

CAPE FEAR *Wedding* Show

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Sunday, October 30, 2011 12:00 to 4:00 p.m.
Wilmington Convention Center, Nutt at Hanover streets, Downtown Wilmington

EXHIBITOR GUIDELINES

The Cape Fear Wedding Show is a production of Cape Fear Images, Inc. All references to "the show," "show management" or "show staff" refer to Cape Fear Images or its representatives.

"Convention Center" refers to the facilities, management and staff of the Wilmington Convention Center. The show takes place in the Convention Center's exhibit hall and adjoining spaces.

Set-up and check-in

The Convention Center's exhibit hall will be open between 12 noon and 8 p.m. Saturday, Oct. 29, and between 8 a.m. and 12 noon Sunday, Oct. 30, for exhibitors to set up booths and exhibits. Exhibitors may unload their displays at the Convention Center's loading dock and/or vehicle ramp off North Water Street, following instructions by the Convention Center and/or show staff. After unloading, exhibitors' vehicles must be promptly removed from the loading area.

On-site parking is in the Convention Center's adjoining parking deck. A check-in table will be set up near the loading dock/ramp entrances. Exhibitors doing preliminary set-up on the afternoon before the show must secure their booth space and vacate the Convention Center by 8 p.m.

BE SURE TO PICK UP your vendor packet at check-in if you have not obtained it earlier.

Food and beverage guidelines

Exhibitors are not permitted to supply food or beverages in competition with the Convention Center's in-house concession stand, except for samples as provided in the following paragraph.

* Exhibitors in food and beverage service businesses, such as caterers, bakers, or wine merchants, may provide bite-sized or single-sip samples of their products, subject to Health Department and/or ABC regulations and prior approval by the Convention Center. See "Rules for food and beverage sampling" on page 2.

* Exhibitors may bring snacks, bag lunches or similar food items for their own personal use during the show set-up times. See "Set-up and check-in," above.

During show hours, food and drinks will be available for purchase from the Convention Center's concession stand, which is in the exhibit hall.

Move-out and clean-up

Exhibitors are not to begin dismantling or removing their displays until the show is closed to the public at 4 p.m. on Sunday. All displays, equipment and other exhibitor property must be removed from the Convention Center no later than 7 p.m. Sunday.

Exhibitors are responsible for removing all items, including trash and debris, from their booth space after the show. Exhibitors who expect to generate trash, such as utensils and paper goods for food sampling, are responsible for providing suitable waste receptacles in their booth space. All trash should be placed in the large waste bin near the Convention Center's loading dock door.

Professional attire required

Participating vendors, and their employees, associates, and any others representing them, are to wear appropriate business attire during the show. We suggest all black, all white, or a combination of black and white.

Exhibitor display space and amenities

All exhibits, props and other materials are to be kept within each exhibitor's 10 x 10-foot space, with the exception of transportation vendors who are displaying motor vehicles. Vehicles are to be placed in the exhibit hall only as directed by the show staff. Vendors are not to obstruct adjoining exhibits or aisles in any way. Exhibitors are not to dismantle or remove exhibits, or leave booths unattended, until the show closes at 4 p.m.

Cape Fear Images will provide, as part of the booth rental, one 8-foot banquet table or 5-foot round table with white linen for each booth, unless the exhibitor notifies us the table is not needed. Tables of other types, colored linens or other furnishings are the exhibitor's responsibility. Rental items may be secured directly from the Convention Center or through event-rental suppliers.

The exhibit hall's floor is smooth concrete. No floor covering will be provided. Exhibitors who wish to have carpet, mats or other floor coverings in their booth space are responsible for bringing them or securing them from an event-rental supplier.

Utility connections

Exhibitors requiring electrical power service and/or high-speed Internet connection are responsible for securing them in advance by direct arrangement with the Wilmington Convention Center. Exhibitors are responsible for supplying their own extension cords, line splitters and/or ethernet cables as needed for their exhibits. Exhibitors are responsible for determining their power needs and securing a connection with correct amperage.

