
NWA
Wedding  SHOW

Vendor Opportunity Guide

January 16, 2022

Four Points by Sheraton



WHY PARTICIPATE IN A WEDDING SHOW?

- **Build Credibility** — When potential clients see you at a show, they know you are a legitimate business and plan to be around to service their event.
- **Branding & Exposure** — Clients change every year. Each year you have to work to build your brand and let clients know why you are the best.
- **Your Competitors are there** — Give the client a chance to compare you side by side with the other vendors they are considering.
- **Networking** — There is rarely a time you will have the opportunity to have so many vendors in one room at the same time. Take time to visit them and see how you can work together.
- **Decision Makers Present** — Brides & Grooms bring their checkbooks and fellow decision makers and are ready to make decisions and book at wedding shows.
- **High Attendance** — Wedding shows have more Brides & Grooms present than any other type of vendor event, including Open Houses, Happy Hours etc.

WHY THE NWA WEDDING SHOW?

- **Long Running Wedding Show** — Founded in 2011 as the Event Nation Wedding Show, our show has a history of bringing in high quality and a high quantity of future brides & grooms to chat with local vendors.
 - **Two Day Set Up** — We offer you set up on both Saturday afternoon and Sunday morning.
 - **No Interruptions** — Brides & Grooms come to chat with you without any distractions or interruptions to take away from your time together.
 - **Advertising Investment** — We invest thousands of dollars into bringing potential clients in the door so you don't have to. We use a variety of strategies to get in front of brides & grooms including print ads, social media campaigns and radio.
 - **Multiple ways to connect** — We give you a chance to connect with brides & grooms before, during and after the wedding show.
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7 WAYS TO CONNECT WITH BRIDES & GROOMS

1. Exhibit space to showcase your talents.
2. Listing in our "show directory."
3. Website listing from registration until thirty days after the show.
4. Social media features for all vendors.
(must register at least 30 days before show)
5. Bridal Bag advertisements.
6. Contact list of attending brides emailed one week following the event.
7. Opportunity to participate in contests & giveaways.

ADDITIONAL OPPORTUNITIES FOR EXPOSURE

BRIDE'S BAG ITEM \$100 (Must purchase a booth space to participate)

- ◆ Promotional item included in Bride's Bag
- ◆ Must be 8 1/2 x 11 or smaller
- ◆ 200 items for August Show and 300 items for January Show
- ◆ Items must be delivered by 10:00 a.m. the morning of the show

BRIDE'S CONTACT LIST \$450

- ◆ Opportunity for those who are unable to exhibit in the show
- ◆ Contact information for all registered brides delivered one week after the event

CURBSIDE PARKING \$200 (Must purchase a booth space to participate)

- ◆ Great opportunity for vendors to park their vehicle, i.e. Limos, vintage cars, etc., associated with their business near the wedding show entrance for advertising



Please return to:
 NWA Wedding Show
 3641 South Avenue
 Springfield, Missouri 65807
 Email: Terrie@NWAWeddingshow.com

Company _____ Contact _____
 Phone _____ Email _____
 Website _____

Please list what services you provide (i.e. Venue, Catering, DJ, etc.)

Booth(s) Requested	Fee	Number of Booths	Total
January 16, 2022 8 x 8 Booth	\$400		
January 16, 2022 10 x 10 Booth	\$450		
Upgrade to Corner Booth	\$100	per booth	
Table Top Only (non-wedding, prior approval needed)	\$250		
Brides' Bag Item (must purchase booth)	\$100	1	
Curbside Parking (must purchase a booth)	\$200	1	
Multi-Booth Discount (Deduct \$25 per booth) i.e. 2 Booths = \$50 discount	Less \$25	per booth	
110 Volt Electric Orders placed 3 days or sooner to the event is subject to price increase & availability.	\$30		
Grand Total			

Each booth comes with 1 table NO linens and 2 chairs.

How many tables do you need (up to 1 per booth)? ____ How many chairs (up to 2 per booth)? ____

Invoices will be sent via Square to the email provided.

How are you paying? ____ In Full ____ 50 % Deposit ____ Flex Pay (only avail with cc)*

*Flex pay requires a \$100 deposit. Your balance is split into equal monthly payments due around the 1st of each month.

Paying by? ____ Credit Card ____ Check

Balances must be paid in full 30 days before the show.

