



Exhibitor Handbook - 2016



The Montana Made Wedding Fair is produced & promoted by
the Bitterroot Wedding Association
www.BitterrootWeddingAssociation.com

GENERAL SHOW INFORMATION

LOCATION: First Interstate Building at the Ravalli County Fairgrounds, 110 Old Corvallis Road, Hamilton, MT 59840

VENDOR RATES: \$150 per booth for BWA members, \$500 per booth for non-BWA members.

TICKET INFO: Attendees of the show will pay \$5 for general admission, and \$10 for early admission. Tickets are available in advance online [HERE](#), or at the door on the day of.

DEADLINES: March 1: Registration with limited categories (BWA members only)
April 1: Limited categories expand - begin adding wait list vendors (BWA members only)
May 1: Any remaining openings are made available to non-members
June 1: Payment for all booths is due
August 1: Artwork due for inclusion in Montana Made Weddings
September 1: Publication goes to "print"
October 1: Publication distributed

SHOW DATE: November 5, 2016

AGENDA: 10:00am - 11:00am Bridal Haus Consignment Boutique opens for early bird sale
11:00am - 4:00pm Montana Made Wedding Fair
4:00pm - 5:00pm 50% off Consignment Sale
4:45pm Main Prize giveaway

LOAD IN: Friday, Nov 4 12:00pm - 7:00pm Bridal Haus Item Drop Off
Friday, Nov 4 4:00pm - 9:00pm Wedding Fair Vendor Setup
Saturday, Nov 5 7:00am - 9:00am Wedding Fair Vendor Setup

LOAD OUT: Saturday, Nov 5 5:00pm - 8:00pm Wedding Fair Vendor Tear Town
Sunday, Nov 6 8:00am - 12:00pm Bridal Haus Item/Check Pick Up

DIRECTIONS: When you reach Hamilton via Highway 93, turn east on Fairgrounds Rd. Once you cross over the railroad tracks, take a left onto Old Corvallis Road. You will see the First Interstate building on your right. As soon as you've passed the building, take a right into the parking lot. The service entrance to the building is right there, as well.

WAIT LIST POLICY: In order to make the Montana Made Wedding Fair a better show for attendees, we want to make sure there's a wide variety of vendors exhibited. We have a small number of openings in each category for each vendor type. This year, the spots will be on a first come, first serve basis. Once a category is full, we'll begin a wait list. The wait listed vendors will be added after April 1st, as we continue to expand our categories according to what is best for the show. We are interested in creating a wedding show with value, that brides look forward to attending each year!

LEADS LIST: The list of leads provided by this show is the property of the Bitterroot Wedding Association & the Ravalli Republic (who is collecting the leads). The list will be shared with BWA members and show exhibitors. Sharing the list with outside vendors will result in fines, and exclusion from upcoming events.

MANAGEMENT: Bitterroot Wedding Association, PO Box 491, Stevensville, MT 59870, 406-219-7840, bitterrootweddingassociation@gmail.com, www.bitterrootweddingassociation.com
Producer: Autumn Kozimer, Events by Autumn, 406-880-0592 (cell)

CATEGORIES: We have 23 categories that we'd like to feature at the show. They are as follows, along with the initial quantity of vendors we're allowing in each category:

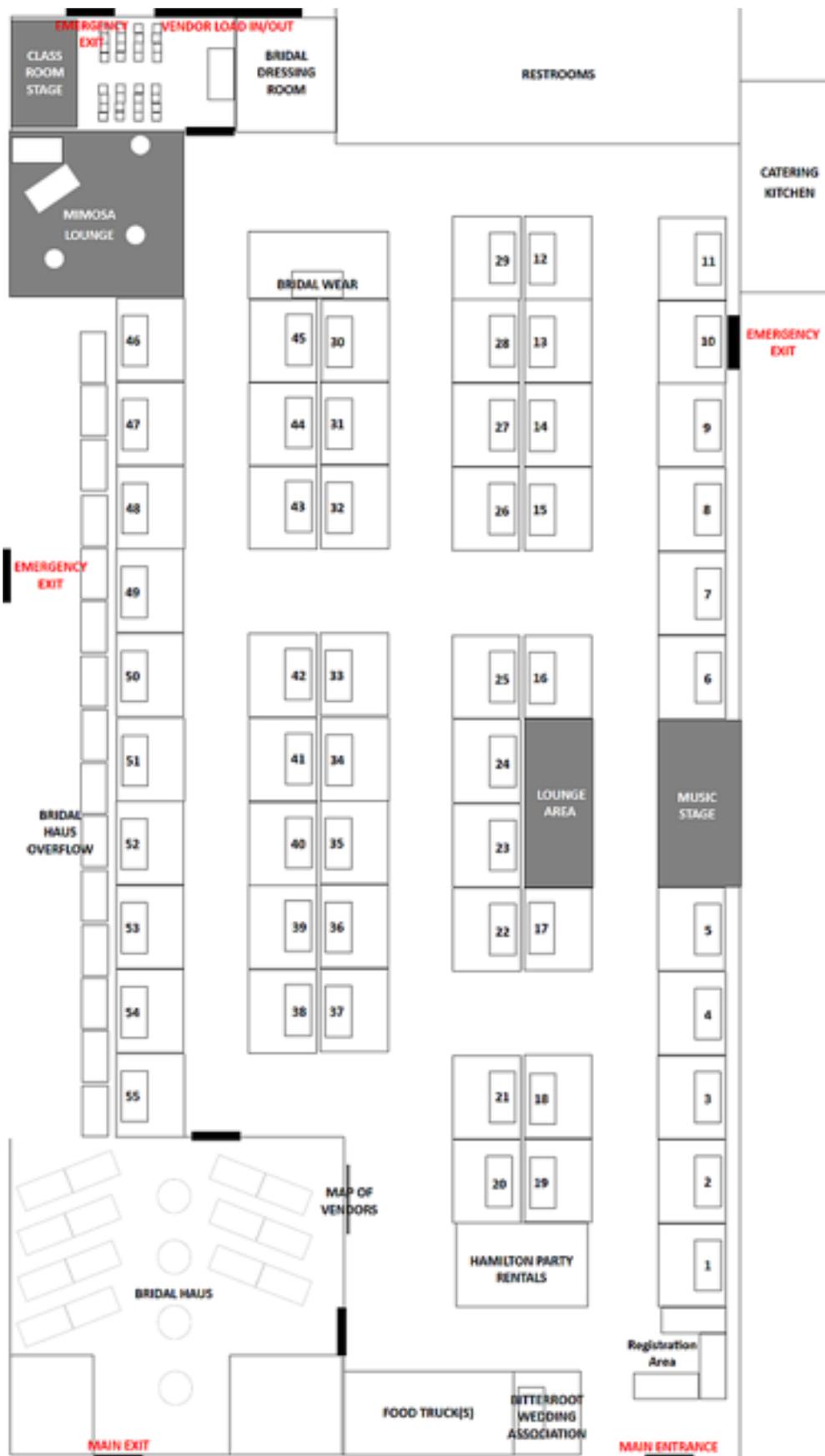
(2) Accommodations	(5) Equipment Rentals	(7) Live Musicians
(2) Activities	(2) Event Insurance	(2) Officiants & Chapels
(2) Apparel & Jewelry	(2) Event Planners	(4) Photography
(2) Bar & Spirits	(7) Event Venues	(2) Specialty Services
(2) Beauty & Spa	(2) Floral & Decor	(2) Transportation
(2) Cakes & Confections	(2) Gifts	(2) Videographers
(6) Caterers & Restaurants	(2) Honeymoon	
(2) DJ Services	(2) Invitations & Paper	

PARKING: We would like vendors to park in the lot near the service entrance to the First Interstate Building. All attendees will park in the front lot and along the street. All parking is free.

LODGING: We are working on reserving blocks of rooms nearby, in case you'd like to come in on Friday night, and stay for Saturday's show. Available rates are: \$_____ & \$_____. Call (406) _____ - _____ to make your reservations.

