

**Exhibitor Information**

Please print legibly or type. All information is required and will be used in promotions, Tucson Bridal Magazine, and TucsonBridalMagazine.com.

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Business Hours: \_\_\_\_\_

Website address/URL: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Directory Name (name published in directory) : \_\_\_\_\_

Contact Email (required for Bridal leads): \_\_\_\_\_ Directory Email (published email contact): \_\_\_\_\_

Mailing Address (if different than above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Tucson Bridal Expo & Magazine Package Rates**

Please refer to brochure for mechanical specifications and more information. All information to be verified and additional charges may apply.

Exhibit Size	1x	2x – per Expo
Motor Court	<input type="checkbox"/> \$870	<input type="checkbox"/> \$650
Add'l Vehicle on Motor Court*	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350
8x10 Table	<input type="checkbox"/> \$870	<input type="checkbox"/> \$650
8x10 Table-Premium Positioning	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50
10x10 Booth	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,000
10x20 Booth	<input type="checkbox"/> \$1,625	<input type="checkbox"/> \$1,400

**Tucson Bridal Magazine Rates**

Please refer to brochure for mechanical specifications and more information.

Ad Size	1x –	2x – (per issue)
Back Cover	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,250
Inside Front Cover	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750
Inside Back Cover	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750
Premium Page (pg 2-7)**	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750
Full Page	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$1,875
2/3 Pg Vertical	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,575
1/2 Pg (Vert. or Horz.)	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,175
1/3 Pg (Vert. or Horz.)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$775
1/6 Pg Vertical	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400
Bridal Directory Ad (1/16 <sup>th</sup> )	<input type="checkbox"/> \$300	<input type="checkbox"/> \$200

**Payment**

Registration form and full payment of magazine and exhibit space must be received by Tucson Newspapers no later than December 5, 2007. Expo & magazine package reservations made after deadline may not receive inclusion in the magazine directory. **Exhibit space will not be reserved without payment.** Payments via credit card may also be made online at [www.tucson.com/store/bridal](http://www.tucson.com/store/bridal).

Bill to Credit Card (circle one) Master Card      Visa      Discover       Check Enclosed. Check # \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Name as it appears on credit card \_\_\_\_\_

I hereby confirm that I have read the Exhibitor Guidelines on the reverse side and by signing agree to abide by these guidelines.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mail Registration Form to:

Tucson Newspapers, Attn: Accounts Receivable, PO Box 26887, Tucson, AZ 85726-6887. Registration by fax (for credit card payments only) at 520-573-4407.

Payments via credit card may also be made online at [www.tucson.com/store/bridal](http://www.tucson.com/store/bridal).

\*Pre-approval required. \*\*Premium Page rates are per page.

For more information email [bridalexpo@tucson.com](mailto:bridalexpo@tucson.com) or call 520-573-4417.

**Office Use Only**

Advertising \_\_\_\_\_ Finance \_\_\_\_\_ Market Development \_\_\_\_\_ Confirmation Sent \_\_\_\_\_

**TucsonBridalMagazine.com**

Annual commitment required.

Ad Size	Rate Per Month
<input type="checkbox"/> Leaderboard	\$225
<input type="checkbox"/> Big Box	\$263
<input type="checkbox"/> Skyscraper	\$150

**Bridal Leads**

Leads generated by event attendance are emailed in Excel format to all participating Exhibitors at no cost. Event leads can be mailed on CD or as paper printout for an additional cost of \$40.

Bridal Leads	Rate
<input type="checkbox"/> Email in Excel	No charge
<input type="checkbox"/> Mail on CD	\$40
<input type="checkbox"/> Mail printout	\$40

**Exhibit Space Assignment**

Space assignments are made on a first-come, first-served basis. Prior year's space is not guaranteed. Please indicate three selections for exhibit space in order of preference. **Booths will not be assigned until payment is received! Booth assignments are not guaranteed and are subject to change by Bridal Expo management upon exhibitor notification – however, all attempts to honor your request will be made.**

