

Perfect WeddingGuide BRIDAL SHOW

If you're interested in booking more weddings in 2010 and beyond, Perfect Wedding Guide Bridal Shows are a great way to connect to more brides in one afternoon.

Sunday, January 24, 2010

**12:00pm – 4:00pm
Atlanta Marriott Marquis**

Sunday, February 28, 2010

**In Partnership with:
AtlantaBridal.com
1:00pm-4:00pm
Dolce Atlanta Peachtree**

Sunday, August 22, 2010

**12:00pm – 4:00pm
200 Peachtree**

Multi Show Discount Special

\$100 show discount if you sign up for all 3 shows now!

How we market our show...

- Thousands of dollars in Radio Advertising
- Postcards to thousands of Brides
- Multiple ads throughout **Perfect Wedding Guide**
- Buy One Get One Free tear off ticket in Perfect Wedding Guide
- In store promotions including Postcards & Free Tickets
- Direct and continuous email campaigns to Brides
- Multiple On-Line Listings on Atlanta.PerfectWeddingGuide.com

What we offer Brides...

- Opportunity to meet face to face with a variety of respected wedding vendors
- A fun and easy way to plan their wedding and get great ideas all in one place and in one afternoon
- High end fashion shows
- Fabulous Grand Prizes & Thousands of dollars in door prizes

Why you should participate...

- Perfect Wedding Guide bridal shows are the most attended shows in Atlanta
- This is fantastic opportunity for you to meet brides face to face and book more weddings
- You will receive the brides contact information (lead list) within 5 business days of the show
- Perfect Wedding Guide is an experienced professional producer of bridal shows for the past 11 years
- Experience for yourself what other vendors have called "the best wedding show" in Atlanta

Perfect Wedding Guide Successfully Connects Brides to Businesses! Here's your chance to connect and showcase your talents. Don't miss out!

**Contact Perfect Wedding Guide for more information:
Angela Hunt – 678-385-5965 or AngelaH@pwg.com.**



Photos in order by Video One/Photo One, Spectrum Photography

Bridal Show Contract

Company Name _____
 Category _____
 Contact Name _____
 Address _____ City _____ Zip _____
 Office Phone _____ Cell _____ Fax _____
 Email _____ Web Site _____

See Cancellation Policy on back.

Booth Options (Select all that apply)

SUNDAY, JANUARY 24, 2010 ATLANTA MARRIOTT MARQUIS 12pm - 4pm	SUNDAY, FEBRUARY 28, 2010 DOLCE ATLANTA PEACHTREE In Partnership with AtlantaBridal.com 1pm - 4 pm	SUNDAY, AUGUST 22, 2010 200 PEACHTREE/GRAND ATRIUM 12pm - 4pm
Sponsor \$1500	Sponsor \$1500	Sponsor \$1500
Advertisers	Advertisers	Advertisers
o Single Booth \$600	o Single Booth \$400	o Single Booth \$500
o Double Booth \$1100		o Double Booth \$900
AtlantaBridal.com Advertisers	AtlantaBridal.com Advertisers	
o Single Booth \$725	o Single Booth \$ 525	
o Double Booth \$1225		
Non - Advertisers	Non - Advertisers	Non - Advertisers
o Single Booth \$775	o Single Booth \$575	o Single Booth \$625
o Double Booth \$1350		o Double Booth \$1150
o Gown Sale + Booth \$1200	o Gown Sale + Booth \$1000	o Gown Sale + Booth \$1000
o Tabletop \$250	o Tabletop \$250	o Tabletop \$250
o Electric \$75	o Electric \$75	o Electric \$75
Sub Total \$	Sub Total \$	Sub Total \$

\$100 multi show discount if you sign up for all 3 shows now!

To take advantage of the multi show discount you must register for all 3 shows together.

\$100 discount not applicable after January 24, 2010.

Fax your contract to 678.385.5959

Payment

Sub Total (from above) \$ _____
 Minus Discounts (\$100 multi show) \$ _____
 Additional Booth Fees: \$ _____
 Total \$ _____

I will pay by check (payable to Perfect Wedding Guide and mailed to 400 Galleria Parkway, Suite 1500, Atlanta, GA 30339).