I have read and agree to the terms & conditions for participation in the NWA Wedding Show Wedding Show.

X _____ **Date** _____

Wedding Show Rules & Regulations

SCHEDULE – January 16, 2022 Show

Vendor Setup

Saturday, January 15th from 2:00 pm to 5:00 pm
& Sunday, January 16th from 9:00 am to 11:30 am

Vendor Teardown

Sunday, January 16th from 3:00 pm to 5:00 pm

EXPO HOURS

Sunday, January 16th from 12:00 pm to 3:00 pm

Booths – Setup:

- Single Booth Size: 10' X 10' or 8' x 8' with a table NO linen and 2 chairs. Electricity may be ordered directly through the NWA Wedding Show.

Vendor Load-In/Out:

- Four Points by Sheraton has curbside load in by the ballrooms.

Fire Department Regulations:

- Regular 6' wide fire aisles must be maintained.
- No open flames (sternos allowed).

Show Regulations:

Vendors with Food or Beverages:

- NO ALCOHOL may be served, sold or distributed by any vendor at any time at the Wedding Show. Failure to comply will result in immediate dismissal from Wedding Show without refund.
- Sample sized food items or non-alcoholic beverages may be distributed by vendors during the Wedding Show. **Vendors planning to distribute food or beverages must sign the hotel's release** of liability to be kept on file and provide a floor covering for their booth space.
- Tape, nails, tacks or screws may not be used to attach displays or signs to floor, walls or ceiling.
- Exhibits will not be allowed in the Four Points by Sheraton outside of designated schedule above.
- Vendors are required to leave booths set up until the close of the Wedding Show. Vendors that begin dismantling booth prior to show close will forfeit receiving the Bridal Registration list via email and not be allowed to register for the following year's Wedding Show.
- All necessary power cords and interior booth lighting must be provided by Vendor.
- Each vendor must register with NWA Wedding Show upon arrival to set up the booth space.
- All aisle spaces must be kept open and shall not be used for exhibit demonstration purposes.
- Booth spaces must be kept clean and orderly.
- Signs must be freestanding or on an easel or mounted to the booth. Hanging signs will be allowed with approval of the show management. Questionable displays, signs, items or promotions will be removed as requested by NWA Wedding Show.
- No vehicles may park near the wedding show entrance for advertising unless curbside parking is paid for in addition to the vendor booth space. Vehicle must be approved by NWA Wedding Show.
- Only literature from contracted vendors will be allowed to be distributed. Violations will result in immediate removal from the event without refund.
- Any equipment causing excessive noise or annoyance will not be allowed.
- Smoking is not permitted inside the Four Points by Sheraton.

Wedding Show Rules & Regulations continued

Deposits and Payments:

- A deposit is required with the Vendor Order Form to secure booth space. Booths will not be held without a deposit or payment in full.
- If vendor opts for a deposit only, the balance must be paid in full 30 days prior to the show.
- Flexible pay options are available up to 90 days before the event. A \$100 deposit is required and payments equal to the balance of the event will be auto billed on the provided credit card on the 1st of each month with the final balance due 30 days prior to the show.
- Vendors signing up less than 30 days prior to the show will be required to pay in full at the time of contracting.
- All deposits and payments are non-refundable and non-transferable.

