



EXHIBITOR CONTRACT

Please print legibly or type. All information is required and will be used in promotions, Tucson Bridal Magazine & Expo, and TucsonBridalMagazine.com.

Business Name: _____

Business Address: _____

City: _____ State _____ Zip _____ Business Phone: _____

Business E-Mail: _____ Business Hours: _____

Contact Name: _____ Contact E-mail: _____

Website address: _____

Mailing address (if different): _____ City: _____ State: _____ Zip: _____

SIGNATURE (I Understand the Terms of the Cancellation Policy And the Terms of the Rules & Regulations)

DATE

PREMIUM GRAND LOBBY PACKAGE (P1-P58)

- ❖ 8 X 10 Booth Jan/July \$1650*
- ❖ One (1) 8-foot table, linens & 2 chairs *(\$875 due Jan, \$775 due July)
- ❖ One (1) Identification Sign
- ❖ Directory ad in Tucson Bridal Magazine Jan Only \$975
- ❖ Six (6) month Preferred listing in Tucson Bridal Marketplace July Only \$875
- ❖ Attendee Lead List sent via email

GRAND BALLROOM Single Booth Package (Pink)

- ❖ 10 X 10 Booth Jan/July \$2300*
- ❖ One (1) 8-ft table, linens & 2 chairs *(\$1300 due Jan, \$1000 due July)
- ❖ One (1) Identification Sign Jan Only \$1300
- ❖ One (1) 1/6 pg ad in Tucson Bridal Magazine July Only \$1200
- ❖ Six (6) month Premium listing in Tucson Bridal Marketplace
- ❖ Attendee Lead List sent via email

GRAND BALLROOM Double Booth Package

- ❖ 10 X 20 Booth Jan/July \$2825*
- ❖ Two (2) 8-ft tables, linens & 2 chairs *(\$1525 due Jan, \$1300 due July)
- ❖ One (1) Identification Sign Jan Only \$1525
- ❖ One (1) 1/3 pg ad in Tucson Bridal Magazine July Only \$1425
- ❖ One (1) directory ad in Tucson Bridal Magazine
- ❖ Six (6) month Premium listing in Tucson Bridal Marketplace
- ❖ Attendee Lead List sent via email

Grand Ballroom End Cap (Green) Double Booth Packages have limited availability contact Liz Puentes for pricing & availability.

Motor Court Limo Package

- ❖ One 8 -ft table, linens & 2 chairs Jan/July \$1,500
- ❖ One (1) Identification Sign *(\$800 due Jan, \$700 due July)
- ❖ One (1) Directory Ad in Tucson Bridal Magazine Jan Only \$900
- ❖ Six (6) month Preferred listing in Tucson Bridal Marketplace July Only \$800
- ❖ Attendee Lead List sent via email Additional Vehicle \$350

HALLWAY PACKAGE – Galleria (T1-T15)

- ❖ 8 X 10 Booth
- ❖ One (1) 8-foot table, linens & 2 chairs
- ❖ One (1) Identification Sign
- ❖ Directory ad in Tucson Bridal Magazine
- ❖ Six (6) month Preferred listing in Tucson Bridal Marketplace
- ❖ Attendee Lead List sent via email

Jan/July \$1500*
 *(\$800 due Jan, \$700 due July)

Jan Only \$900
 July Only \$800

EXHIBIT SPACE REQUEST (indicate your 3 booth preferences): #1 _____ #2 _____ #3 _____. Space assignments are made on a first-come, first-served basis. Prior event's space is not guaranteed and booths will not be assigned until payment is received. Booth assignments are not guaranteed and are subject to change by Bridal Expo management; however, every effort to honor your request will be made.

TUCSON BRIDAL MAGAZINE Advertising Opportunities

Ad Size:	Jan Only or July Only	Jan/July Combo (per issue)
Inside Front Cover (8x10.875)	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750
Inside Back Cover (8x10.875)	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750
Back Cover (8x10.875)	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,250
Page 2-7 (8x10.875)	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750
Full Page (8x10.875)	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$1,875
2/3 Page Vertical (4.5X9.75)	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,575
1/2 Page (6.875x4.75/3.315x9.75)	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,175
1/3 Page (4.5x4.75/2.125x9.75)	<input type="checkbox"/> \$ 850	<input type="checkbox"/> \$ 775
1/6 Page (3.315x2.25/2.125x4.75)	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 350

WEBSITE (TucsonBridalMagazine.com) Advertising Opportunities

<u>Ad Size</u>	<u>Rate Per Month</u>
Leaderboard	<input type="checkbox"/> \$225
Social Marketplace	<input type="checkbox"/> Preferred - \$150 <input type="checkbox"/> Premium \$75

SUMMARY

	Grand Total	Due Now	Balance Due:
Tucson Bridal Expo Booth Package:	\$ _____	\$ _____	\$ _____
Tucson Bridal Magazine Ad:	\$ _____	\$ _____	\$ _____
Website (TucsonBridalMagazine.com):	\$ _____	\$ _____	\$ _____
Total Enclosed:		\$ _____	\$ _____

Exhibitor Contract and full payment of magazine and exhibit space must be received by Tucson Newspapers 30 days prior to show date. Expo and magazine package reservations made after deadline may not receive inclusion in the magazine. Cancellation policy may apply. See RULES & REGULATIONS for details.

