

2009 REGISTRATION FORM
Expo, Magazine and Online
Sunday, July 19, 2009
Tucson Convention Center
Presented by Tucson Newspapers



Exhibitor Information (Please print legibly or type. All information is required and will be used in promotions, Tucson Bridal Magazine & Expo, and TucsonBridalMagazine.com).

Business Name: _____ Type of Business: _____
 Business Address: _____ **Do Not Publish:**
 City: _____ State _____ Zip _____ Business Phone: _____
 Business E-Mail: _____ Business Hours: _____
 Business Name to be listed in Directory: _____
 Contact Name: _____ Contact E-mail: _____
 Website address: _____
 Mailing address (if different): _____ City: _____ State: _____ Zip: _____

EXHIBIT SPACE REQUEST (indicate your 3 booth preferences): #1 _____ #2 _____ #3 _____. Space assignments are made on a first-come, first-served basis. Prior event's space is not guaranteed and booths will not be assigned until payment is received. Booth assignments are not guaranteed and are subject to change by Bridal Expo management, however, every effort to honor your request will be made.

Exhibit Space Rates – refer to brochure for more information. Additional charges may apply.

Exhibit Size	July 2009 Only	Jan. 2009 Returning Exhibitors July Rates
8' x 10' ("T" booths)	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,500 (\$700 due now)
8' x 10' Premium ("P" booths)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,600 (\$750 due now)
10' x 10' (Ballroom)	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$2,300 (\$1,000 due now)
10' x 20' (Ballroom)	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$2,825 (\$1,300 due now)
10' x 20' End Cap (Ballroom)	<input type="checkbox"/> \$1,525	<input type="checkbox"/> \$3,025 (\$1,400 due now)
Motor Court	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,500 (\$700 due now)
Additional vehicle on Motor Court	<input type="checkbox"/> \$350	<input type="checkbox"/> \$700 (\$350 due now)

Balance due by 6/26/09, if not prepaid.

TucsonBridalMagazine.com Online Rates

Ad Size	Rate Per Month
Leaderboard	<input type="checkbox"/> \$225
Social Preferred	<input type="checkbox"/> \$150
Marketplace Premium	<input type="checkbox"/> \$75

EXHIBIT SPACE: \$ _____
MAGAZINE AD: \$ _____
ONLINE AD: \$ _____
SPONSOR KIT INSERT (x 12): \$ _____
TOTAL AMOUNT DUE: \$ _____
TOTAL ENCLOSED: \$ _____

Tucson Bridal Magazine Ad Rates

Ad Size	1X	2X (per issue)
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
Back Cover	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,250
Page 2-7	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750
Full page	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$1,875
2/3rds pg vertical	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,575
1/2 pg (H/V)	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,175
1/3rd pg (H/V)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$775
1/6 pg	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400
Bridal Sponsor Kit Insert*	<input type="checkbox"/> \$25 per month (*12 time commitment req'd)	

PAYMENT: Registration form and full payment of July magazine and exhibit space must be received by Tucson Newspapers **no later than June 26, 2009**. Expo and magazine package reservations made after deadline may not receive inclusion in the magazine directory. **EXHIBIT SPACE WILL NOT BE RESERVED WITHOUT PAYMENT.** Cancellation policy may apply. See Exhibitor Guidelines for details.

Select Payment Option:

Check Enclosed Check Number: _____

Make Checks payable To: Tucson Newspapers

Please Charge My: Visa Master Card Discover

Name on Card: _____

Card Number: _____

Expires: _____

Signature: _____

Date: _____

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

EXHIBITOR GUIDELINES

Bridal Leads:

A list of leads generated by event registration will be emailed to each exhibitor in attendance as an Excel spreadsheet at no additional cost. Leads are available on CD or as a printout for a charge of \$40. Please contact Kathy Amin at 520-573-4417 or kamin@tucson.com to order.

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. **Please be sure that you have**

indicated your business name on the registration form exactly the way you would like your booth signage to read. 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, and is provided separately by Commonwealth Electric. You may order electricity online at www.commonwealthexpo.com or call Jennifer Willer at 520-623-2155.

Show Hours:

The 2009 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, July 19, 2009. 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 June 26, 2009 deadline are subject to full payment of what was reserved.

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.

Exhibitor Initials: _____

TO SEND PAYMENT AND REGISTRATION VIA MAIL, SEND TO: TUCSON NEWSPAPERS, ATTN: ACCOUNTS RECEIVABLE - Bridal, P O BOX 26887, TUCSON, AZ 85726-6887. REGISTRATION BY FAX (CREDIT CARD PAYMENTS ONLY) TO 520-901-1017. Need more information? Call Liz Puente 520-807-8469 or email bridalexpo@tucson.com.