel who arrive after Show opens to the public must have a proper name tag or wristband to be admitted.
4. Exhibitor may demonstrate products and/or services, solicit orders, and distribute advertising material (including, but not limited to, signs, literature, and/or business cards) from their assigned exhibit space only and for products and/or services, which are associated in Exhibitor's normal operation of business. Distribution or display of materials from non-exhibitors is prohibited.
5. All displays erected for the Show must be free standing and may not exceed the boundaries of exhibit space. Exhibitor is prohibited from attaching anything to walls, columns, windows, or fixtures of show facility. Exhibitor is responsible for bringing all tools, materials, and additional items required for exhibitor's set-up not provided by the Show Management agreement or exhibitor may be subject to charges the day of the show. These charges will need to be paid before the doors are opened. This includes but is not limited to tape, rope, extension cords, power strips, additional linens, etc. Exhibitor shall leave space occupied in the same condition and with the same equipment, furniture, sign as at the time when first occupied.
6. Show Management reserves the right to restrict displays or method of operation that interfere with other exhibitors, and to prohibit or remove such displays and/or personnel that become objectionable and/or detract from the character or appearance of Show. The use of sound equipment is not a right. Show Management has the final say as to what level sound constitutes interference with others.
7. Distribution of samples of beverages, food, cake, or other edible items are subject to approval by Show Management and subject to any rules or restrictions set forth by the show facility. Exhibitors who distribute edible items must provide Show Management with a indemnity / hold harmless agreement and proof of liability insurance with limits of not less than \$300,000.
8. Reasonable precautions will be taken by Show Management to protect persons and property during Show; however, neither Show Management, show facility, nor representatives of any of the same, shall be responsible for the personal safety of Exhibitor or its representatives from injury, nor for the safety of the property of the Exhibitor from theft or damage. Exhibitor agrees to indemnify and hold harmless Show Management, show facility, and representatives of the same, for all claims by Exhibitor, Exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in Show. Exhibitor waives, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury, and any other act or failure to act of Show Management. Exhibitor must carry the proper liability insurance applicable to participation in a public show.
9. Exhibitor is charged with having knowledge of and compliance with all laws, ordinances, and regulations pertaining to licensing, sales tax, health, fire prevention, public safety, copyright, and the Americans With Disabilities Act. Exhibit decorations must be fire safe. If an Exhibit does not comply with these regulations, or otherwise presents a hazard or danger, Show Management may remove the exhibit without liability for refund of exhibit fees.

10. If payments are not made when due, Show Management reserves the right to terminate this agreement and reassign the space with out refund. All payments are nonrefundable and nontransferable; this agreement may not be cancelled unless agreed by Exhibitor and Show Management. Exhibitor shall pay a fee of \$30 if any check presented for payment is returned by bank.
11. In the event of adverse weather conditions, fire, casualty, disaster, labor disputes, bankruptcy, acts of God, or any other emergency beyond the control of Show Management, Show Management will, at its discretion, reschedule and/or procure alternate space for Show. Exhibitor agrees that the terms and conditions set forth in this agreement shall apply to any rescheduled date and/or relocation, and Show Management shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor due to such rescheduling and/or relocation of Show.
12. Except as specifically provided in this agreement, should Show Management fail to hold Show as herein provided or to furnish to exhibitor the space herein described, Show Management shall refund to Exhibitor all amounts paid hereunder and such refund shall be accepted by Exhibitor as complete settlement and discharge of Exhibitor's claims and demands.
13. Show Management will make best efforts to assign the exhibit size and location of Exhibitor's choice; however, Show Management reserves the right to alter the show floor plan and/or relocate the location of Exhibitor. In the event of the relocation of an exhibit space, Exhibitor shall receive a refund of the cost difference, if any, between the original and the relocated exhibit price. Exhibitor agrees that Show management shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor due to such relocation.
14. A list of attending brides will be made available to Exhibitor, provided Exhibitor has fulfilled all terms of this agreement. The list will be seeded to enable Show Management to monitor its use. Exhibitor agrees not to sell, lend, or otherwise transfer this list to any other business or individual. Exhibitor agrees to be held liable for any unauthorized use of the list and that the damages to Show Management resulting from each unauthorized use will be set at a dollar amount equal to that of Exhibitor's space in the show.
15. Shall litigation be necessary for Show Management to enforce any condition of this agreement, Show Management, in addition to any damages, attorney's fees and/or relief awarded, shall be entitled to receive interest at the rate of one and one-half percent per month from the date of breach for court costs and attorney's fees. Exhibitor agrees that jurisdiction, venue, and choice of law shall be Jacksonville, Florida.
16. The agreement between Show Management and show facility shall supersede the agreement between Show Management and the Exhibitor. Any promotional and/or instructional information provided by Show Management to Exhibitor is accurate as of publication; however, Show Management reserves the right to change or modify details of the Show without notice. Show Management may issue additional rules, or amend any existing rule, as it deems necessary for the orderly presentation of Show, provided such addition or amendment does not substantially diminish the rights or increase the liability of Exhibitor.
17. Show Management reserves the right to refuse entry or participation of any Exhibitor either before or after the start of the event for any reason. If the Exhibitor refuses to cooperate, security or law enforcement may be called to remove the Exhibitor without refund.
18. This agreement shall represent the entire agreement between Exhibitor and Show Management. Show Management shall not be bound by any representation or understanding not expressly set forth in this agreement. No provision of this agreement shall be modified except by the written mutual consent of the parties involved. Exhibitor, in accepting this agreement, or having same signed by a representative, acknowledges his, her, or their authority to do so and hereby assumes liability for the terms, conditions, and amounts stated herein. If any clause of this agreement is found to be invalid or unenforceable, the remainder of the agreement shall continue in full force and effect without regard to the invalidated clause.

The demand for photographing pictures during the fashion event has grown significantly over the years. Please be aware unauthorized photographers are asked not to photograph the fashion show. Different designers and local salons are naturally protective of their images and we are too of this event. Please inquire with us if you would like a press pass. Not everyone can receive one but you will need it if you are to photograph anything on stage.

Show day vendor registration starts at 7:00AM and ends at 10:00AM. Continental brunch will be served between 9:30AM and 10:00AM location is TBA. It is important for all booths to be set up by 12:00PM, doors open at 12:30PM. Please be sensitive to these times so as not to interfere with the other scheduled activities.

Thank you for your cooperation regarding these matters. The goal is to maximize this event for the benefit of everyone involved. Please contact Show Management prior to the event if there are questions with any of the above. In all matters, the Show Management is open to constructive suggestions. The Show Management also wishes you the absolute best at the upcoming event. Thank you again, and good luck at the show!