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MONTANA MADE WEDDING FAIR: VENDOR MAP



BOOTH INFORMATION

- INCLUDED:** The facility will be pipe & draped with grey/silver draping, creating a professional starting setup for each booth. Each booth is 8' deep x10' long, and includes one 6' banquet table with an ivory tablecloth. Your booth will be labeled with your business name, in the form of an 11x17 sign.
- WIFI:** The First Interstate building does have Wifi, and it is not password protected.
- GUIDELINES:** We ask that you do not make your booth taller than 8', or you may run into ceiling limitations. We also ask that your booth is not deeper than 8', or it will interfere with aisles. If for some reason your booth needs to be taller than 8' tall, please let us know when you're turning in your registration docs, so we can try to accommodate you.
- SUGGESTIONS:** *FLOOR COVERING:* The floor of the event space is concrete. We suggest adding a carpet to your booth area, to make it look "dressier." Fatigue tiles are inexpensive, area rugs, or even cuts off rolled carpeting at Lowe's or Home Depot are a great option. *BACKDROP:* Even though we're providing pipe and drape, you're encouraged to bring your own "backdrop" structure to make your booth stick out! Click [HERE](#) for inspiration! *DECOR:* Even if you're a vendor that sells a service and not a product, consider setting up your booth as a "living room" where guests can come in, sit and chat with you! Make it warm and welcoming!
- LOAD IN:** Load in times are Friday, Nov 4 from 4pm - 9pm, and Saturday, Nov 5 from 7am - 9am. Please do not block the loading area for longer than 15 minutes. Keep your vehicle running, unload at the door, and then move to a parking spot. This ensures a quick load in for all vendors, and easy access to the load in area. We will have people on hand to assist with moving your booth materials to your area. If you need a cart, you will need to bring it! If you need a ladder, you will need to bring it! Any supplies needed to set up your booth should be provided by YOU.
- STRIKE/LOAD OUT:** The event concludes at 5pm on November 5th. Do NOT begin tearing down your booth until AFTER 5pm, even if it seems that brides are no longer coming through the event. You are welcome to begin organizing your booth earlier, but if you begin to dis-assemble your booth, you will simply not be allowed to participate in future shows. We take this rule very seriously, as we want to maintain a professional show, and keep it fully setup, until the event's conclusion at 5pm.
- POWER:** There are power outlets all throughout the convention center! You are expected to provide your own extension cord or surge protector/power strip if needed. If you run power from a power outlet, you are not permitted to run power over an aisle.
- FOOD SAMPLES:** If you are a caterer, you are welcome (and encouraged) to bring food samples! Show off your work! You are responsible for getting all the proper food service permits, and setting up your booth according to health code. If you are NOT a caterer, please do not provide food samples. A bowl of individually wrapped candies is acceptable, but baked goods or items like popcorn and not allowed without proper consent. We want vendors to show off what they're good at - so let's let the caterers provide the food!
- ALCOHOL SERVICE:** The service of alcohol is permitted only with permission from the BWA. All permits are the vendor's responsibility to provide, and the BWA should be added as additional insured on your policy for this event. Please turn in a copy to the BWA in advance of the event. Vendors who will be, or have been working a booth at any time during the show are not permitted to drink alcohol.
- CONDUCT:** You and your staff should be courteous to your neighboring exhibitors and attendees at all times. Your staff can only do business from within your exhibit space. Do not stand in the aisle. If at any time you see someone breaking this rule (flyering cars, etc.), please notify show management, and we will address it.

