



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 – 2010 Bridal Show Tour

Join us for our 2010 Bridal Show Tour...with shows throughout Eastern MA

SHOW FORMAT

Our shows allow plenty 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 - 4 hours long max
- We pre-register most brides before the show
- Registering all attendees before they are allowed to enter the show
- Including Prizes and Live Entertainment
- You will get a list with wedding date, address. Phone # and email address of all registered brides-to-be.
- The Result – You book more wedding business!

ADVERTISING AND PROMOTION

We will purchase dozens of radio spots on major radio stations, PLUS...we will mail postcards to 1000's of New England Bride subscribers, PLUS... send e-blasts and run web listings as well as monthly ads in *New England Bride Magazine*. We continue to create 4-color show programs for each bride that contain contact information for every vendor, plus print door prize labels for pre-registered brides.

BOOTH RESERVATIONS AND PAYMENT

As you know, booth space is limited so show booths are reserved on a first deposited basis with the balance due 60 days prior to each show. Please call or email if you have questions. Fax or mail agreements when complete.

To Reserve your booth call: 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: Click here to get a digitally signed W-9 form for your accounts payable department:

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



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New England Bride Comes To Life Booth Reservation (# B – eff. 3-1-10)
Complete all 6 Sections & Fax reservation forms 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 Here. # Of booths per business category is limited. Booth's are reserved on a 1st paid 1st reserved basis.
**** Means Approved Preferred Vendors QUALIFY FOR FREE ADS in this facility's Brochure . Call for deadlines & details.**

(Initials)	Show Dates	Show Location	Open Rate	Deposit Req'd	Full Pmt Due By
<u>SPRING 2010 SHOWS</u>					
_____	Wed – Apr 21 st '10	Andover Country Club – Andover, MA	\$995	\$500	3/15/10
_____	Wed – Apr 28 th '10	**Pembroke Country Club–Pembroke, MA	\$995	\$500	3/15/10
_____	Wed – May 12 th '10	**Hyatt Regency Boston – Boston, MA	\$995	\$500	4/1/10

I DO NEED ELECTRICITY FOR MY BOOTH. It is FREE but 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** (as comma-delimited text formatted files) will be available via your online account manager for 1-time download until 30 days after show date. These names are proprietary and 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. Booth vendors may buy printed lists or list on disk for \$50 per show. Lists will be seeded to verify compliance.

STEP 5: Acceptance: Sign Below. Setup instructions will be available online 2 weeks before shows at newenglandbride.com/booths. Payment is due with agreement. If balance is not fully paid 60 days prior to each show, booth prices revert to the open rate or we may re-sell booths to others at our option without deposit refund. 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 read and accept our online Advertising Terms & Conditions.**

FOR ADVERTISER:

Print name: _____
 Signed and Sealed: _____
 Title: _____ Date: ____ / ____ / ____
 Home Phone: (____) _____

FOR NEW ENGLAND BRIDE, INC

By: _____
 Title: _____ Date: ____ / ____ / ____
 (Office Use: only)
 (For Office Use: acmgr:____ tnotes:____ sch:____ inv:____ cc:____ ACT ID #:____)