PAYMENT INFORMATION

- Check # _____ Payable to Tucson Newspapers Attn: Advertising – Bridal Dept. 4850 S Park Ave., Tucson, AZ 85714
- Visa MasterCard Discover American Express Amount to charge: \$ _____
- Credit Card Number: _____ Exp. Date: _____
- Name as it appears on card (please print): _____
- Authorized signature: _____

Fax Contract with CC Payment to 520 573-4407 or Scan and Email to epunte@tucson.com.

BRIDAL EXPO SPONSORSHIPS

Presenting Sponsor (Category Exclusive)

- \$8,250 Per Expo
- ❖ 10x20 Booth (Endcap as available)
 - ❖ Logo on all promotion – Print/Online/Radio
 - ❖ Fashion Show/Stage Show (20-30 min)
 - ❖ Verbal recognition during Expo
 - ❖ Promoted in promotional ads as featured Sponsor
 - ❖ GOBOs on Fashion Show stage at Expo
 - ❖ One (1) insert(12x) into Bridal Kit
 - ❖ One (1) insert in Bridal Expo bag
 - ❖ Big Box rotating ad on TucsonBridalMagazine.com
 - ❖ Online video component - TucsonBridalMagazine.com
 - ❖ Online Directory Ad – TucsonBridalmagazine.com
 - ❖ Full page/full color ad in Tucson Bridal Magazine
 - ❖ Value ad (full page)

Registration Sponsor

- \$3,000 One Expo Only \$2,500 Per Expo (Jan/July)
- ❖ 8x10 Booth
 - ❖ Banner at registration desk
 - ❖ Logo on registration site
 - ❖ Name recognition on promotion (Print & Online)
 - ❖ Verbal recognition during Expo
 - ❖ One (1) insert (12x) into Bridal Kit
 - ❖ One (1) insert in Bridal Expo bag
 - ❖ Logo on the online registration site
 - ❖ Online Directory Ad – TucsonBridalMagazine.com
 - ❖ 10" newspaper ad w/spot color
 - ❖ Bridal Directory Ad – Tucson Bridal Magazine
 - ❖ 1/3 page full color ad in Tucson Bridal Magazine

Bridal/Quince Bag Sponsor

- \$2,500 One Expo Only \$2,000 Per Expo (Jan/July)
- ❖ 8x10 Premium Booth
 - ❖ Company logo on bags(must provide a vector eps file of logo or allow logo to be typeset)
 - ❖ One (1) insert in Bridal Expo bag
 - ❖ Name recognition on promotion (Print & Online)
 - ❖ 8" newspaper ad w/spot color
 - ❖ 1/3 page full color ad in Tucson Bridal Magazine

Picture Frame Sponsor

- \$500 Per Expo
- ❖ Use of two (2) Models, with option to display 2 to 4 dresses
 - ❖ Promotional Sign placed next to Frame featuring business name & booth location
 - ❖ Option to have models hand out promotional flyers
 - ❖ Verbal Recognition at Expo

Supporting Sponsors (Category Exclusive)

- \$4,000 One Expo Only \$3,500 Per Expo (Jan/July)
- ❖ 10x10 Booth
 - ❖ Logo on all promotion – Print/Online/Radio
 - ❖ Verbal recognition during Expo
 - ❖ GOBOs on Fashion Show stage at Expo
 - ❖ One (1) insert (12x) into Bridal Kit
 - ❖ One (1) insert in Bridal Expo bag
 - ❖ Leaderboard rotating ad -TucsonbridalMagazine.com
 - ❖ Online Directory Ad – TucsonBridalMagazine.com
 - ❖ 20" newspaper ad w/spot color
 - ❖ ½ page full color ad in Tucson Bridal Magazine
 - ❖ Bridal Directory ad – Tucson Bridal Magazine

Fashion Show Sponsors

- \$2,500 One Expo Only \$2,000 Per Expo (Jan/July)
- ❖ 8x10 Booth
 - ❖ Fashion Show (20-30 min)
 - ❖ Fashion Show production (music, timing, dresses etc.)
 - ❖ Verbal recognition during Expo
 - ❖ GOBOs on Fashion Show stage at Expo
 - ❖ Name recognition on promotion (Print & Online)
 - ❖ One (1) insert (12x) into Bridal Kit
 - ❖ One (1) insert in Bridal Expo bag
 - ❖ Online Directory Ad – TucsonBridalMagazine.com
 - ❖ 8" newspaper ad w/spot color
 - ❖ 1/3 page full color ad in Tucson Bridal Magazine
 - ❖ Bridal Directory Ad – Tucson Bridal Magazine

