



ABOUT OUR SHOW

AlexanderMikal presents the Women of Color Bridal Expo-Houston!

About Our Show

AlexanderMikal is presenting this unique bridal show in the Houston area because our research, experience, and feedback from brides and other wedding professionals has shown that there is a great need for diversity in traditional bridal shows. Designed with this diversity in mind, the WoC Expo was created from our desire to bring a fresh and much needed change to the way traditional bridal shows functioned and who they marketed to. Secondly, we have a strong desire to see other small business and wedding professionals access the same exposure opportunities that traditional bridal shows offer but at an affordable cost. AlexanderMikal's ultimate goal is to provide this kind of outlet for talented, skilled and highly professional local businesses.

Why Participate in the WoC Bridal Expo?

Participating in bridal shows provides a targeted marketplace for businesses to showcase their products and services to a specific and large audience...while maximizing advertising budgets. Traditional advertising such as magazines, newspaper or radio don't guarantee that the customer you're trying to attract will see or hear your ad. Bridal shows bring your targeted audience directly to you...without you having to do the chasing. Our show is unique in that it markets directly to the diverse communities where they has been a need. Our show also provides the unique opportunity to network with ethnic vendors giving even greater exposure.

Other perks:

- We do not charge an additional fee receive a lead list of registered brides or tack on additional hidden fees for email services. The list of brides is included in your booth investment.
- We do not have an additional charge for electricity in your booth. We simply require that you request special needs early enough so that we can make accomodations.
- In addition to offering an affordable deposit we also offer payment schedules, by request, to make participation affordable and budget friendly for businesses with small budgets.
- Our internal marketing team is available, upon request, for assistance and resources to help you with your booth presentation.

To register complete the attached registration, call 832-295-1561,
or visit us at www.WomenOfColorBridalExpo.com for
more information about exhibiting at our show!



Women of Color BRIDAL EXPO

EXHIBITOR AGREEMENT

Event Date: Sunday, February 21, 2010
DOWNTOWN HILTON AMERICAS
1600 Lamar, Houston, TX 77010
Show Hours: 11 a.m. - 5 p.m.
Set-up: 5 a.m. - 10 a.m.

Company Name: _____
Contact Person: _____
Mailing Address: _____
City: _____
State: _____ Zip: _____
Do you want this address published? [] Yes [] No
If no, we will contact you for any additional or alternative address, if any, you wish to include.
Phone No.: _____
Fax: _____
E-mail: _____
Website: _____
Category Listing: _____
Booth Preference: 1st Choice _____ 2nd Choice: _____
Number of ID Badges Needed: _____
Booth ID Sign: _____
(Sign will be printed as shown here. Maximum of 25 characters)

REGISTRANTS MUST SPECIFY PRODUCT OR SERVICE TO EXHIBIT

List all products or services you will promote or represent at this booth:*

**Food and beverage exhibitors will be required to sign a Food & Beverage Sampling Guideline Agreement*

EXHIBIT SPACES ARE ASSIGNED UPON RECEIPT OF DEPOSIT

Exhibit Space includes: 6' skirted table, two (2) chairs, an identification sign, and up to 4 exhibitor passes/badges. Booth investment also includes list of all brides that register at the Event, flyer invitations to pass out to invite brides to the Event, and a listing in the Event's program book directory.*

PAYMENT OPTIONS

[] By Check: Make checks payable to: AlexanderMikal Tax ID provided upon request

[] By Credit Card: #: _____

Expiration Date: ___/___/___ Month ___/___/___ Year

Cardholder Name: _____

Signature: _____

Billing zip code of charge account _____ 3-digit CVV Code _____

**Please complete and mail to Women of Color Bridal Expo c/o AlexanderMikal
PO Box 18782, Sugar Land, TX 77496
Phone: 832-295-1561 Fax: 866-345-5312
E-mail: info@womenofcolorbridalexpo.com**

Call to request an online payment invoice to be sent to directly to you.

