

BRIDEWORLD
(800) 600-7080

*The event is held on
Daylight Savings Sunday.
Remember to Spring Ahead
One Hour Saturday night!*

See Local Map on next page.
It shows locations for overflow parking
There is Free parking on city streets
available on Sundays.

BRIDEWORLD expo

SUNDAY, MARCH 14, 2010

Pasadena Convention Center (Hall A)
300 E Green St
Pasadena CA 91101
Green St. x Marengo Ave.

Move In Times: 7a-10a. Daylight Savings.
Loading Area: Enter from Marengo. See back->
Parking: Structure Prkg \$9. Free on street.
Expo Hours: 10am-4pm
Fashion Show: 12 noon and 2 pm.

SAVE TIME by printing driving directions, freeway map, and event floor plan at www.brideworld.com/events.mv

Before Your Arrival:

Exhibit spaces, tables, and chairs will be ready during the move-in hours designated above. Please read this entire form, review related materials, and print the driving directions from BrideWorld.com. There may NOT be anyone to telephone for directions or assistance on the day of the event.

Moving In:

Staff members with hand truck will offer loading assistance until 9:30 a.m. Exhibitors will be assisted on a first-come first-serve basis. Be patient if you encounter a short line. You may save time by carrying in or moving in your own property. Upon moving property to your space, immediately return to move your vehicle. **DO NOT LEAVE YOUR VEHICLE PARKED IN A LOADING AREA WHILE SETTING UP YOUR EXHIBIT!** Others will arrive behind you and be waiting to unload.

Moving Out:

Upon completion of the event, **PACK ALL YOUR PROPERTY** prior to moving. This will ensure the security of your property and the efficient use of carts and loading areas. Staff members with hand trucks will assist moving your property to the loading area. To avoid hazardous congestion, and comply with insurance regulations, **YOUR VEHICLE MAY NOT BE ALLOWED IN A LOADING AREA** until ALL of your property is packed and being moved or has already been moved to the loading area.

Protocol:

You are assigned to a designated exhibit area with strict boundaries. **YOU WILL NOT BE ALLOWED TO SOLICIT OR SET PROPERTY INTO THE AISLES.** All displays and property must be professionally and tastefully finished for the mutual benefit of adjoining and rear booths. ALL property must be fireproof or flame retardant. Your music, noise, and announcements must be kept at a volume level convenient for adjoining exhibits. Because visibility is a high priority for all participants, you **MUST** place property over 4' tall within the rear 3' feet of your space. Expo staff are available to assist with moving larger items that block the visibility of adjoining exhibits. The event manager reserves the right to remove property or exhibitors for non-compliance.

Answers to Most Frequently Asked Questions:

ELECTRICITY: The use of electricity is an optional service item. Each exhibit requiring electricity must be wired individually to meet state fire code, local safety codes, insurance requirements, and avoid circuit overloading. Order prior to expo to avoid expo-day processing surcharge.

MAILING LISTS: A compiled list of all registered brides is an optional service item. Data is delivered via email. Phone numbers are NOT included but email and mailing addresses are. Order prior to expo to avoid surcharge.

TABLES: Each exhibit includes 1 table (covered & skirted). A standard size exhibit includes an 8'x30" table. Smaller exhibits include a smaller table. Your table may be 6 or 8 feet long; and 18, 24 or 30 inches wide. Confirm or change table sizes (at no charge) up to three days prior to the expo. A 2nd or additional table is an optional service item (fee applies). Tables are limited.

SIGNAGE: You are responsible for all signage within your exhibit space.

DECORATION: BrideWorld uses ivory curtains and white table covers to create a blank canvas for your space. Decorate with your colors to impress.

DONATED PRIZES (optional): Your prize becomes a live commercial presented on stage and given away to a bride or guest, at one of the fashion shows. Deliver your prizes (2 per event day please) to Registration by 11 am with a simple short sales message typed and firmly attached. No coupons.

MEALS & BEVERAGES: Limited concessions are usually sold through the facility. Water will always be available. You may bring in outside food for your personal consumption (some restrictions apply). Please be courteous to those exhibitors offering food products intended solely for brides and grooms.

LITERATURE: While you may talk face-to-face with a few hundred brides in one day, you may also find that moms, grooms, family members, and visiting wedding professionals wish to pick up materials. Plan accordingly.

EXPO PASSES: You may save your bridal clients the admission fee by distributing FREE Expo Passes prior to the event. Please call for passes.

EXHIBITOR BADGES: Badges and passes are NOT required for you or your staff to be admitted. A simple hand stamp is used upon entering.

BRIDEWORLD.com

Review your company listing (for accuracy), other exhibitors, activities, floor plan, roadway map, and driving directions.

BrideWorld is committed to providing you with the most productive selling atmosphere possible. YOU MUST REPORT PROBLEMS IMMEDIATELY!

Marengo Loading Dock Procedures

From S. Marengo Avenue (between Green St. and Cordova St.) enter and then drive down the ramp that goes to the Loading Dock area. A parking attendant will assign you a temporary parking space in which you will have 30 minutes to unload your vehicle. Please:

- (1) Use caution when driving and walking in the dock area.
- (2) Unload your display and stock from your vehicle. Next, use one of the large freight elevators (elevator attendant to operate) to bring your display and stock up to the Exhibit Hall and then bring them out to your booth.
- Please do this within the 30 minute allotted time.
- (3) Remove your vehicle from the loading area.
- (4) Return and construct your display.