Tiara Sponsorship

- \$2,500 One Expo Only \$2,000 Per Expo (Jan/July)
- ❖ 8x10 Booth
 - ❖ Company logo on tiara bag
 - ❖ Name recognition on promotion (Print & Online)
 - ❖ Online Directory Ad – TucsonBridalMagazine.com
 - ❖ 1/3 page full color ad in Tucson Bridal Magazine
 - ❖ Bridal Directory Ad – Tucson Bridal Magazine
 - ❖ Verbal recognition during Expo

RULES & REGULATIONS

Electrical:

Electricity is **not** included in the exhibition booth package, and is provided separately by **Commonwealth Electric**. You may pay for and order electricity online at www.commonwealthexpo.com or call **Jennifer Willer at 520-623-2155**.

Schedule:

Tucson Bridal Expo hours are **11 a.m. to 4 p.m.** Set up time is between **8am – 10am** All booths must be staffed the entire time. Dismantling of displays cannot commence until **4 p.m.** Moving equipment through aisles while guests are on the floor is a safety hazard and is **prohibited**.

Exhibit Space:

Three exhibit space sizes are offered:

8' x 10'; 10' x 10' or 10' x 20'

Each exhibit space will be equipped with:

- ♦ 8-foot back drape; 3-foot side drape
- ♦ One 8-foot table, topped and skirted
- ♦ Two folding chairs
- ♦ One waste basket with liner
- ♦ One identification sign. **Please be sure that you have indicated your business name on the registration form exactly the way you would like your booth signage to read.**

A limited number of display areas are available in the outdoor entry adjacent to the Motor Court. Specific equipment and space provided is arranged with the individual exhibitor.

Exhibitors must contain their exhibits in the designated space. Exhibitors are not permitted to erect signs or display products in any manner that obstructs the view, block aisles or adversely affect the displays of other exhibitors. Please note, no display that presents a solid visual barrier may extend over the 8-foot back drape and no display may physically, visually or acoustically intrude over the 3-foot side drape.

In planning your booth, also note that additional charges may be levied on the responsible exhibitor for extra clean-up due to excessive debris, such as confetti, or other damages.

Additional Equipment:

Decorations, sound/electrical equipment or supplies must be provided by the exhibitor. Contact Arizona Cine Equipment 520-623-8268 for renting of additional equipment.

Parking:

One complimentary parking pass will be available for exhibitors during the Bridal Expo. The pass will be mailed out to Exhibitors 1 to 2 weeks prior to the show date.

Contracted Businesses Only:

Only the products, services and name of the exhibitor that contracts for the space may be displayed. Please note:

- ♦ Exhibitors may not display advertising at his/her exhibition space for businesses not participating in the Bridal Expo.
- ♦ No displays or non-related materials bearing any name or form of advertisement, other than that contracted for in the space occupied, can be displayed. Exhibitors who own multiple businesses may only display the contracted business.
- ♦ Exhibitors who own multiple businesses may purchase a 10'x20' double booth for a maximum of two businesses. Additional booth space may be purchased at the 10'x10' booth rate. Each business must be represented by a 10'x10' booth space.
- ♦ The exhibitor may not sell, sublet or share the space assigned.
- ♦ Exhibitors may not sell goods within their booth space.

All Bridal Expo exhibitors and their employees must confine their activities to their exhibit space. Handouts (including literature, souvenir items and promotional materials) may be distributed only from your display space – not from the aisle. All exhibitors must limit noise level to an acceptable level. Acceptable level is defined as low enough that two people 8ft. away from space can speak without having to raise their voices beyond a normal conversational level.

Confirmation of your booth space and additional information on parking, set-up and a specific agenda will be forthcoming.

Violation of these guidelines may be grounds for removal from the Tucson Bridal Expo without a refund and exclusion from future Tucson Newspapers events.

Bridal Leads:

A list of leads generated by event registration will be emailed to each exhibitor in attendance as an Excel spreadsheet at no additional cost. Leads are available on CD or as a printout for a charge of \$40. Please contact Angie Bush at 520-573-4480 or abush@tucson.com to order.

Cancellations:

Cancellations of either ad space and/or booth exhibit space after the deadlines for each Expo and Publication as listed above are subject to a **50%** charge of what reserved.

Tucson Newspapers reserves the right to edit, classify or reject at any time an advertisement or booth reservation submitted to its respective events and publications.

Exhibitor Initials: _____

**For more information contact:
Liz Puente – Bridal Events Manager
epuente@tucson.com
520 807-8469 Office
520 488-8095 Mobile
520 573-4407 Fax**