Motor vehicle display

Exhibitors in relevant categories may display motor vehicles in the exhibit hall by prior arrangement with Cape Fear Images. Any vehicle displayed in the Convention Center must comply

with the Wilmington Fire Department's rules and regulations and instructions from the fire marshal. While vehicles are in the building, fuel tanks may not be more than one-quarter full and engine ignition systems must be disconnected from the vehicle's battery.

Rules for food and beverage sampling

Food vendors offering food samples must obtain approval from both the Convention Center and the Health Department.

Vendors proposing to offer food or beverage samples must complete a Sampling Distribution Form and submit it to the Convention Center's food & beverage director. Requests for food or beverage sampling must be submitted in advance of the show. Vendors may not offer samples without Convention Center approval. The form is available on the Cape Fear Wedding Show website at www.CapeFearWedding.com.

Vendors wishing to serve samples must also obtain a "Temporary Food Service Establishment" license from the New Hanover County Health Department. This applies even though the vendor has a restaurant or catering license. The temporary license must be applied for no later than Oct. 14, 2011 and costs \$50. Approved food vendors must have approved hand-washing, heating and/or refrigeration facilities in their booth and otherwise must meet all applicable county and state regulations. All food samples are subject to inspection by the New Hanover County Health Department. Food samples that do not meet with Health Department approval may not be offered to the public.

Drawings, give-aways and door prizes

Exhibitors are free to conduct their own prize drawings or otherwise make any discount offers they wish to offer to prospective customers, notwithstanding the following provision.

The show's organizers may select a limited number of the highest-value prizes offered by exhibitors to be given away in a show-wide drawing and promoted by our radio partners. These selected prizes will be mentioned in on-air promotional announcements in the days preceding the show, and will be announced by our celebrity MCs during the show. These prizes will be awarded by random drawing from all bridal registrations. To be considered for a show-wide drawing, a prize must not be conditional on any purchase, such as a discount on a photography or floral package, or a free item with another purchase. Items to be awarded as show-wide door prizes must be "free-standing" products or services that

carry no obligation for the winner.

On-site assistance

Exhibitors who have questions or need assistance during the show, set-up or move-out periods may contact the show staff at the registration tables. Show staff members will be identifiable by distinctive name badges. Members of the Convention Center staff will also be on site and available to answer questions or provide assistance with facility-related issues.

Space allocation & payment

Booth space will be allocated as far as possible according to the exhibitor's request, with those reserving space earliest having first choice. In case of conflict or over-booking, Cape Fear Wedding advertisers have priority in booth assignments over non-advertisers. If more requests for booths are received than the number of booths available, prospective exhibitors will be placed on a waiting list. Cape Fear Images reserves the right to reassign booths at its discretion for such purposes as avoiding placing competing vendors in adjacent booths.

For vendors who have made a \$200 down payment, the full balance of \$200.00 is due before Oct. 14, 2011. In case of non-payment, the booth reservation will be revoked and the booth space offered to prospective exhibitors on the waiting list. Refunds are solely at Cape Fear Images' discretion.

Sales leads and privacy

Exhibitors in good standing have access to Cape Fear Wedding's online database of bridal sales leads. Each exhibitor will be assigned a username and password to be used to access these leads. Personal information supplied as part of these leads is to be used only by Cape Fear Wedding Show exhibitors and Cape Fear Wedding advertisers to communicate with prospective brides and grooms about products and services for their weddings.

Vendors' use of sales leads is governed by the Privacy Policy as posted on CapeFearWedding.com. Data from registration cards collected at the show will be available to exhibitors within one week after the show. Delivery of sales leads is subject to the terms of the Cape Fear Wedding Show exhibitor agreement and of these Exhibitor Guidelines. Major violations, such as leaving a booth unstaffed or failing to clean up booth space after the show, may be grounds for denial of access to sales leads.