

# Sonoma Wedding Show

131 Sunset Ave, Suite E134 Suisun City CA 94584 – 707.583.2355 – fax 707.583.2303  
web: SonomaWeddingShow.com – email: info@SonomaBridalShow.com

## **Vendor Agreement - Show Date(s): January 7, 2012 and/or September 23, 2012**

Company Name: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_ Deposit Paid: \$ \_\_\_\_\_ Balance Due: \$ \_\_\_\_\_

Payment Method: Business Check - Money Order/Cashier's Check - Visa/MasterCard/AmEx

SUBJECT TO THE TERMS AND CONDITIONS SET FORTH ON THIS FIVE PAGE AGREEMENT, AND ANY ACCOMPANYING ATTACHMENTS, WHICH ARE INCORPORATED INTO AND FORM A PART OF THIS AGREEMENT. UPON ACCEPTANCE BY SONOMA WEDDING SHOW (HEREAFTER REFERRED TO AS "SWS"), WE THE UNDERSIGNED, (HEREAFTER REFERRED TO AS "VENDOR") AGREE TO RENT BOOTH SPACE(S) FROM "SWS" FOR PARTICIPATION IN THE 2010 SONOMA WEDDING SHOW. VENDOR AGREES PARTICIPATION IS CONTINGENT UPON PAYMENT IN FULL OF BOOTH SPACE(S) NO LATER THAN 5 (FIVE) DAYS PRIOR TO CURRENT SHOW DATE AND THAT LOCATION AND PLACEMENT OF BOOTH IS ENTIRELY AT THE DISCRETION OF THE "SWS". UNLESS OTHER ARRANGEMENTS HAVE BEEN MADE IN WRITING.

Show Location: Santa Rosa Golf and Country Club, 333 Country Club Drive, Santa Rosa CA 95401

Vendor Name: \_\_\_\_\_ Title: \_\_\_\_\_

Vendor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

"SWS" Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## VENDOR / BOOTH OPTIONS

### Please Reserve The Following Bridal Show Date(s)

January 7, 2012  September 23, 2012  Both January & September (Save \$50)

*The deposit for one show is \$100 and the deposit for both shows is only \$150.*

### Booth Size Options

Price

- |   |                           |
|---|---------------------------|
| <input type="checkbox"/> Standard Booth Space 4' TABLE (5' wide by 7' deep) - | <b>\$445</b> – reg. \$595 |
| <input type="checkbox"/> Large Booth Space 8' TABLE (10' wide by 7' deep) -   | <b>\$595</b> – reg. \$795 |

### Vendor Show Options

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Bridal Bag Insert: | - | <b>\$95.00</b> WITH purchase of a booth                |
| <input type="checkbox"/> Bridal Bag Insert: | - | <b>\$295.00</b> WITHOUT purchase of a booth            |
| <input type="checkbox"/> Pipe and Drape     | - | <b>\$50</b> Limited (center row in the main ball room) |

Bridal Bag Insert Terms: 1.) Promotional item must weigh less than 8 oz. 2.) Vendor must produce and supply promotional item at vendors cost. 3.) "SWS" must receive vendor promotional item by 8am on the day of the bridal show. 4.) Max dimensions of item are 8.5" X 11" 5.) Cross-promotion is not allowed unless approved in advance.

### Vendor Booth Options

- |   |           |
|---|-----------|
| <input type="checkbox"/> I need linen for my table                                  | No Charge |
| <input type="checkbox"/> I need a table sign made with my business name and barcode | \$15.00   |
| <input type="checkbox"/> I need electricity supplied to my booth                    | \$25.00   |

(Power will be placed near your booth. Vendor must provide 25 ft. extension cord)

### Giveaways And Prizes: Great opportunity to further promote your business!

- YES – I am interested please contact me.

For additional exposure and marketing opportunities, vendors may choose to participate in giveaways at the Show. Prizes will be awarded onstage as well featured online. Prizes presented onstage should be at least \$500 in value.

A limited number of vendors can also participate as a sponsor of the "SWS". Sponsors will be mentioned in our advertising campaign including our radio spots as well as featured on the "SWS" web sites. If interested please contact a representative for additional information.

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## **Internet Listings:** No charge for current vendors

YES – I am interested please contact me.

NO – I am not interested.

The *Sonoma Wedding Show* includes a free online listing of your company, phone number, web site and email listing in your business category on our web site <http://SonomaWeddingShow.com>

## **Internet Listings Non Vendor:**

YES – **\$275** (No charge for current vendors)

NO – I am not interested.