A \$200 deposit per show is due to hold your spot.

Balance for Jan. 24th show due by 12/23/09

Balance for Feb. 28th show due by 1/28/10

Balance for August 22nd show due 7/22/10

I will pay by credit card.

CC# _____
 Exp. Date _____ 3-digit verification code _____
 \$ _____ Amount to charge now
 \$ _____ Balance charged 1 month prior

If you do not receive confirmation on the receipt of this contract within 24 hours of sending it, contact us immediately.

Show Questionnaire

For January 24th, February 28th & the Fall Shows

Company Name _____

1. If you do not receive confirmation that we've received your contract within 24 hours of sending it, contact us immediately. You will also be sent information about the show in the weeks leading up to the show. We need to know the best way to reach you to ensure the information is received. How should we send you show information?
 - o Email _____ (must be checked regularly)
 - o Fax _____
2. Please mark all of the materials you will need for your booth. **YOU WILL RECEIVE ONE TABLE WITH LINEN (see page 1). We cannot accommodate any additional table needs. If you require an additional table please bring one with you.**
 - o I need ____ (how many) chairs. (2 max per booth)
 - o I need power (charges apply).
 - o I do not need ANY tables. This means you are providing all of your own "furniture" and materials.
 - o _____ (other need)

Please note that these items will be confirmed, as we get closer to the show. NO CHANGES will be made to these materials two weeks prior to the show (after confirmation of materials). And, absolutely NO CHANGES will be made on the day of the show. Be sure to think about your needs and let us know about them ahead of time so that we can accommodate you on the day of the show.

3. Where would you like you booth to be located? Please note that this is request and no guarantee is available.
 - o I would like to be located near the front doors. (limited availability)
 - o I would like to be located away from the front doors.
 - o I would like to be near _____ (vendor).
 - o Please don't place me near _____ (vendor).
 - o _____ (other).

4. Any additional comments:

Once again, we urge you to let us know any of your needs prior to the show. The venues or PWG are not responsible for making last minute arrangements or providing vendors with materials for their individual booths. We appreciate your understanding and look forward to your participating in the show!

Please fax back all of these materials (including page 5), along with your signature on the following page to 678.385.5959.

Important Terms (please initial each)

___ You WILL receive a written confirmation by email when you're contract is received. If you have not heard from us within 48 hours of sending in your contract, please contact AngelaH@pwg.com immediately to confirm receipt.

___ You must provide a \$200 non-refundable deposit to reserve your booth.

___ Cancellations less than 30 days prior to the show are subject to a 100% cancellation fee

___ To help protect the investment made by all bridal show participants, we ask that you refrain from promoting any other companies at your booth. This includes, but is not limited to, other company's signage, literature, business cards, brochures, attire, publications, post cards, etc. We ask that you use this space to promote your company's services, products and information only. If additional promotions are found at your booth, Perfect Wedding Guide will ask to confiscate those materials until the end of the bridal show. Thank you for your understanding of our efforts to give our paid participants the exposure from this show. If you would like more information or clearance for a certain request, please contact the Perfect Wedding Guide offices.

___ Written updates and information will come to you by email in the weeks leading up to the show. Be sure to provide a working email address that will be checked on a regular basis to ensure all correspondence is received in regards to the show. PWG cannot be held accountable for information that was sent but not received.

___ Attached to the contract, you will find options for your booth such as tables, chairs, etc. Please fill this information out and return it along with your contract to ensure you have all the materials you'll need for your booth space. Requests for changes to your choices will need to be made at least 2 weeks prior to the show date and changes CANNOT be made on the day of the show.

___ You must provide all of the materials for your booth. All utensils, plates, napkins, linens, tables, etc. must be provided by each vendor and is not the responsibility of the hotel/site to provide. Watch for information on the projected bridal turnout days before the show to plan accordingly!

___ Attached to the contract will be options for booth placement. We will do our very best to place your booth according to your wishes. Booth placements will be done on a first come first serve basis and PWG has the right to alter booth placements on the day of the show in case of emergency. We appreciate your understanding.

