



29 Durham Drive
Lynnfield, MA 01940
phone: 1-800-241-5458
TOLL FREE FAX: 1888-226-0037
web: NewEnglandBride.com

New England Bride Comes To Life – 2012 Bridal Show Tour

Join us for our SPRING & FALL 2012 Bridal Shows Throughout Eastern MA

SHOW FORMAT

Our shows allow ample of time for brides and their guests to meet with our Wedding Professionals, while enjoying the show atmosphere and entertainment. Key differences you will experience at our shows are:

- Each show is 3 hours long max
- We pre-register most brides before the show
- We register all brides before they are allowed to enter the show
- We provide A FREE Honeymoon and 5 - \$200 cash prizes plus Live Entertainment
- You will get a list with wedding date, address, and email address of all registered brides-to-be.
- The Result – You book more wedding business!

ADVERTISING AND PROMOTION

- PLUS...we mail invitations to 1000's of *New England Bride Magazine* subscribers,
- PLUS... send e-blasts to our online members
- And ads monthly in *New England Bride Magazine*.
- We produce 4-color show programs for each bride that contain contact information for every vendor
- And we print self adhesive door prize labels for pre-registered brides.
- We purchase radio spots on major stations and cable networks as needed.

BOOTH RESERVATIONS AND PAYMENT - ASK ABOUT OUR MULTI-SHOW DISCOUNTS

As you know, booth space is limited. Booths are reserved on a first deposited basis. Please call or email if you have questions. Complete and FAX, EMAIL or mail the agreement on the other side with your deposit to guarantee your booth reservation.

Call Laura Parello for more information at: 1-800-241-5458

Fax Booth Agreements TOLL FREE to: 1-888-226-0037

We look forward to working with you again and to another successful show season!!!

PS: W-9 forms, digitally signed, for your accounts payable department, are available at this link:

<http://www.newenglandbride.com/pdfs/W-9-NEB.pdf>



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New England Bride Comes To Life Bridal Show Booth Agreement (# B - eff. 1-19-12)
Complete all 6 Steps. Initial, Sign & Fax reservation form TOLL FREE to FAX #: 1-888-226-0037

STEP 1: Company Name: _____ Bus Cat: _____ Dir: _____ REP: _____ Acct #: _____
 Contact Name: _____ Title: _____
 Address: _____ City: _____ ST: _____ ZIP: _____
 Customer Phone: (____) _____ Ext: _____ Cell Ph: (____) _____
 Web: www. _____ Email: _____
 Who Pays Bills: _____ Phone: (____) _____ Ext: _____

STEP 2: Initial Shows here. The # of booths per business category is limited. Booth's are allocated on a 1st paid 1st reserved basis.

ASK ABOUT OUR MULTI-SHOW DISCOUNTS

Initial Show Dates	Show Location	Open Rate	Deposit Required	Balance Due By
<u>SPRING 2012 BRIDAL SHOWS</u>				
_____ Wed – FEB 15 th	Lombardo's Function Facility – Randolph, MA	\$895	\$895	w/agr
_____ Wed – MAR 7 th	Andover Country Club – Andover, MA	\$895	\$895	w/agr
<u>FALL 2012 BRIDAL SHOWS</u>				
_____ Wed – AUG 22 nd	Andover Inn – Andover, MA	\$895	\$400	5/22/12
_____ Wed – SEP 12 th	Lombardo's Function Facility – Randolph, MA	\$895	\$400	6/12/12
_____ Wed – NOV 7 th	Andover Country Club – Andover, MA	\$895	\$400	8/7/12

_____ Initial Here if you need electricity. ELECTRICITY IS FREE BUT MAY NOT BE AVAILABLE AT EVERY BOOTH AND WILL BE ASSIGNED IN THE ORDER RESERVED. You must bring your own extension cords and power strips.

STEP 3: I will pay by: Check # _____ Cash AMEX DISC MC Visa Total CC Payment: \$ _____

Credit card #: _____ - _____ - _____ - _____ Exp Date: ____ / ____ 3 Digit Sec. Code: ____ / ____ / ____

Exact name on credit card: _____

Exact Address on CC statement: _____ City: _____ ST: _____ Zip: _____

STEP 4: _____ (Initials). **ELECTRONIC ATTENDANCE LISTS** in excel format will be emailed to you within 1 week of the show date. These names are proprietary. Use is restricted to show exhibitors only. You may not sell, trade or otherwise share these names with anyone else. \$500 will be charged for each unauthorized use. Printed lists and/or lists on disk are \$50 per show. Lists will be seeded to verify compliance.

STEP 5: Acceptances: Sign Below. If you agree to the following. You will accept electronic invoices and statements sent in PDF format via email as sufficient notice of payments and balances due. Setup instructions will be available online 2 weeks before each show at NewEnglandBride.com/booths. Full Payment or deposit if offered, is due with agreement. If balance is not fully paid by the due dates, booth prices revert to the open rate or we may re-sell booths to others at our option without deposit refund. You agree not to drink alcoholic beverages at your booth and to honor your Door Prize and online Bridal Bonus as printed in the show program if you offer them. We reserve the right to decline any vendor. Booth reservations are non-cancellable. Rates & dates are subject to change without notice. You acknowledge that you have read and accept our online **Advertising Terms & Conditions at this link: www.NewEnglandBride.com/mediakit**.

<u>FOR ADVERTISER:</u>	<u>FOR NEW ENGLAND BRIDE, INC</u>
Print name: _____	By: _____
Signed and Sealed: _____	Title: _____ Date: ____ / ____ / ____
Title: _____ Date: ____ / ____ / ____	(Office Use: only)
Home Phone: (____) _____	(For Office Use: acmgr:____ nnotes:____ sch:____ inv:____ cc:____ ACT ID #:____)