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

**Payment:**

**Exhibit Package**  
\$ \_\_\_\_\_

**Magazine Ad**  
\$ \_\_\_\_\_

**Online Ad (rate x 12)**  
\$ \_\_\_\_\_

**Bridal Leads**  
\$ \_\_\_\_\_

**Total Payment Enclosed**  
\$ \_\_\_\_\_

# TUCSON BRIDAL EXPO EXHIBITOR GUIDELINES

## Exhibit Space:

Three exhibit space sizes are offered:  
8' x 10'; 10' x 10' or 10' x 20'

Each exhibit space will be equipped with:

- 8-foot back drape; 3-foot side drape
- One 8-foot table, topped and skirted
- Two folding chairs
- One waste basket with liner
- One identification sign

A limited number of display areas are available in the outdoor entry adjacent to the Motor Court. Specific equipment and space provided is arranged with the individual exhibitor.

**Exhibitors must contain their exhibits in the designated space.** Exhibitors are not permitted to erect signs or display products in any manner that obstructs the view, block aisles or adversely affect the displays of other exhibitors. Please note, no display that presents a solid visual barrier may extend over the 8-foot black drape and no display may physically, visually or acoustically intrude over the 3-foot side drape.

In planning your booth, also note that additional charges may be levied on the responsible exhibitor for extra clean-up due to excessive debris, such as confetti, or other damages.

## Additional Equipment:

Decorations, sound/electrical equipment or supplies must be provided by the exhibitor.

## Electrical:

Electricity is not included in the exhibition booth package. An electrical order form from Commonwealth Electric will be included with the booth confirmation packet.

## Color:

The exhibit space color scheme will be black-and-white with bridal appropriate accents.

## Show Hours:

The 2008 Tucson Bridal Expo hours are 11 a.m. to 4 p.m. All booths must be staffed the entire time. Dismantling of displays cannot commence until 4 p.m. on Sunday, January 13, 2008 and Sunday, July 27, 2008. Every person attending the Bridal Expo deserves to experience the full breadth and depth of the show. Exhibitors who begin to dismantle their booth before the close of the show are doing a disservice to their business, the Bridal Expo and their potential clients. Moving equipment through aisles while guests are on the floor is discourteous and a safety hazard. Please inform all booth personnel that the booth must be open the full show hours – 11 a.m. to 4 p.m. Dismantling booths prior to the close of the show may be cause to preclude participation in future Tucson Newspapers events.

## Contracted Businesses Only:

Only the products, services and name of the exhibitor that contracts for the space may be displayed. Please note:

- Exhibitors may not display advertising at his/her exhibition space for businesses not participating in the Bridal Expo.
- No displays or non-related materials bearing any name or form of advertisement, other than that contracted for in the space occupied, can be displayed. Exhibitors who own multiple businesses may only display the contracted business.
- Exhibitors who own multiple businesses may purchase a 10'x20' double booth for a maximum of two businesses. Additional booth space may be purchased at the 10'x10' booth rate. Each business must be represented by a 10'x10' booth space.
- The exhibitor may not sell, sublet or share the space assigned.
- Exhibitors may not sell goods within their booth space.

**All Bridal Expo exhibitors and their employees must confine their activities to their exhibit space.** Handouts (including literature, souvenir items and promotional materials) may be distributed only from your display space – not from the aisle. All exhibitors must limit noise level to an acceptable level. Acceptable level is defined as low enough that two people 8ft. away from space can speak without having to raise their voices beyond a normal conversational level. Two complimentary parking passes will be available for exhibitors during the Bridal Expo.

Confirmation of your booth space and additional information on parking, set-up and a specific agenda will be forthcoming.

Violation of these guidelines may be grounds for removal from the Tucson Bridal Expo without a refund and exclusion from future Tucson Newspapers events.

## Cancellations:

Cancellations of either ad space and/or booth exhibit space after the deadlines for each publication and expo as listed are subject to full payment of what was reserved. Cancellation of second magazine and/or expo after January 13, 2008 but before June 10, 2008, will result in a charge equivalent to that of the difference between package frequency pricing for both expos/magazines and one expo/magazine.

Tucson Newspapers reserves the right to edit, classify or reject at any time an advertisement or booth reservation submitted to its respective events and publications.