TERMS OF SERVICE

All rules and regulations of The Women of Color Bridal Expo, The Hilton Americas, and it's Venue and no agreement other than those contained in the "information to Exhibitors" shall be binding upon the parties unless in writing and signed by an official of The Women of Color Bridal Expo.*

Brides List Confidentiality Agreement: Each participating exhibitor will receive a list of brides who registers for the event. This list is to be used exclusively for the promotion of your individual business. The list may not be reproduced in any form, in whole or in part, nor may it be loaned to any company or individual. The list will not be given to exhibitors who disregard show rules. Fines in excess of \$100, as well as legal fees, will be pursued for those who disregard this agreement.

Release of Claims: The undersigned and afore signed Women of Color Bridal Expo exhibitor agrees to hold harmless and indemnify the Hilton Americas Hotel (Houston), Angela C. Brisbane d/b/a AlexanderMikal, AlexanderMikal, LLC and their agents, employees, contractors and subcontractors from and against all claims, damages, losses and expenses, including reasonable attorney fees arising out of personal injury or property damage sustained during the Women of Color Bridal Expo, caused in whole or in part by the exhibitor's negligent acts or failure to act or that of his agents, employees, contractors or anyone employed by them for whose acts the exhibitor may be liable.

NO TRANSFERRING or altering of original booth products or services as listed on this form after acceptance into the show without approval from Show officials. Management reserves the right to make modifications as may be necessary to meet fire code requirements, to meet the needs of safety, to develop easy access within the show, to establish vendor limitation zones and possible show expansions. I fully understand the above policies of the Women of Color Bridal Expo and accept all conditions as stated.

Authorized Signature for above named company: _____

Date: _____

EXHIBITOR RATES

for the Women of Color Bridal Expo - Houston
at the Downtown Hilton America
Grand Ballrooms D & E

Each booth is equipped with: 1 draped 6 ft table, 2 chairs, 3 ft tall side drapes, 8 ft tall back drape, 1 trash can (*drape color is black*).

| Exhibit Size | Booth Pricing |
|--------------------------|---------------|
| Single Booth 10 x 10 | \$500 |
| End Single Booth 10 x 10 | \$550 |
| Double Booth 10 x 20 | \$825 |
| End Double Booth 10 x 20 | \$875 |
| Table Exhibit* | \$150 |

(Located in Pre-function area)

ARE YOU A LEADER IN YOUR INDUSTRY?

Bring more exposure to your company by being an event sponsor. Our event sponsors receive:

- Premium location on Sponsor Row in the pre-event area
- Are included in all of our radio, print, and other advertising.
- Receive a full page complimentary ad in our program book

***Sponsor Booths must be paid in full.**

FEE SCHEDULE

Checks Payable to: AlexanderMikal, LLC

A 25% Deposit is Required to Reserve Booth Space

Pay booth in full by November 27, 2008 and receive \$100 discount off total booth amount!

| Booth Size | Amount \$ |
|------------------------------|-----------|
| [] Single Booth (\$500) | _____ |
| [] End Single Booth (\$550) | _____ |
| [] Double Booth (\$825) | _____ |
| [] End Double Booth (\$875) | _____ |
| [] Table Exhibit (\$150) | _____ |

*Program Insertion Amount \$ _____

**All participating vendors will be listed in the program directory at no additional cost. Additional ad space insertion are available: 1/4 page (\$55); 1/2 page (\$75), Full page ads available for additional cost. Please circle ad space desired.*

| | |
|---------------|-----------------|
| Total Due | Amount \$ _____ |
| Less Deposit | Amount \$ _____ |
| Less Discount | Amount \$ _____ |
| Balance Due | Amount \$ _____ |

*Balance is due no later than 45 prior to event. Booths reserved after 45 before event must be paid in full. *Sponsor booths must be paid in full.*

There is a 15% or \$75 cancellation fee (whichever amount is less) until 30 days prior to the event. All cancellations must be made in writing 30 days prior to show dates. Deposits are non-refundable on cancellations made after 30 days prior to show dates and will be applied to future shows.