Vendor Terms & Conditions

1. Sydnie Grace, LLC , DBA NWA Wedding Show, may cancel contract at any time and reserves the right to refuse rental facilities of the Four Points by Sheraton and participation unless full payment is made, in advance, as outlined in the Wedding Show Rules & Regulations, under "Deposits and Payments".
2. **In the event of inclement weather, the show will not be cancelled. No refunds will be made to Vendor.**
3. It is expressly understood and agreed (a) that Vendor is an independent contractor and NWA Wedding Show shall exercise no supervision or control over the employees of the Vendor or others in the service of Vendor, and (b) that NWA Wedding Show shall provide no special services other than those specifically set out in Vendor Order Form. NWA Wedding Show reserves the right to approve all products/services displayed by Vendor. NWA Wedding Show further reserves the right to confiscate or demand removal of any and all products/services that NWA Wedding Show deems inappropriate. Refusal by Vendor to remove inappropriate materials may result in immediate expulsion of Vendor from the Expo.
4. It is agreed that Vendor will comply with all laws – federal, state and local, including all ordinances of the city of Bentonville, Arkansas – and all rules, regulations and requirements of the Police and Fire Departments, and any and all requirements specifically made by the Fire Marshall in connection with the exhibition and/or presentations occurring hereunder, and shall obey any other regulations of any municipal authority of the City of Bentonville, Arkansas. Vendor will obtain and pay for all necessary permits, licenses, taxes on tickets used in connection with the exhibition and/or presentations hereunder, and will not do or suffer to be done anything on said premises during the term of the Expo in violation of any such laws, ordinances, rules or requirements, and if the City of Bentonville and/or NWA Wedding Show calls attention of said Vendor or any person employed by or admitted to said premises by said Vendor, the Vendor will immediately desist from and correct such violation.
5. Vendor agrees that NWA Wedding Show shall be free and clear of all liabilities and expenses which Vendor may incur in connection with or during Vendor's use of the Four Points by Sheraton.
6. Vendor shall assume full responsibility for any damages done to the area rented by Vendor in the building or facilities which may occur during the period of time by Vendor.
7. In the event NWA Wedding Show shall, due to conditions beyond its control, find it impossible to provide the Four Points by Sheraton and facilities as provided herein, Vendor agrees that NWA Wedding Show shall be held harmless from any liability which Vendor may have incurred in connection with said rental of the premises. This provision includes building damage to such an extent to render the facility unfit for use as determined by NWA Wedding Show caused by fire, flood, tornado, wind storm, vandalism, civil turmoil or any other act over which NWA Wedding Show has not control. In the event of said damage to the building, NWA Wedding Show shall return Vendor's payment, less and amount representing the pro rate of expenses incurred by NWA Wedding Show on behalf of Vendor, and the agreement shall be void.
8. Vendor agrees not to transfer or assign any part of the premises, to any person, firm, organization or corporation, without the prior written consent of NWA Wedding Show.
9. All Vendors representing any type of product or service at the NWA Wedding Show must sign the Terms & Conditions with NWA Wedding Show. No products or services may be represented by any individual or business without acceptance of the Terms & Conditions.
10. **Booth Sharing: NWA Wedding Show does not allow sharing or subleasing. Every business that participates in the Wedding Show in any way must have a SIGNED CONTRACT with NWA Wedding Show. No sharing or subleasing. An example would be a florist providing a floral arrangement in exchange for placing cards or literature at the booth. THIS IS STRICTLY ENFORCED! All multi-business business must have a booth for every business represented at the standard rate per business. All literature in any form, must be from the business that has a contract with NWA Wedding Show.**
11. Cancellation by Vendor: In the event Vendor needs to cancel their commitment with NWA Wedding Show, Vendor agrees to forfeit all paid monies. No cancellation refunds will be made.
12. Setup and Teardown Times: Vendor agrees to abide by the times outlined by NWA Wedding Show in the Wedding Show Rules & Regulations for Setup and Teardown times. Failure to abide by these times may result in additional rental fees due to the venue.
13. **Early Teardown: Due to liability, a \$100 fine will be levied upon any business who tears down their booth before the GRAND PRIZE GIVEAWAY & ALL THE BRIDES HAVE LEFT THE BUILDING. In addition, the brides contact list will be forfeited. The second time the Vendor does not comply with this rule, they will be denied further participation with NWA Wedding Show. THIS IS STRICTLY ENFORCED!**
14. Deposits: If paying a deposit to reserve your booth space, all balances MUST be paid in full no later than 30 days before the show.
15. Door Prizes – Vendors may give away prizes although they are not required. Vendors must be responsible for providing their own door prize boxes & registration cards. If vendors would like the Show DJ to announce their booth winner, vendors must provide the winners name no later than 15 minutes before the end of the show.
16. Vendor agrees that the list of attending brides is not required to be made available to vendor by NWA Wedding Show and is not included in the booth rental. The list will be emailed to any vendor in good standing with NWA Wedding Show one-week following the show. Vendor agrees not to sell, lend or otherwise transfer names collected at the show, to any business or individual for any reason. Vendor agrees to be held liable for any unauthorized use of the list and names collected at the show according to the Vendor Contract with NWA Wedding Show.
17. NWA Wedding Show will assign booth numbers to vendors.