The *Sonoma Wedding Show* non vendor online listing is an option for businesses that prefer to only advertise online and/or via our Bridal Bag Inserts. The term of the online (non vendor) listing is one year. Listing will begin within one week of date below. The online listing consists of your Companies Name, Phone Number, Web Site and Email Listing in your business category on our web site <http://SonomaWeddingShow.com>

## **Lead List:** No charge for current vendors

YES – Please email me the lead list.

NO – I am not interested.

The *Sonoma Wedding Show* provides vendors with leads via online and show bridal registration.

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Booth space is on a first come (deposit paid) first reserved basis.

Vendors understand that contests, giveaways and advertising methods may change or be canceled at “SWS’s” discretion.

**All paid vendors who participate in the our shows will now have their discounted booth space locked in for the following show if they reserve their booth space no later than five days after the current show date. After that time the discounted booth rate may longer be offered. The “Standard Booth” discounted price is \$445 (reg. \$595) and the discounted price of the “Large Booth” is currently \$595 (reg. \$795). When booking both shows with this agreement you also receive an additional \$50 discount on top of the current booth discounts.**

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Show Date(s): January 7, 2012 & September 23, 2012

## **Sonoma Wedding Show Payment Policy**

Payment for spaces utilized for the 2011 and/or 2012 **Sonoma Wedding Show** will be as follows: All Deposits are NON-Refundable, NON-Transferable. VENDOR agrees to pay 100% of the anticipated charges due to “SWS” prior to the start time of the event as noted above. Charges incurred above and beyond anticipated are due and payable to “SWS” upon the receipt of invoice. In the event a booth space is not paid in full prior to show date(s), reserved booth space and deposit shall be forfeited at VENDOR’S expense. All Payments are to be made payable to the **SONOMA WEDDING SHOW**.

A service charge of \$25.00 will be imposed on any checks returned for non-sufficient funds. “SWS” will pursue all legal and civil avenues allowable by law to collect the debt.  
(Please include Vendor Name on all checks)

**FINAL PAYMENT DUE NO LATER THAN 5 (FIVE) DAYS PRIOR TO CURRENT SHOW**

**Mail Check or Money Order to: Sonoma Wedding Show  
131 Sunset Ave. Suite E134  
Suisun City CA 94585**

### **Event Hours:**

8:00 A.M. to 10:45 A.M. – VENDOR MOVE-IN  
11:00 A.M. to 4:30 P.M. – WEDDING SHOW  
4:30 P.M. to 5:30 P.M. – VENDOR CLEAN-UP/MOVE-OUT

(We are arranging for early move-in time on Saturday as well, please ask if needed.)

“SWS”: For the purpose of this agreement, any mention or reference to the “SWS” means the Sonoma Wedding Show “SWS”, Suisun City, CA

### **BOOTH:**

The VENDOR will be rented an assigned space and an area not to exceed booth boundaries. No displays or signage will be permitted outside this space without written permission from show management. Management reserves the right to change booth assignment.

### **RENTAL:**

**The booth rental is exclusive to the VENDOR whose name appears on this agreement and no portion of the space can be sublet or assigned.** The VENDOR shall forfeit his right to the booth space, all rental monies paid and upon demand by management, pay any balance owing if the VENDOR fails to occupy, use the space, or have the exhibit completed and in place by the opening of the show.

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## Sonoma Wedding Show Rules and Policies – part 2

**RESTRICTIONS:** The management reserves the right to restrict or remove, without refund, any exhibits that have been falsely entered or deemed by the management to be unsuitable or objectionable. \*No smoking or drinking of alcoholic beverages is allowed except in those areas set aside for such.\* VENDORS using sound as a marketing devices shall do so in a manner not to disturb or affect the business of other VENDORS. P.A. Devices or microphones are strictly prohibited. \*VENDORS shall not use adhesives or fasteners in any way to affix any item to any portion of the “SWS”. \*ALL VENDORS ARE REQUIRED, AT THEIR EXPENSE OF MONIES OR EFFORTS, TO SECURE ANY LICENSES, PERMITS, OR MAKE ANY CONTACTS NECESSARY TO COMPLY WITH LOCAL HEALTH PERMITS, FIRE CODES, TAX COLLECTION AND PAYMENT REQUIREMENTS, AS WELL AS ANY CITY, COUNTY, STATE OR FEDERAL REGULATION OR LAWS THAT WOULD BE BINDING ON THE VENDOR. BOOTH CLOSURE BY ANY GOVERNMENTAL BODY WILL REFLECT SOLELY ON THE VENDOR AND NO REFUNDS WILL BE MADE.

