

SUNDAY, APRIL 22, 2012

1PM-5PM

# PLANNING YOUR WEDDING?

THERE IS ONLY ONE PLACE TO FIND...  
FASHIONS | EXHIBITS | PRIZES | TASTINGS  
ALL IN ONE DAY!

NORMAN  
BRIDAL  
SHOW

405.633.0366 | [www.okbride.com](http://www.okbride.com)



Sam Noble Museum  
THE UNIVERSITY OF OKLAHOMA  
2401 Chautauqua Avenue  
Norman, OK 73072

**ies** innovative  
event  
solutions

[ForeverForReal.com](http://ForeverForReal.com)

*Celebrity*  
CHINA & CRYSTAL

**M&M**  
PRODUCTIONS  
MOBILE DJ ENTERTAINMENT

*Wedding ideas*  
okcweddingideas.com  
*A Bride's Guide*

The Norman Transcript

FASHION SHOW:  
*The Bridal Boutique*

**TOMS**  
FORMALWEAR  
TUXEDO SALES & RENTAL

# okBride.com

7300 NW 23<sup>rd</sup>, Ste. 103, Oklahoma City, OK 73008 | Office: 405.633.0366 | Fax: 405.563.9370

**Norman Bridal Show | OU Sam Noble Museum | Sunday, April 22, 2012**

## *We get around Oklahoma! Multiple sources of advertising:*

- ❖ Radio Commercials on Magic 104.1, Jake 93.3, and Ardmore radio
- ❖ TV Commercials on Fox 25, Lifetime, Oxygen, TLC, HGTV, VH1, MTV
- ❖ Exclusive Bride Magazine and Wedding Bell Magazine partnerships
- ❖ Print Media Campaign: Norman Transcript, Wedding Ideas, Etc.
- ❖ Online Advertising with Google, Facebook, Twitter, Yahoo, MySpace, MSN and okbride.com, which receives over 360 hits a day
- ❖ Multiple billboards throughout the OKC Metro
- ❖ Posters at College Campus', Bridal Outlets, Beauty Salons & Spas
- ❖ 5,000 full color glossy postcards distributed throughout Oklahoma
- ❖ Over 1,500 direct mail full color postcards to future brides

## *We are true wedding professionals*

- ❖ Bridal Show Producers International (BSPI) member
- ❖ Professional Show Managers Association (PSMA) member
- ❖ Networking Opportunity with Wedding Professionals

## *Incentives for brides to attend:*

- ❖ Bridal Olympics Contest
- ❖ Grand Prize Giveaway
- ❖ 300 bags will be handed out to future brides that attend the show

## *Need More Reasons?*

- ❖ Complete lead list from every registered bride after the show
- ❖ Great opportunity to insure all brides receive your information and specials
- ❖ Instant return on small investment
- ❖ One year Bronze web listing on okbride.com

# OKLAHOMA BRIDAL SHOW

## Exhibitor Agreement SPRING 2012

Return Contract  
(via fax or mail) to:

**okBride.com**

7300 NW 23<sup>rd</sup> St. Suite 103  
Oklahoma City, OK 73008

**FAX: 405.563.9370**  
Phone: 405.633-0366

[www.okbride.com](http://www.okbride.com)

**Legal Company Name:** \_\_\_\_\_  
(for billing purposes)

**Trade Name:** \_\_\_\_\_  
(As it should appear in the program)

**Contact Person:** \_\_\_\_\_

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

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

**Business Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Business email:** \_\_\_\_\_

**Web Site:** \_\_\_\_\_

**Category:** \_\_\_\_\_  
(i.e., photographer, florist, caterer, etc.)

**Categories and booths  
are LIMITED.**

Signed contract and deposit  
are required to guarantee  
booth.

### Booth Information

**Tables:** Each booth includes one decorated, 6ft. standard-size table. Additional tables are available as plain or decorated (with skirt). An additional fee applies and each MUST be ordered in advance to ensure availability.

**Electricity:** Electricity MUST be ordered in advance to ensure availability & to avoid surcharges.

### Payment Information

**Payment terms:** A \$200 deposit per Show is required and is non-refundable. Payment may be made by check or credit card (Visa, Master Card or American Express). If paying by credit card, please provide card information below. Full payment for each Show is **due 30 days** prior to Show date.

