

## 2008 “*Say I Do*” Bridal Expo

Give your business a boost, reserve your booth today for the 2008 “*Say I Do*” Bridal Expo!

Dear Exhibitor:

Thank you for your interest in the 2008 "*Say I Do*" Bridal Expo. As a second life business owner you understand the importance of marketing to your target audience. Many of your fellow SL business owners have asked “how can we better reach customers and entice them to use our services”. At last there is an event that will let you showcase your business to potential customers with a need for your talent, services, and products all in one location. This two-week event will feature exciting activities and established Second Life businesses participating to offer services from bridal gowns to reception venues and everything in between. As an exhibitor you can choose from indoor or outdoor booths at our convention center location and you will have the opportunity to participate in scheduled events such as seminars and fashion shows. We encourage you to register as soon as possible to ensure your booth space is secured. Not only will you have a chance to meet with hundreds of prospective customers, but you will also have an opportunity to develop valuable networks with other service providers. Your business will be listed in our bridal expo program and you will also receive a listing of brides that visit the expo over the course of the two-week event. Don't miss this opportunity to showcase your business!

Best regards,

Bridal Expo 2008 Committee  
Tooley Renoir  
Aliciana Decosta

## 2008 “*Say I Do*” Bridal Expo

Where: Monogram Virtua (MV) Convention Center

When: Thursday, July 17<sup>th</sup> – Sunday, July 27<sup>th</sup>

Booth Price: \$2000L

Booth Price includes:

-10x10 booth space, 25 chairs and choice of inside or outside display area (first come first serve).

-Exhibitors can bring their own tables or a display table can be provided.

-Listing in our resource wedding program to be distributed to all attendees. Must confirm booth rental 10 days prior and provide logo to ensure being listed.

-Brides List for your marketing purposes

-Participation in all events (bridal fashion shows, seminars, parties, etc.).

Booth assignment:

-Booths will be assigned on a first come, first-serve basis based on receipt of your exhibitor contract and 50% deposit.

Exhibitor Move-In:

-Set up should be done between July 15<sup>th</sup> -July 16<sup>th</sup>. All booths must be set up prior to July 17<sup>th</sup>.

### Levels of Sponsorship

Platinum Sponsors \$ 7500L

-Name recognition throughout advertising campaign (radio, SLCN, websites, newspaper/magazine ads)

-Logo on banners, posters, & flyers Full-page advertisement in Bridal Expo Program. ----

-Name mentioned during Fashion Shows

-Information table at Bridal Expo

-Bridal Expo website with brief company write up

-Booth space at expo

Gold Sponsor \$ 5000L

-Logos on Banner, Flyers, & Posters Half page advertisement in our Bridal Expo Program

-Name mentioned at specific events (seminars etc.)

-Bridal expo website exposure

-Booth space at expo

- Silver Sponsor \$0L (prize donations)
- ¼ page advertisement in our Bridal Expo Program
- Name mentioned during event when prizes are given
- Booth space at expo

In order to avoid confusion, please be very specific on what prize(s) your business will offer. This will help us a great deal when meeting with the lucky winners. Prizes and giveaways will be awarded throughout the two-week event. The Bridal Expo is coordinated by business owners dedicated to providing a professional and elegant event that will allow businesses to showcase their services and products to a broad SL audience. We thank you in advance for your participation and your support to make this event a huge success!

Warm regards,

2008 Bridal Expo Management Team  
Tooley Renoir, Serenity Day Spa Owner  
Aliciana Decosta, Majestic Weddings GM & Fix Nightclub Owner

# 2008 “*Say I Do*” Bridal Expo

## Rules and Regulations

Exhibitors will be bound by the rules and regulations established by the 2008 Bridal Expo team.

1. No refunds will be made within 10 days of show. All refunds subject to a 20% service charge.
2. If the exhibitor fails to pay space rental fee by due date, or fails to comply with rules and regulations concerning use of exhibit space, management has the right to reassign the booth to another exhibitor.
3. Exhibitors are responsible for all property and items placed in exhibit space.
4. Exhibitors shall not exhibit any product or services other than that specified in the Application and Contract for the event.
5. All displays and/or equipment must be neat and attractive when viewed from the aisles or from adjoining exhibits.
6. Exhibitors will be required to rearrange or limit their displays if equipment, table, etc. cause congestion in the aisle or interfere with other exhibitors.

**EXHIBITS MUST BE FULLY COMPLETED PRIOR TO THE OPENING OF THE SHOW. ANY SPACE NOT CLAIMED AND OCCUPIED BY THEN MAY BE RESOLD, REASSIGNED OR OTHERWISE USED WITHOUT REFUND.**

2008 "Say I Do" Bridal Expo Exhibitor Contract  
July 17th, 2008 – July 28th, 2008

Name:

Business/Company name:

Location (SLURL):

Brief description of services/product:

Please attach a Texture of company logo (full perm): \*this will be used on the bridal expo website\*

Deposit Amount – A 50% deposit is due with your signed contract. Balance is due in full on July 1, 2008. Full payment is required with any contract received after July 1, 2008.

AGREEMENT (please read and sign below)

I have read the Exhibition Rules and Regulations and agree to abide by them. I understand that any change in information in this contract must be made in writing.

Name:

Date: