

Perfect WeddingGuide BRIDAL SHOW

Consistently bringing you the **LARGEST & finest** shows in **Baton Rouge!**

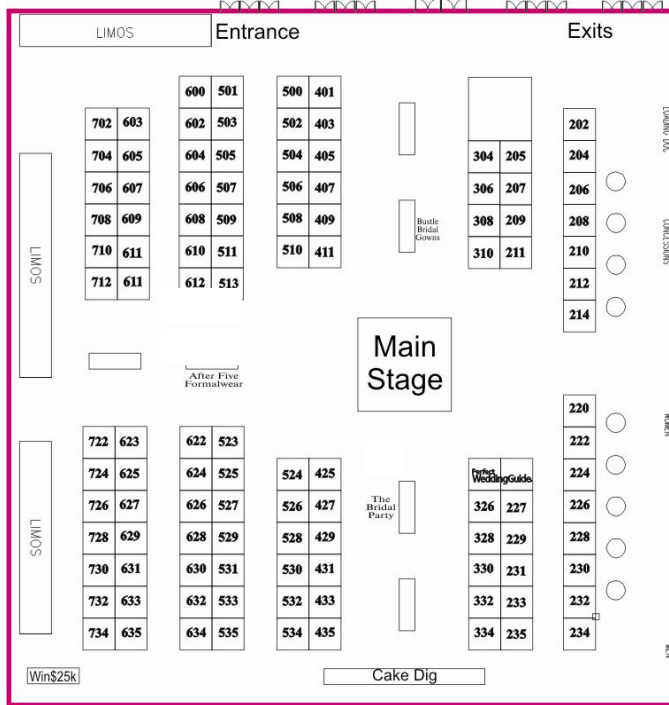
February 21, 2010
Baton Rouge River Center
Sunday 12:00 to 4:00 PM

Booth Setup ~ Saturday 9am-4pm & Sunday 7am-11am
Break Down ~ Sunday after the show

We deliver the most brides-

Our shows are created with you in mind! We know how important face to face time is with brides, and that's why we make the show all about YOU.

Perfect Wedding Guide produces top quality bridal shows. We deliver you the most brides, consistent traffic in vendor area, captivating fashion shows, jaw dropping promotions & giveaways. These shows give your business the opportunity to showcase your products and services, demonstrate your expertise, and increase store awareness generating sales from a qualified audience, **WITH MAXIMUM EXPOSURE.**



Advertising for the Bridal Show to Include:

- Bridal Guide Magazine -
- Perfect Wedding Guide -
- PerfectWeddingGuide.com -
- In-store promotions -
- Direct Mail - E-marketing - Television -
- Radio - Social Publications - and more!







Booth Space Includes:

- 10x10 Piped and Draped Exhibit Area
- 1 Skirted Table, & 2 Chairs
- Leads Database after the Show

Quality AND Quantity

We pride ourselves on bringing both the quantity of brides, through promotions and advertising, & quality brides, with paid admission and registrations, to our bridal shows to make your investment in both time and money well worth it!

Additional Publicity Opportunities

	Program Advertising \$50	Every bride, guest, and vendor receives a copy of the show program which lists schedule of events, floor layout, participating vendors, and sponsors. Stand out from the competition with a full color ad or coupon printed inside the program. Ad sizes are approximately business card size.
	Goodie Bag Stuffers \$100	Every bride looks forward to her Goodie-Bag. The first 500 brides will each receive a bag filled with samples, coupons, and other goodies. Don't miss the only way to ensure your info gets into the brides' hands, even if she missed your booth.
	\$25k Vault Sponsor \$250	Be a part of the PWG Prize Vault with a \$25k wedding locked inside. The first 300 brides to enter the show will receive one 5-digit guess. If it is right, the bride wins! One sponsor per category in the contest. Posters, signage, website, and radio promos will support the contest.
	Stage Sponsorship \$500 Cash \$500 GC's	Have your name front and center. All stage sponsors receive special recognition as well as additional opportunities to be in front of the crowd either in the fashion show or special on stage activities. Stage banners will list all participating vendors as well as additional exposure on the website. *(Models not included)
	PWG Magazine Half Page \$800/Issue Full Page \$1200/Issue	Don't miss the opportunity to be in PWG's next issue and receive a \$250 booth credit. Advertising agreements are for one year which includes Spring, Summer, and Fall issues. We circulate 10,000 copies each issue in over 200 distribution points across South Louisiana. With your PWG print ad, you also receive web listing, and 24/7 access to our bridal leads database.
	Standard Door Prize Value \$25+	The minimum required level of give-a-way. These prizes are used in drawings and may be included in gift packages for the brides. Door prizes will be given away throughout the day at the Susan G. Komen booth.
	Cake Dig Prize Value \$150+	Our signature event and grand finale of the day is the most exciting event for the brides. We select 75 brides through drawings, raffles, auctions, and other give-a-ways to compete for your prizes by digging through cake! Your company and prize will be promoted on the web, during the show, and in the program.

Perfect
WeddingGuide
BRIDAL SHOW

FEBRUARY 21, 2010, 12 to 4pm
 Baton Rouge River Center

Company Name: _____ Contact: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____

Booth Pricing: (check all that apply)

10x10 Booth \$900
 Additional Booths \$500/each booth
 Corner Booth \$100/each booth
 Bridal Library - 6 Mo. \$300
 25k Vault Sponsor \$150
 Bag Stuffers \$50 (vendor provided flyers/brochures)
 Stage Sponsorship \$250 (models not included)
 DISCOUNT \$-250 PWG Advertiser
 I am interested in advertising in Perfect Wedding Guide
 Pkg 1 - Full Page Ad, 3 Shows, Platinum Listing - \$387.50/mo
 Pkg 2 - Full Page Ad, 2 Shows, Gold Listing - \$360/mo
 Pkg 3 - Half Page Ad, 1 Show, Silver Listing - \$262.50/mo

Booth Choices: 1. _____ 2. _____ 3. _____

Electricity* Now paid to River Center (\$85 in adv, \$100 day of)
 Extra Table \$60
 Extra Chair \$10
 Carpet per booth \$75
Total Due

 Less Deposit/Payment

 Balance/Final Payment (30 days prior to show)
\$250 Minimum Deposit Required to Hold Booth Space
 Check# _____
 Please charge to my credit Card (if billing address for card is different from above, please note billing address above):
 CC# _____
 Expiration date: ____/____ Security code: _____
Please make checks payable to Perfect Wedding Guide.

PLEASE COMPLETE THIS PRIZE SECTION

Door Prize:

Cake Dive: A minimum prize value of \$150 (No further purchase required to redeem)
 Prize: _____ Value: _____ Exp Date: _____
 Standard Prize: A minimum of \$25 (Non-service related prize, no further action require to redeem)
 Prize: _____ Value: _____ Exp Date: _____

ALL EXHIBITORS AGREE TO PROVIDE AT LEAST ONE DOOR PRIZE FOR EITHER THE CAKE DIVE AND/OR A STANDARD PRIZE VALUED AT \$25 OR MORE. Door prize documentation must accompany agreement. All items should be held at booth until awarded. Bride will be issued a certificate to redeem with you.

I agree to adhere to all rules and regulations governing the execution of this agreement as stated in the PWG Bridal Show rules and regulation and give approval to be contacted via mail, email or fax as listed above. Acceptance of this application constitutes a contractual agreement between Exhibitor and Show Host(s). I acknowledge that I am aware of the rules and regulations. If I am receiving a PWG Advertisers' discount, I agree to pay the full amount of the Non-Advertisers rate should I cancel my agreement with PWG before the show date or reimburse PWG the amount discounted if after the show date. For a complete list of rules visit <http://www.pwvla.com/bridalshow/rules.pdf>

Cancellation Policy: Cancellations less than 30 days prior to the show are subject to a 100% cancellation fee. Deposit is non refundable. It is agreed that all rules and regulations of Perfect Wedding Guide Bridal Show shall be binding upon the parties unless in writing and signed by an official of Perfect Wedding Guide Bridal Show. This agreement is signed by both parties hereunto this _____ (today's date)

Print Name: _____ Signature: _____

PLEASE COMPLETE AND FAX OR MAIL TO:	Perfect Wedding Guide 17732 Highland Road, Ste G-206 Baton Rouge, LA 70810 Phone/Fax: 888-794-7941 sandi@pwg.com or jeff@pwvla.com
---	--

LOUISIANA BRIDAL SHOWCASE RULES AND REGULATIONS

LIMITATIONS ON DISTRIBUTION OF PROMOTIONAL MATERIALS AND SHARING OF BOOTHS Exhibitors will be permitted to demonstrate products and/or services, solicit orders, and distribute advertising materials (including, but not limited to, signs, literature, or business cards) only from their assigned exhibit space and *only* for products and/or services which are provided in the exhibitor's normal operation of business. Distribution or display of advertising materials from non-exhibitors, and distribution of advertising materials in aisles, registration areas, lounges, seating areas, or grounds of show facility is prohibited. Show Management reserves the right, at its sole discretion, to determine if a breach of this clause exists. Exhibitor may not assign its contract for exhibit space or permit any other person or company to use any part of such space without written consent from Show Management. Exhibitor agrees to be held liable for any unauthorized use of its exhibit space and that the damages to Show Management resulting from each unauthorized use will be set at a dollar amount equal to the fee for the Exhibitor's space in the show. Any print publications outside of Perfect Wedding Guide may not be displayed or distributed by any vendor at any time without prior permission.

BOOTH ASSIGNMENTS 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 reassign the location of Exhibitor. In the event of the relocation of an exhibit space, Exhibitor shall receive a refund of the cost differential, if any, between the original and the relocated exhibit. Exhibitor agrees that Show Management shall not be liable to Exhibitor for any other loss or damage suffered by Exhibitor by reason of such relocation.

ATTENDEE LIST A list of attending brides will be made available to eligible Exhibitors. This list will be coded to enable Show Management to monitor its use. Exhibitor agrees that the list shall remain the property of Show Management, and Exhibitor agrees not to sell, lend, or otherwise transfer the list to any other business or individual for any reason. Exhibitor agrees to be held liable for any unauthorized use of the list and the damages to Show Management resulting from each unauthorized use will be set at a dollar amount equal to the price of Exhibitor's space at the show.

EXHIBIT RESTRICTIONS/SAFETY ISSUES All displays erected for the show must be free standing and may not exceed the boundaries of exhibit space. Exhibitors are prohibited from attaching anything to walls, columns, windows, or fixtures of show facility. Exhibitor shall leave space occupied by them in the same condition as at the time when first occupied. Show Management reserves the right to restrict displays which, because of noise or method or operation, interfere with other exhibitors, and to prohibit or remove such displays and/or personnel which in the opinion of Show Management become objectionable and/or detract from the character or appearance of the show. The use of audio and/or video equipment is an exception to the rule, not a right, and Show Management reserves the right to determine at what point audio and/or video constitutes interference with others and must be discontinued. 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 materials, decorations, and display items must be fire safe. If an exhibit does not comply with the regulations, or otherwise presents a hazard or danger, Show Management may remove the exhibit with no liability for refund of exhibit fees.

SET-UP/BREAK DOWN Exhibitors may enter show facility for the purpose of exhibit set-up as per times given in exhibitor kit. Exhibitor **MUST** use authorized loading areas and remove vehicles from loading area immediately after unloading. Set up of exhibit must be complete no later than **one** hour before show opens. Should Exhibitor fail to occupy its space during the scheduled setup period, Show Management shall have the right to take possession of said space without liability for a refund of exhibitor fees. Exhibits may not be dismantled or removed before show has closed. In the event Exhibitor violates these provisions, Exhibitor shall be subject to a fine of \$100.00. Exhibits must be removed no later than 2 hours after show closes. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the show before conclusion of break down period.

EXCLUSIVITY/LIMITATION OF EXHIBIT CATEGORIES Show Management reserves the right to determine the eligibility of any company to exhibit in the show and further reserves the right to reject or cancel any application and/or limit the number of exhibitors in any category.

LIABILITY FOR DISTRIBUTION OF EDIBLE ITEMS Distribution of samples of food, cake, or other edible items is subject to approval of Show Management and subject to any rules or restrictions set for by the show facility (restricting the maximum sample size). Distribution of alcoholic beverages is prohibited without written consent from Show Management. Exhibitors who distribute edible items agree to assume all liability and indemnify and hold harmless Show Management, show facility, and representatives of the same, for damage or injury which might ensue by reason of such distribution, and must provide proof of liability insurance with limits of not less than \$1,000,000; \$5,000,000 if exhibitor is distributing alcohol.

LIABILITY AND INDEMNIFICATION Reasonable precautions will be taken by Show Management to protect persons and property during the show, however, neither Show Management, show facility, nor representatives of any of the same, shall be responsible for the personal safety of the Exhibitor or its representatives from injury, nor the safety of the property of the Exhibitor from theft or damage. Exhibitor waives all claims of every kind against Show Management, show facility, and representatives of the same including, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury or death, and any other act or failure to act of Show Management. Exhibitor agrees to indemnify and hold Show Management harmless from all claims, including expenses, damages, costs, and attorney's fees 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 the show, whether negligent or not.

PUBLICITY / USE OF PHOTOS OR VIDEO Exhibitor agrees that Show Management may list the Exhibitor in show promotional materials and use photography and/or video taken at the show for publicity purposes without compensation to the Exhibitor.

PERFECT WEDDING GUIDE AD POLICY If advertiser fails to submit ad materials by publication deadline or cancels this agreement for any reasons, advertiser loses any deposits or payments. Cancellation of this agreement must be in writing and received within 30 days of the print deadline otherwise all remaining balances are owed. PWG will provide one proof for those ads PWG designs. Corrections to the proof must be returned by print deadline or ad will be produced with said proof. Additional contract requirements and restrictions may be found on the back of the official PWG advertiser agreement.

AMERICAN WITH DISABILITIES ACT Any Exhibitor requiring assistance under the Americans with Disabilities Act must notify Show Management in writing no later than 30 days prior to the show.

EMERGENCY SITUATIONS In the event of adverse weather conditions, fire casualty, disaster, labor disputes, acts of God, or any other emergency situations beyond the control of Show Management, Show Management will, at its discretion, reschedule and/or procure alternate space for the 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 by reason of such rescheduling and/or relocation of the show.

PAYMENT TERMS/CANCELLATION POLICIES Exhibitor shall not be permitted to bring any equipment or display any material into the show without prior full payment. If payments are not made in accordance with the due dates specified in this agreement, Show Management may terminate this agreement and reassign space to another exhibitor. Exhibitor shall pay a fee of \$30 or maximum allowed by law for any payment returned by bank. Cancellations received in writing 30 or more days prior to the event will be accepted and a credit of up to one half of the booth fee will be issued. The deposit being 50% of the TOTAL amount due. No credits will be issued for cancellations received within 30 days of the event. Show Management reserves the right to cancel this Exhibitor agreement for any reason by giving 15 days written notice to Exhibitor. In the event that Show Management cancels this agreement, the liability of Show Management shall be limited to a return of any amounts paid by Exhibitor without interest or penalty. A late charge of \$25.00 will be applied to overdue accounts.

COLLECTION / LITIGATION Shall litigation be necessary for Show Management to enforce any condition of this agreement, Show Management, in addition to any damages 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, court costs, and attorney's fees of 100% of the total Exhibitor fee. Exhibitor agrees that jurisdiction, venue, and choice of law shall be in the State of Louisiana.

CONFLICTING AGREEMENTS The agreements between Show Management and show facility, service contractor, and labor organizations shall supersede the agreement between Show Management and Exhibitor.

CHANGES AND MODIFICATIONS The promotional and instructional information provided by Show Management to Exhibitor is accurate as of its publication; however, Show Management reserves the right to change or modify details of the show without notice. Show Management may issue additional rules as it deems necessary for the orderly presentation of the show. Any rule may be amended at any time by Show Management provided that such amendment shall not substantially diminish the right or increase the liability of Exhibitor. 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 written mutual consent of the parties.

FAX AGREEMENTS For the convenience of the Exhibitor, Show Management will accept submission of this agreement via facsimile. The parties agree that, if a signed copy of this agreement is transmitted by facsimile, the facsimile copy shall be deemed to be an original document and fully enforceable there as.

SEVERABILITY 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.