**Exhibitor is liable for the full booth price if the booth is cancelled within 30 days of date of Show.** Cancellation MUST be in writing.

**Due Date:** Full payment is due with contract when signed within 30 days of the show date. Payments made 14 days before date of the SHOW MUST be with **Cashier's check. \$35 fee** charged for any returned checks.

Check is enclosed

Charge  \$200 deposit **per show** now & balance due on due date

Full amount now

Card number: \_\_\_\_\_

3# Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Statement Address: \_\_\_\_\_

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

I, as the exhibitor or an authorized representative for the exhibit, have read & agree to abide by the terms & conditions as well as those conditions set forth on the back of this contract. I understand & agree that I am responsible to pay for services rendered, including reasonable attorney's fees & costs, in the event of any dispute under the terms of this contract, including default on payment. All documents transmitted by facsimile (fax) shall be deemed legal & binding.

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Make a copy of this completed form for your records.**

### Show Schedule & Fees

## SPRING NORMAN BRIDAL SHOW

**April 22<sup>nd</sup> 2012** Sam Noble Museum, Norman, Oklahoma

Full pmt on or before 02/22/12  X \$460 \$ \_\_\_\_\_

Full pmt on or before 03/22/12  X \$495 \$ \_\_\_\_\_

Full pmt after 03/22/12  X \$530 \$ \_\_\_\_\_

Each Separate Bag Insertion  X \$25 \$ \_\_\_\_\_  
(300 Pieces; Deadline April 10<sup>th</sup> 2012)

Electricity \$25 \$ \_\_\_\_\_

Rewards Card Program (Year of Advertising) \$200 \$ \_\_\_\_\_

**Sub-total:** \$ \_\_\_\_\_

Less deposit: \$ \_\_\_\_\_

**BALANCE DUE:** \$ \_\_\_\_\_

## SAVE-THE-DATE

**OWP - Power Breakfast**

**Wednesday, March 21<sup>st</sup> 2012**

**8am at UCO College, Edmond**

**Call 405-633-0366 to RSVP**

[www.okwedpro.com](http://www.okwedpro.com)

Attract more customers today! w/ Rewards:



[okBride Rewards Media Kit <click here>](#)

Oklahoma Wedding Professionals | [www.okwedpro.com](http://www.okwedpro.com)

## **Rules and Regulations Governing Exhibits at the Oklahoma Bridal Show**

For and in consideration of the fees specified, okbride (hereinafter referred to as "Show Management") grants said company (hereinafter referred to as "Exhibitor") a revocable license to occupy space in the **Oklahoma Bridal Show** (hereinafter referred to as "Show")

**Set-up & break-down.** Exhibitors may enter Show facility for the purpose of exhibit setup. Exhibitors must use authorized loading areas & remove vehicles from loading area immediately after unloading. Setup of exhibit must be completed no later than one half hour before Show opening. Should Exhibitor fail to occupy its space during the scheduled set-up period, Show Management shall have the right to take possession of said space without liability for a refund of exhibitor fees. Exhibits may not be dismantled or removed before the Show has closed. In the event Exhibitor violates this provision, Exhibitor shall (a) forfeit its rights to the list of Show attendees, (b) be precluded from participation in future Shows. Exhibits must be removed no later than two hours after closing of Show. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Show before conclusion of break down period.

**Exhibitor Identification.** Exhibitor personnel must wear an official exhibitor badge, which will be provided on the day of the Show (or in advance of the Show, at registration, etc.) Any exhibit personnel who will arrive after the Show opens to the public must pick up an Exhibitor badge at registration.

**Limitations on distributions of promotional materials and sharing of booths.** Exhibitors may demonstrate products and/or services, solicit orders, and distribute advertising materials (including but not limited to, signs, literature, or business cards) only from their assigned exhibit space and only for products and/or service that are provided in the Exhibitor's normal course of business. Distribution or display of advertising materials from non-Exhibitors, and distribution of advertising materials in aisles, registration areas, lounges, stage/seating areas or grounds of Show facility is prohibited. Show Management reserves the right, at its sole discretion, to determine if a breach of this clause exists. Exhibitor may not assign its contract for exhibit space or permit any other person or company to use any part of such space without the duly signed consent of Show Management.