**SAMPLING:** VENDORS may sample only products that they normally serve or produce in their business. Under no circumstances will samples be sold.

**CANCELLATION:** Should the VENDOR cancel this agreement for any reason, or should management deem the VENDOR in default or in violation of this agreement, all monies paid to management by VENDOR shall be retained by management. Further, any balances due shall be considered owing and upon demand, VENDOR will pay said balance to management. Should event have to be canceled due to an Act of God all monies paid by vendor will be refunded and Vendor will have no claim against “SWS”.

**INDEMNIFICATION:** By signing this agreement the VENDOR shall defend, indemnify and hold harmless the Sonoma Wedding Show “SWS”, the Santa Rosa Golf and Country Club.; their parents, subsidiaries, affiliates, directors, officers, employees, insurers, and agents herein from and against all claims, damages, losses and expenses, including attorneys’ fees arising out of or resulting from the acts, errors, omissions, conduct or operations of the VENDOR, provided that any such claim, damage, loss or expense (1) is attributable to bodily injury, sickness, disease or death or to injury to or destruction of tangible property, including the loss of use resulting there-from, and (2) is caused or is claimed or alleged to have been caused, in whole or in part, by negligent act, error, omission, conduct or operation of the VENDOR, or any sub-vendors, or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, or (3) is abused or is claimed to have been caused, in whole or in part, by any product sold or service rendered by the VENDOR, its agents, employees, or sub-vendors.

Total Amount Due: \$ \_\_\_\_\_ Deposit Paid: \$ \_\_\_\_\_ Balance Due: \$ \_\_\_\_\_

Payment Schedule: \$ \_\_\_\_\_ monthly until paid in full. - or - Charge my balance on: \_\_\_\_/\_\_\_\_/\_\_\_\_

Vendor Name: \_\_\_\_\_ Title: \_\_\_\_\_

Vendor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## 2011 Vendor Credit Card Information

Company Name: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Total Amount Due: \$ \_\_\_\_\_ Charge This Amount Today: \$ \_\_\_\_\_**

Make your payment online at " [SonomaBridalShow.com/deposit/](http://SonomaBridalShow.com/deposit/) " or complete the form below.

PLEASE CHARGE MY CARD THE AMOUNT BELOW ON THE DATE BELOW

Please Charge My Balance of \$ \_\_\_\_\_ on \_\_\_/\_\_\_/\_\_\_\_  
(automatic monthly payment can be set up upon request.)

**Payment Method: (Please Circle) Visa / MasterCard / AmEx / Discover / CHECK**

**Credit Card Number:** \_\_\_\_\_ **Credit Card Date:** \_\_\_\_\_

**Credit Card 3 or 4 Digit Code:** \_\_\_\_\_

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Show Location: Santa Rosa Golf and Country Club – Club Phone (707) 546-3485

Name on Credit Card: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Card Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## The “Quick Click” Stand

The Sonoma Wedding Show is offering a new and exciting way to increase our vendor’s name recognition and advertising. At the entrance of the Sonoma Wedding Show, there will be a large display containing all vendor business names. Beneath the business names there will be a barcode which contains each vendor’s basic business information. When a bride holds their smart phone up to the barcode, the phone reads the barcode and stores the information. With one click, a bride can use this stored reference to connect to your web page or contact you via email or phone. The barcode scanner app is available on most smart phones and easily accessible from the app store if not. Today’s tech-savy brides love the convenience and accuracy of the barcode option and we think you will too!

To participate in the “Quick Click” stand, please supply the requested information below.

Please use the contact information from page one of this agreement.

Your Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Web: \_\_\_\_\_

Brief Description: \_\_\_\_\_

This is a free service from the Sonoma Wedding Show, if you would like an additional barcode printed for your booth (Business Name and Barcode only) there is an additional \$15 charge.

All of your  
information  
converted  
into this →



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We welcome any suggestions or ideas you may have and will try to incorporate as many ideas as possible. Our goal is to make the Sonoma Wedding Show the greatest most elegant show in the CA and we would love to hear from you!

## **Suggestions - Comments – Ideas**

**Five complementary tickets are available upon request per business. If you have a bride/groom that would like to attend the show it is a nice gesture to offer them complementary tickets. This is not for you or your staff as you / they do not need tickets.**

**If you can display promotional items (small poster or announcement cards) in your store or store front please let us know and we will get marketing material out ASAP.**