



2011 REGISTRATION FORM

OFFICE USE ONLY

Salesperson: _____

Account #: _____ Booth #: _____

****ALL vendors MUST include certificate of insurance, naming Metro Group, Inc and The Event Center located on the Fairgrounds as additional insured.**

Fill in your business information as you would like it to appear in the Bridal Directory and ONE category you would like to be listed under.

Business name: _____ Phone: _____

Physical Address: _____

Billing Address: _____

Contact name: _____ Phone: _____

Email: _____ Website: _____

- | | |
|--|---|
| <input type="checkbox"/> Beauty Supplies/Stylist/Special Touch | <input type="checkbox"/> Florists |
| <input type="checkbox"/> Bridal Registry | <input type="checkbox"/> Homes/Home Interior |
| <input type="checkbox"/> Bridal Dresses & Tuxedos | <input type="checkbox"/> Invitations/Favors/Accessories |
| <input type="checkbox"/> Cakes & Desserts | <input type="checkbox"/> Travel/Hotel |
| <input type="checkbox"/> Catering Service/Banquet Facility | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Decorating Services/Rentals & More | <input type="checkbox"/> Photography/Video |
| <input type="checkbox"/> Entertainment/Music/Dance Lessons | <input type="checkbox"/> Other _____ |

PAYMENT:

- MasterCard Visa American Express Discover

**If downpayment is made by credit card, balance will automatically be billed to same card one week before show.*

Credit card # _____ 3 digit security code: _____ Exp. date: _____

Name of cardholder _____ Signature _____

- Check** **Please specify that the check is for the WNY Bridal Show or it will be applied directly to your account.*

Please make checks payable to: **Metro Group, Inc., Attn.: WNY Bridal Show, P.O. Box 790, Cheektowaga, NY 14225**

GENERAL RELEASE OF RULES AND REGULATIONS:

I/we the exhibitor(s) have read the "Rules and Regulations" included with this contract and agree to abide by all conditions. I/we the exhibitor(s) do expressly release Metro Group Inc. and the owners of the show site of and from any and all liability for any damage, injury or loss to any person, business or property which may arise from exhibition at said show. Furthermore, I/we shall not hold Metro Group, Inc. liable for any damage to wares or exhibitors or their personal property, or for loss or injury caused by products sold by exhibitors directly or through warranty expressed or implied. I/we, the exhibitor(s) give Metro Group, Inc. permission to use my name, business name, photographs, slides, videotape or image of exhibitor(s) and products for advertising purposes.

I have included my 50% deposit and agree to pay the balance due by September 1, 2011. I understand that if I do not pay the amount owed in full by September 1, 2011, my contract becomes null-and-void and any deposits made will not be refunded.

Signature: _____ Date: _____

"GOLD" SPONSOR \$2,000 \$ _____

"SILVER" SPONSOR \$1,000 \$ _____

MEDIA SPONSOR Trade \$ _____

GRAND PRIZE

I will provide a grand prize (\$500 minimum value) to be given away during expo. I understand my business will be listed on the prize page of wnybridalshow.com and in the welcome program.

Prize to be given away: _____ Value:\$ _____

DOOR PRIZE

I will provide a door prize (\$50 minimum value) to be given away at my booth. I understand my business will be listed on the prize page of wnybridalshow.com and in the welcome program.

Prize to be given away: _____ Value:\$ _____

BRIDAL DIRECTORY All ads include full color.

- Back cover ad (7.25" x 9") \$625.00 \$ _____
- Full page ad (7.25" x 9") \$525.00 \$ _____
- 1/2 page ad (7.25" x 4.25") \$345.00 \$ _____
- 1/4 page ad (3.5" x 4.25") \$205.00 \$ _____
- 1/8 page ad (3.5" x 2") \$130.00 \$ _____

BRIDAL DIRECTORY/BOOTH PACKAGES

All ads include full color. Includes a 10'x10' Booth.
Fashion Show Vendor add \$90 to any package.
Taste Vendor add \$40 to any package.

- Back cover ad (7.25" x 9") and Booth \$725.00 \$ _____
- Full page ad (7.25" x 9") and Booth \$675.00 \$ _____
- 1/2 page ad (7.25" x 4.25") and Booth \$595.00 \$ _____
- 1/4 page ad (3.5" x 4.25") and Booth \$555.00 \$ _____
- 1/8 page ad (3.5" x 2") and Booth \$530.00 \$ _____
- Fashion Show Vendor add \$90.00 \$ _____
- Taste Vendor add \$40.00 \$ _____

BOOTH ONLY

- Early Bird Rate \$435 \$ _____
- Regular Rate \$495 \$ _____

HALF BOOTH ONLY

- Early Bird Rate \$285 \$ _____
- Regular Rate \$345 \$ _____

FASHION SHOW VENDOR

- Early Bird Rate \$525 \$ _____
- Regular Rate \$575 \$ _____

"TASTE" VENDOR

- Early Bird Rate \$475 \$ _____
- Regular Rate \$525 \$ _____

* All vendors serving food MUST obtain a food permit from the Erie County Dept. of Health prior to the show (unless it is pre-packaged and opened by the consumer).

Please list items served and number of tickets required (tickets 50¢ each):
(vendor reimbursed at end of show)

Item 1: _____ # of tickets _____

Item 2: _____ # of tickets _____

Item 3: _____ # of tickets _____

BOOTH EXTRAS

- Corner booth space \$30 \$ _____
- Electricity \$25 \$ _____
- Additional 8' skirted table: # of tables _____ \$20 each \$ _____

FOOD SAMPLING

I plan to provide FREE samples of _____ at my booth
* All vendors serving food MUST obtain a food permit from the Erie County Dept. of Health prior to the show (unless it is pre-packaged and opened by the consumer).

"GOODIE BAG" ADVERTISER

1,000 bags stuffed with your pre-printed flyer or supplied gift and given to first 1,000 brides.

(Items MUST be delivered to any Metro office by Aug. 26)

- Vendor \$50 \$ _____
- Non-vendor \$100 \$ _____

BAG FLYERS

1,000 8.5"x11" flyers printed & stuffed into goodie bags.

(Stuffing charge included for vendors)

- 20 lb. white stock with black ink \$65 \$ _____
- 20 lb. colored stock with black ink. \$68 \$ _____
- Stock color: _____
- Add \$25 for colored ink (other than black) \$25 \$ _____
- Ink color: _____
- Add \$45 for black + 1 ink color \$45 \$ _____
- Ink color: _____
- Add \$15 for folding \$15 \$ _____
- NON-VENDORS Add \$100 for bag stuffing \$100 \$ _____

EXTRAS

- Add \$7.50 for lunch for booth-workers (day of show) provided by Carousel Foods at the Event Center
- _____ # of lunches \$7.50 each \$ _____

ADDITIONAL OPPORTUNITIES - NO CHARGE

- Limousine - One vehicle per booth allowed to park outside the Event Center
- Flower Arrangements at dining tables. (12 needed)
I will provide _____ arrangements.
- Additional decorative display area in Event Center for _____
- Ticket Location - I agree to have WNY Bridal Show tickets available at my business location.

Total	\$ _____
50% deposit due with contract	\$ _____
Balance due no later than Sept. 1 or contract will not be honored	\$ _____

DEADLINES:

Bridal Directory
Booth Deadlines - Early Bird
Booth Deadlines - Final
Goodie Bag Flyers

August 12
July 29
August 19
August 19