**Exhibit restrictions & safety issues.** All displays erected for the Show must be free standing and may not exceed the boundaries of exhibit space. Exhibitors are prohibited from attaching anything to walls, columns, windows or fixtures of Show facility. Exhibitors shall leave space occupied by them in the same condition as at the time when first occupied. Show Management reserves the right to restrict displays which, because of noise or method of operation, interfere with other Exhibitors, and to prohibit or remove such displays and/or personnel that in the opinion of Show Management become objectionable and/or detract from the character or appearance of the Show. The use of audio and/or video equipment is an exception to the rule, not a right, and Show Management reserves the right to determine at what point audio and/or video constitutes interference with others and must be discontinued. Exhibitor is charged with having knowledge of and compliance with all laws, ordinances, and regulations pertaining to licensing, sales tax, health, fire prevention, public safety, copyright, and the Americans With Disabilities Act. Exhibit materials, decorations, and display items must be fire safe. If an exhibit does not comply with these regulations, or otherwise presents a hazard or danger, Show Management may remove the exhibit with no liability for refund of exhibit fees.

**Liability and indemnification.** Reasonable precautions will be taken by Show Management to protect persons and property during Show hours; however, Show Management, Show facility, nor representatives of the same, shall be responsible for the personal safety of the Exhibitor or its representatives from injury, or the safety of the property of the Exhibitor from theft or damage. Exhibitor waives all claims of every kind against Show Management, Show facility, and representatives of the same including, without limitations, all claims for damages based on personal property damage, destruction, loss or theft, personal injury or death, and any other act or failure to act of Show Management. Exhibitor agrees to indemnify and hold Show Management harmless from all claims, including expenses, damages, costs and attorney's fees, by Exhibitor, Exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in the Show, whether negligent or not.

**Payment terms/cancellation policies.** Payments must be made by the date(s) specified in this agreement. If payments are not made when due, Show Management may terminate this agreement and reassign space to another Exhibitor. All payments are non-refundable and non-transferable, and space reservations may be canceled. Exhibitor shall pay a fee of \$35 if any check presented for payment is returned by the bank. No refunds will be issued for cancellations of the event. In the event of breach of this agreement by Exhibitor, Show Management reserves the right to cancel the agreement with liability for a refund of fees paid. The Exhibitor is considered to be in breach of this agreement if the Exhibitor (1) transfers or attempts to transfer exhibit space to another party; (2) files for bankruptcy or is declared bankrupt; (3) fails to fully comply with the terms and conditions of this agreement. Show Management reserves the right to cancel this Exhibitor agreement for any reason by giving 15 days written notice to Exhibitor. In this event that Show Management cancels this agreement, the liability of Show Management shall be limited to a return of any amounts paid by Exhibitor without interest or penalty.

**Insurance.** Exhibitors desiring insurance on their exhibits must place same at their own expense. Show Management will not be responsible for the safety of exhibits against fire, robbery or accident, or any other destructive cause, or for any injury that may arise to the public leased area or to the Exhibitors or their employees while on the event grounds.

**Liability for distributing of edible items.** Distributions of samples of food, cake, or other edible items is subject to approval by Show Management and subject to any rules or restrictions set forth by the Show facility. Distribution of alcoholic beverages is prohibited. Exhibitors who distribute items agree to assume all liability, and indemnify and hold harmless Show Management, Show facility, and representatives of the same, for damage or injury which might ensue by reason of such distribution, and must provide proof of liability insurance with limits of not less than \$300,000.

**Show cancellation and emergency situations.** In the event of adverse weather conditions, fire, casualty, disaster, labor disputes, acts of God, or any other emergency situations beyond the control of Show Management, Show Management will, at its discretion, reschedule and/or procure alternate space for the Show. Exhibitor agrees that the terms and conditions set forth in this agreement shall apply to any rescheduled date and/or relocation, and Show Management shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor by reason of such rescheduling and/or relocation of the Show. Except as specifically provided otherwise in this agreement, should Show Management fail to hold Show as herein provided or to furnish to Exhibitor the space herein described, Show Management shall refund to Exhibitor all amounts paid hereunder and such refund shall be accepted by Exhibitor as complete settlement and discharge of Exhibitor's claims and demands.

