



Contact: Constance Longo
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Phone: (972) 815 6001
Fax: (972) 544 7477
Website: www.miconevents.com
MICON-THE BALLROOM
[MICON GROUP LLC]

Vendor Application

Business Type: _____ **Liability Ins.: (Y/N)** _____
Legal Business Name: _____
Trade Name As To Appear: _____
Contact Name: _____ **Contact Email:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: _____ **Year Established:** _____
Website: _____

BOOTH INFORMATION

PLEASE, CHECK ALL THAT APPLIES:

Non-Exhibiting Vendor \$60

___ Sunday October 27th, 2013 Bedford Texas Fall Bridal Show ___\$70 / Returning Vendor
___ Sunday March 30th, 2014-Bedford Texas Spring Bridal Show

PER SHOW:

___\$80 / Vendor Booth ___\$25 / Electricity ___\$30/Quarter Page Ad
___\$80/Full Page Color Ad ___\$40/Half Page Ad ___\$300/ Show Sponsorship
___ 1 Table, 2 chairs, black linens ___\$20/ Half 1/4 Page Ad ___Door Prize Contribution
___Free Basic Listing ___No setup needed

PAYMENT INFORMATION

Payment Terms: Full payment is due at registration and will be considered a deposit to guarantee booth space. Please register early to have your business name appear on all literature and print advertising for this event. Many categories are limited for example Photography, DJ, and Catering. Payment is non-refundable for cancellations after application deadline and for no shows. Vendor booths are required to stay in tack during show times or a \$100 fine will be implemented.

Credit Card Number: _____ **Credit Card Type:** _____
Expiration Date: _____ (mm/yy) **Verification Number:** _____
Address: _____ **City:** _____ **State:** _____
Name on Card: _____ **Billing Zip Code:** _____
Signature:** _____ **Total Amount:** _____

** By typing your name or signing the above field, you hereby authorize Micon-The Ballroom (Micon Group LLC). to charge your credit card for the specified amount.

AGREEMENTS

Terms Of Agreement: This Application contains the entire Agreement between the parties hereto with regard to the matters set forth in it and shall be binding upon and inure to the benefit to their executors, administrators, personal representatives, heirs, successors and assigns. By the signature below Vendor represents that he/she has the authority to bind Vendor, and each of its owners, officers, and directors to the full terms of this Agreement. A copy of your business liability insurance is required at registration, as well as a copy of your food and beverage license (applies to all food and drink vendors). **APPLICATION DEADLINE: 4 weeks before each show.**

Printed Name: _____ **Date Printed:** _____
Signature:*** _____ **Date Signed:** _____

*** By typing your name or signing the above field, you represent and acknowledge that you have the authority to enter into this contract for the business



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Sponsorship Submission

SPONSOR REQUIREMENTS

It would be most appreciated as well as beneficial to all sponsors who contribute a prize. Prize contributing sponsors may also qualify to waive sponsorship fee if a service is provided on the day of the show. Prize should be something with a retail value of at least \$25. A free-standing prize that does not require a purchase to get it. Although vendors may give out coupons, **Discount coupons or prizes with requirements are not acceptable.**

PRIZE SUGGESTIONS: Include items that truly represent your business and will make a celebrant want to visit your booth to pick it up. Be specific on your prize form. Have a deadline for redeeming the prize certificate but be flexible. Bear in mind that the celebrants who win might be at different stages in planning their events. You may have a "typical" prize on display in your booth but for best results have the bride come to visit you after the show to pick it up. This would give you another opportunity to promote your products or services.

VENDOR BENEFITS

- Face-time with prospects.
- Vendor networking.
- Visual and audible recognition throughout the show. Free basic listing on show book.
- Exhibitors are featured on our website, circulated print materials and social media.
- A list of leads generated by event registration will be emailed to each exhibitor in attendance as an Excel spreadsheet at no additional cost.

DOOR PRIZE DETAILS

Door Prize Description: _____

Total Prize Value: _____

SHOW SERVICE DETAILS

Description of Services for Show: _____

Set Up Time Needed: _____ **Logo Provided: (Y/N)** _____

Show Sponsorship Categories:

- | | | | |
|---------------------------------------|-------------------------------------|-----------------------------------|--------------------------------------|
| <input type="radio"/> Bakery | <input type="radio"/> DJ/ Band | <input type="radio"/> Lighting | <input type="radio"/> Rentals |
| <input type="radio"/> Bridal Boutique | <input type="radio"/> Florist | <input type="radio"/> Menswear | <input type="radio"/> Transportation |
| <input type="radio"/> Catering | <input type="radio"/> Health/Beauty | <input type="radio"/> Photography | <input type="radio"/> Videography |
| <input type="radio"/> Décor/ Favors | <input type="radio"/> Jewelry | <input type="radio"/> Photo Booth | <input type="radio"/> Other |

We would love to have you at our Bridal Show! Below are some information about the show. Please visit us online at www.miconevents.com for more info. Also, let me know if you have any questions.



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2012 Bedford Texas Fall Bridal Show

- o Date: Sunday, March 30th, 2013-**Application Deadline is March 10th and February *25th**
- o Show Time: 11:00 a.m. -5:00 p.m.
- o Location: 3508 Harwood Road Suite 202, Bedford, Texas 76021

***Applications turned in after February 25th are not guaranteed placement on print advertisement.**

About The Show: We are a local bridal show and are expecting about 200 people, including about 100 brides. We offer limited vendors per category as well as utilize an open concept booth display to bring your services to life. We encourage all exhibitors to create a festive atmosphere as one would for a real wedding relative to audio and visual displays (music, food, lighting etc). There would be various planned activities to engage the show guests. The activities would include but are not limited to door prize drawings, beauty make-over, a fashion display and some special showcases to name a few. In order to ensure that the event is well coordinated, we strive to maintain active communication for the duration of the planning and execution of the show.

Our low booth cost gives the opportunity for a good return for your investment. Thus, we have established a Vendor Frequency Program to offer Exhibitors an opportunity to earn a free booth. As an exhibitor, to have the best display will also earn one a free booth during our next show. We have also created a Bridal Passport Incentive to ensure that the Brides visit every booth. Our goal is to fill the venue with brides as well as give both vendors one on one consultation with brides. Most importantly, our goal is also to help brides select compatible vendors from our show to ensure a positive experience as they plan their wedding from start to finish. Another plus about being a vendor on our show is a great marketing opportunity. As a show participant ones' business gets a free basic listing in the show book which gets featured on our website and goes on circulation for about 6 months. However, vendors may purchase a color ad which will also be featured on our website as well as in the show book. A business can also increase her visibility by being a sponsor of the bridal show.

Please, review the attached application and either email (constance@miconevents.com) or fax (972-544- 7477) the application back to us. For more information about the show please visit us on the web at www.miconevents.com and click on the "2012 Fall Bridal Show" then click on "I am A Vendor", also, you may contact me at (972) 815 6001 or Hope King at (214) 450 1245 or email her at h_oriabure@yahoo.com. For your convenience, a vendor application "Bridal Show PDF.pdf" has been attached to this email.

See You At The Show! ☺

Regards,

Constance Longo
Vendor Relations

Micon-The Ballroom

3508 Harwood Road Suite 202
Bedford, Texas 76021