- OCCUPANCY:** Your booth must be staffed during advertised show hours (Nov 5, 10am - 5pm). Only the exhibitor's goods and services contracted with the show can be exhibited in the booth space. No non-contracted service or business can be represented in your booth space. Any exhibits that are not staffed during show hours may not be accepted as an exhibitor in the next Montana Made Wedding Fair. We suggest working the booth with an employee, or asking a friend to help. It helps with tear down, and it makes the time pass faster! The Fairgrounds and BWA are not liable to any losses or damages to your booth at any time.
- DRESS CODE:** We request all exhibitors to be dressed professionally. Please no t-shirts, unless they are logo'd with your business name. Business, or appropriate professional attire is preferred to help create a more attractive show.
- BOOTH STAFF:** Any staff representing a company should not only be dressed appropriately, but should try to coordinate their looks with one another. Staff should be courteous, enthusiastic, well trained, and neatly groomed. Staff should never sit, read, text, eat, drink, or chew gum in your booth!
- DISPLAY:** Keep displays focused, clean and not cluttered. You only have 3.5 seconds to impact a prospective customer as they walk by! Highlight your specials & services so they know what you provide. Signage is an important part of your display. Invite the public into your booth - never block the entrance with your table!! We encourage you to offer demonstrations, giveaways, or drawings within your booth. The goal is to keep customers in your booth longer!
- SALES:** If you want to offer a show special or sale, you will need BWA permission - we want this to be an even playing field for vendors, and avoid the reputation of being cheap!
- BEST DISPLAY AWARD:** We will walk around just before doors open on Nov 5, and vote on the best booth setup. The best display will be rewarded with a \$150 credit towards next year's wedding fair. The booth fee for this show is incredibly reasonable, so we encourage you to spend some additional money on making your booth the best representation of your business possible! You have an 8x10 space to bring a glimpse of your business to prequalified clients. Showcase vendors may be included in this giveaway as well.
- GARBAGE:** It is your responsibility to remove your own garbage before, during and after the show. There is a dumpster available outside the kitchen doors. Do NOT leave garbage in the aisles during or after the show. The show will provide large trash cans throughout the event, for ATTENDEE use. Do not use these for disposal of cardboard or other booth waste. Any vendors who need a trash can (caterers, cake bakers, etc.) are expected to bring their own trash can, and dispose of their own waste.
- SIGNS:** The most important part of your display is your sign! It should indicate who you are and what you do. The identification sign that the show provides is not intended to be used as your primary sign.
- PRODUCT DISPLAY:** In order to keep a reputation as a fantastic wedding & event show, we want to make sure that any products you're distributing ONLY relate to weddings & events. For example, if you're a vendor that offers graphic design services for wedding invitations, you shouldn't be passing out information on building corporate websites. Keep it relevant!
- SOUNDS:** We strategically place live music vendors and DJ's throughout the space. These vendors specialize in sound, so we want to make sure to limit other noises in neighboring booths. The being said, we ask that the vendors with sound keep it to a reasonable volume so everyone can still converse! Show management reserves the right to determine at what point the sound interferes with others and must be discontinued. You will only be asked to turn your system down once before we ask you to turn your system off.
- COMBINED BOOTHS:** Under the terms of your "Participation Agreement," exhibitors are not allowed to sublet or combine any portion of their exhibit space with another vendor. The fee is very inexpensive per member, so we expect you to each have your own booth.

- SECURITY:** There will not be overnight security at the First Interstate Building. Storing your items overnight is done at your own risk. The doors will all be locked to vendors on Friday, Nov 4, at 9pm, after final inspection of the space. The show management may stay later, but will keep the doors locked. The doors will be re-opened at 7am on November 5th, 2016.
- DEFAACEMENT OF PROPERTY:** The use of any kind of tape is prohibited on any surface belonging to the First Interstate Building, the BWA, or the Montana Made Wedding Fair (walls, linens, pipe & drape, etc.) Hooks will be provided to hang lightweight signage from the rear wall of your booth. No alteration of the building or supplied materials is allowed. Fees may be assessed if pipe & drape or linens are soiled beyond future use.
- VEHICLES ON DISPLAY:** We encourage vendors to display large items related to their business! Catering trucks, limos, etc. are welcome at the wedding fair. Please make a note of these items at the time of registration, so we can accommodate as many as possible. There is limited space, so displaying these items will be on a first come, first serve basis.
- STORAGE:** There will not be space to store items behind the pipe & drape in most cases, so we warn you to not plan on storing items in your booth, unless it's underneath your 6' table.
- CLEANING:** We will only be sweeping the aisles prior to the show opening. If you make a mess in your booth during setup, you'll be responsible for vacuuming or sweeping with your own equipment.
- CHAIRS:** We do not include a chair with your booth, and that is strategic! You should not be sitting during the show. You should be standing and welcoming guests as they walk by! If you would like a chair to sit in, you will need to provide one on your own.
- BOOTH PLACEMENT:** Although you were able to select up to 5 preferred booth placements, we will be assigning spaces based on best fit for the show's attendees. We will do the best we can to choose a booth that you marked, but keep in mind, the layout may even change, based on number of vendors at the show. We ask you to be flexible, and have laid out the show in a way that all booths should receive equal traffic.
- COMPLAINTS:** Show management is not a mediator for consumer complaints and will not get involved with them. Exhibitors that have complaints levied against them by consumers to show management will be contacted by show management about the complaint. An exhibitor may lose participation in the show if they receive complaints of unethical business practices or for not providing the service or product that they promoted.
- CONFLICTS:** If you are having a conflict with an exhibitor or attendee, please contact show management at the BWA booth. Show management and security are in radio contact with the information booth and will respond immediately.
- SMOKING POLICY:** The First Interstate Building is a smoke free facility and no smoking is permitted. If you need to smoke, please do so a minimum of 25' from any entrances to the building.
- BOOTH FEES:** No matter when you turn in an application to be considered for a booth space, payment for your booth is due on June 1st.
- INVOICES:** We will invoice all participants on May 1st. Payments are due before June 1st. Those who marked "pay with a check" will be expected to mail payment to arrive BEFORE June 1st. This paying with Paypal must pay before midnight on May 31st. If payments are not received, we reserve the right to assigned another vendor to your booth space.
- VOLUNTEER WORK:** We are planning this show solely on the work of volunteers. This is the help that will be needed (please let us know if you can help, or know of someone who can!)
(4) Registration workers 9:30am - 2:00pm (setup, run registration, collect/sell tix)
(4) Registration workers 1:30pm - 5:00pm (run registration, collect/sell tix, teardown)
(2) BWA booth workers 9:30am - 2:00pm
(2) BWA booth workers 1:30pm - 5:00pm
(6) load-in crew members 4pm - 9pm on Friday, Nov 4
(3) load-in crew members 7am - 9am on Saturday, Nov 5
(6) load-out crew members 5pm - 8pm on Saturday, Nov 5
(2) "Security" 9:00am - 5pm