**Booth assignment.** Show Management will make best efforts to assign the exhibit size and location of Exhibitor's choice; however, Show Management reserves the right to alter the Show floor plan and/or reassign the location of an Exhibitor. In the event of the relocation of an exhibit space, Exhibitor shall receive a refund of the cost differential, if any, between the original and the relocated exhibit. Exhibitor agrees that Show Management shall not be liable to Exhibitor for any other loss or damage suffered by Exhibitor by reason of such relocation.

**Attendee list.** A list of attending brides will be made available to Exhibitor provided Exhibitor has fulfilled all terms of this agreement. The list will be seeded to enable Show Management to monitor its use. Exhibitor agrees that the list shall remain the property of Show Management, and Exhibitor agrees not to sell, lend, or otherwise transfer the list to any other business or individual for any reason. Exhibitor agrees to be held liable for any unauthorized use of the list and that the damages to Show Management resulting from each unauthorized use will be set at a dollar amount equal to the price of Exhibitor's space in the Show.

**Collection/litigation.** Shall litigation be necessary for Show Management to enforce any condition of this agreement, Show Management, in addition to any damages or relief awarded, shall be entitled to receive interest at the rate of one and one-half percent per month from the date of breach, court costs, and attorney's fees of one-third of the total Exhibitor fee. Exhibitor agrees that jurisdiction, venue and choice of law shall be in the State of Oklahoma.

**Conflicting agreements.** The agreements between Show Management and Show facility, service contractor, and labor organizations shall supersede the agreement between Show Management and Exhibitor.

**Changes and modifications.** Any promotion and/or instructional information provided by Show Management to Exhibitor is accurate as of publication; however, Show Management reserves the right to change or modify details of the Show without notice. Show Management may issue additional rules as it deems necessary for the orderly presentation of the Show. Any rule may be amended at any time by Show Management provided that such amendment shall not substantially diminish the rights or increase the liability of Exhibitor.

**Americans With Disabilities Act.** Any Exhibitor requiring assistance under the Americans With Disabilities Act must notify Show Management in writing no later than 30 days prior to the Show.

**Publicity/use of photos or videos.** Exhibitor agrees that Show Management may list the Exhibitor in Show promotional materials and use photography and/or video taken at the Show for publicity without compensation to Exhibitor.

**Faxed contracts.** For the convenience of the Exhibitor, Show Management will accept submissions of this agreement by facsimile. The parties agree that, if a signed copy of this agreement is transmitted by facsimile, the facsimile copy shall be deemed to be an original document and fully enforceable thereas.

**Severability.** If any clause of this agreement is found to be invalid or unenforceable, the remainder of the agreement shall continue in full force and effect without regard to the invalidated clause.

**Authority to enter into a contract.** The Exhibitor, in signing this agreement, or having same signed by a representative, acknowledges his, her, or their authority to do so and hereby assumes liability for the terms, conditions, and amounts stated herein.

# Does the Future Bride know your Business!!

## Recent Participating Exhibitors:

Bed, Bath, & Beyond  
Remington Park & Casino  
David's Bridal  
Laske Images  
Walnut Creek Chapel  
Gaillardia Country Club  
Howard Brothers Florist  
Civic Center/ Hall of Mirrors  
Running Wild Catering  
Chris Humphrey Photography  
Alfred Angelo  
Al's Formal  
Nichols Hills Cleaners  
Johnnie's Sweet Creations Bakery  
Tom's Formal  
Dillard's  
Brides of Oklahoma Magazine  
M&M Productions  
Sam Noble Museum  
Celebrity China  
Helen Enox Fabric  
San Plum Event Center  
The Dominion House  
Waterford Marriott  
Big Sky Travel  
Digital Video Productions  
Enchanted Evening  
Tuxedo Junction Formalwear  
Macy's  
Michael's Catering  
Travel Agents INC.  
Bentley Hedges Travel  
Madeline's Flowers  
Wedding Ideas and more...

The Only Bridal Show In Oklahoma  
That Has Radio & TV Partnerships!  
Thanks to Magic 104.1 & Fox 25 NEWS



## You do the math...

+ EXPOSURE  
    ♥ TV/RADIO  
    ♥ INTERNET okbride.com  
    ♥ SIGNAGE  
+ LEADS  
+ TRAFFIC  

---

= \$\$\$\$\$

We anticipate 500-650 Future Brides to attend this Bridal Show.