___ If you are a DJ or providing any sound on the day of the show, you are permitted to bring your equipment and set up your sound system, but we will ask that all DJ's turn down their sound completely. Why? With so much music and distraction in the room, vendors around the room have more difficulty speaking with brides. Our vendor exhibit room should provide an environment where brides and vendors can speak easily without distraction. Thank you for your understanding.

___ Door prizes with a \$50 minimum value are required. It must be a gift and not just money off of your services. Please bring it with you to the show and keep at your booth.

Company Name _____

Representative Signature _____

By signing above, you are agreeing to the terms of our bridal show.

**AGREEMENT FOR PARTICIPATION IN PERFECT WEDDING GUIDE BRIDAL SHOW
ADDENDUM "A"**

We agree that we shall not, directly or indirectly, use any bride, bride-to-be or other Perfect Wedding Guide Bridal Show attendee Data or any of the information contained therein provided to us by Perfect Wedding Guide (hereinafter referred to as PWG) (collectively, "Data") other than for our own internal purposes and exclusive use. We agree not to, directly or indirectly, sell, transfer, trade for barter, or otherwise disclose any Data to any third party. Except as provided in this paragraph, we shall hold any Data in strict confidence, and shall take reasonable measures to protect the confidentially and avoid the unauthorized use or disclosure of any Data. No copies or reproductions of any Data may be made unless approved in writing by PWG. We recognize that our violation of the paragraph could cause PWG irreparable harm and significant injury. Therefore, PWG Shall have the right to apply to any court of competent jurisdiction of an order restraining any breach or threatened breach of this paragraph and for any other relief available to PWG. We further recognize that PWG will suffer damages as a result of any use or disclosure of any Data in violation of this agreement, and that the exact amount of such damages is difficult to estimate. Therefore, we agree to pay PWG \$1,500 for each unauthorized use or disclosure of any Data. We agree that such amount constitutes a reasonable estimate of the damages that PWG will suffer as a result of our unauthorized use or disclosure of any Data and is not in the nature of a penalty.

In view of the selective and unique tie-ins involved between the parties to this Agreement we understand and agree that we may not amend this Agreement without the prior written consent of PWG , or terminate this Agreement other than for a material breach by PWG not cured within 30 days after notice thereof has been given to PWG. We understand that Bridal Show dates and locations, and our booth location at the Bridal Show may be subject to change at the reasonable discretion of PWG, and that any such change shall not be considered a breach of the Agreement by PWG.

We understand and agree that in the event we fail to do anything we are required to do under this Agreement (such as the failure to make a payment to PWG within 10 days of its due date), PWG may, by notice of default, declare all amounts due and owing under this Agreement to be due and payable forthwith, whereupon the same shall immediately become due and payable and shall bear interest at the rate of the lesser of 18% per annum or the maximum per annum rate permitted by law, from the date of the failure until such amount is paid in full. In the event of such a failure, PWG shall be entitled to any applicable remedy provide by lay or equity, including, but not limited to: (a) punitive, exemplary, indirect, special, incidental, and/or consequential damages, including lost profits, savings or revenue of any kind where or not such damages are foreseeable and/or we have been advised of the possibility of such damages; and (b) specific performance, injunction and /or court order. We agree to pay or reimburse PWG for tall reasonable costs and expenses (including reasonable attorneys' fees and expenses incurred) whatsoever, contingent or otherwise, that ma be suffered or incurred by any of them arising from or by reason of (a) any liability or obligation of ours, or claim against us, whether known or unknown or now existing or hereafter arising; and/or (b) an breach of any of our representations, warranties or covenants contained in this Agreement. This Agreement shall not be binding on PWG until an authorized officer of PWG has signed it. The effective date of this Agreement shall be the date it is signed by an authorized officer of PWG.

This Agreement shall be governed by and construed under the laws of the State of Georgia, excluding any conflicts of laws rule or principle that might refer the governance or construction of the Agreement to the law of another jurisdiction.

CANCELLATION POLICY: Cancellations less than 30 days prior to the show are subject to a 100% cancellation fee. It is agreed that all rules and regulations of Perfect Wedding Guide shall be binding upon the parties unless in writing and signed by an official of Perfect Wedding Guide. The agreement is signed by both parties.

HOLD HARMLESS CLAUSE: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

_____ **I have received and read page 5 of this contract**