ADVERTISING & MARKETING GUIDE

EXHIBITOR PROMOTION: We are not charging a lot for this show, which means we have a very limited advertising budget. When you sign up to participate in this show, you sign up to help promote this show! We use registration fees to purchase supplies needed to put on a professional wedding fair, as well as create a focused marketing campaign on a small budget.

PROMO CALENDAR: When you book your booth with us, we will send you a promotional calendar, with important dates as well as the dates that we suggest doing your own marketing for the show. It doesn't have to cost you a thing when you promote via social media and email marketing!

FACEBOOK EVENT: The event is called the MONTANA MADE WEDDING FAIR on Facebook. You can find it by clicking [HERE](#) or typing out: <https://www.facebook.com/events/1543005439361913/> (make sure you visit this link and click "ATTENDING" so people know you will be there! And share the link on your own social media page).⁷

HASHTAGS: Use these hashtags in your own marketing campaigns to spread word about our show! There's no harm in using all of them in one post. #BitterrootWeddingAssociation #MontanaMadeWeddings #BridalHaus #MontanaMadeWeddingFair

INSTAGRAM: www.instagram.com/bitterrootweddingassociation

EMAILERS: We encourage you to send emailers to your current & past clients, and even those who are just inquiries! This is an audience that trusts you, and would also help you spread the word about our show.

PARTNERSHIPS: We are partnering with newspapers & news channels to promote the show! If you can offer a partnership opportunity, or have a great marketing connection, please make us aware!

BANNERS: Do you have large banners which advertise your business? We would love to use them on the fence outside the wedding fair to advertise in the weeks leading up to the show! We reserve the right to decide if the banners will be used or not, and we will not be liable for the banners.

SPONSORSHIPS: We do have a few sponsorship opportunities that would allow you to further get your name promoted on the day of the event. Take a look at the list below, and make sure to let us know if you want to participate in any of these. During the registration process, you will see more details on each item, and an opportunity to select what you want to participate in:

- Mimosa Lounge (decor & alcoholic beverage vendors)
- Mimosa Lounge ticket sponsor (purchasing a portion of the mimosas at cost to offer as a freebie to the brides)
- Warming Hut (Tents outside & hot chocolate service)
- Live musicians (stage entertainment)
- Rest Areas throughout (small lounge spaces for guests to sit in the aisles and take a break)
- Catering Trucks (parking your catering vehicle in your booth space)
- Chair Lounge (where we showcase all the chairs available for rentals)