1200-1500 Total Attendees

# Call now to reserve your booth space!

Call 405.633.0366

Email: [info@okbride.com](mailto:info@okbride.com)

[okBride.com](http://okBride.com)

# MEET THE BRIDE

Today's bride is...

### *Affluent*

With an average wedding budget of over \$22,000, the bride has the financial resources to make her wedding day perfect.

### *Sophisticated*

The bride is older and more educated than those of previous generations. She is a knowledgeable consumer with a driving desire to explore all of her options.

### *Motivated*

The bride has a fast-approaching deadline...her wedding day. Her decisions cannot wait. She needs to buy now!

### *Looking to the future*

A wedding brings about lifestyle changes that will impact the bride's buying decisions for years to come. She will establish new business relationships and brand loyalties that will last a lifetime.

But, she is also...

### *Difficult to reach*

Brides make up only one percent of the total population, making it difficult and costly to reach her through traditional advertising.

### *Cautious*

The bride is open to new ideas but has been conditioned to be suspicious. She desires personal contact with the business she is trusting to make her wedding day perfect.


### *Stressed*

Planning a wedding can be quite overwhelming. The bride is looking for pressure-free ways to arrange the details.

### *Busy*

Planning a wedding involves many decisions and the bride has limited time in which to make them. She demands complete, detailed information, but wants to receive it quickly and efficiently.





The **Oklahoma Bridal Show** provides the unique opportunity to meet face-to-face with hundreds of brides who pay to attend the show so they can meet you! No other marketing program gives you the opportunity to personally demonstrate the advantages of your product or service directly to hundreds of potential customers – in one place, in one day. Expand your business opportunities at the bridal show with the best attendance and a long tradition of exhibitor success!

# *Bridal Shows Work!*

- Provides more new prospects in a few days than you could meet in months.
- Allows you to outshine the competition on the spot!
- Allows opportunities for the prospect to “see, feel, taste” your product.
- Great relationship builders with both prospects and other exhibitors.
- Allows you to feel the pulse of the industry – what’s hot and what’s not.
- Brides wait to make their wedding plans until they have attended The Oklahoma Bridal Show.

8 NE 48th Street | Oklahoma City, Oklahoma 73105

okBride.com

okbride.com | info@okbride.com

405-528-3548  
f 405-525-0008

## bridal industry statistics

With more than 2.4 million weddings occurring each year in the United States, the bridal industry continues to grow. Below are some of the most noteworthy facts about the wedding industry:

- \$72 billion/year is spent on weddings in the U.S.
- 2.4 million couples/year marry in the U.S.
- \$20,000 is the average wedding budget in the U.S.
- \$19 billion/year is spent on wedding gift registries
- \$8 billion/year is spent on honeymoons
- \$3,657 is the average honeymoon budget
- 99% of newlyweds take a honeymoon
- 25 is the average age of a bride; 27 of a groom
- \$51,591 is the average HHI of newly married couples

### JUNE ISN'T THE ONLY MONTH

Contrary to popular belief, June is not the only popular month to tie the knot. In recent years, weddings have become popular year-round, with autumn months gaining in the ranks by leaps and bounds.

The chart below indicates the most popular months to marry in the United States:



Statistics: The Knot, National Center for Health Statistics, 1998 U.S. Census Bureau, BRIDE'S Magazine Reader Study 2001

**okBride.com**

7300 NW 23<sup>rd</sup> Suite 103  
Oklahoma City, OK 73008

**Phone: 405.633.0366**

Fax: 405.563.9370

# WELCOME

## Media Partner!

Full page ads promoting the **Oklahoma Bridal Show** to increase awareness and to draw more customers to your booth!

**FREE!**

# Apartment Finder

From Sea to Shining Sea Across North America

WE'RE NATIONWIDE! For other areas call Toll Free 1-800-222-3651  
VISIT US ON THE INTERNET AT [www.LivingChoices.com](http://www.LivingChoices.com)

Print: 17,000 books distributed monthly in approx. 1000 locations!



Marketing

Awareness

Education

Engagement

Action

**SALE**

Sales &  
Marketing for 2011

Thursday, February 24, 2011

  
WEDDING  
professionals

## Guidelines for Conference Exhibitors/Vendors

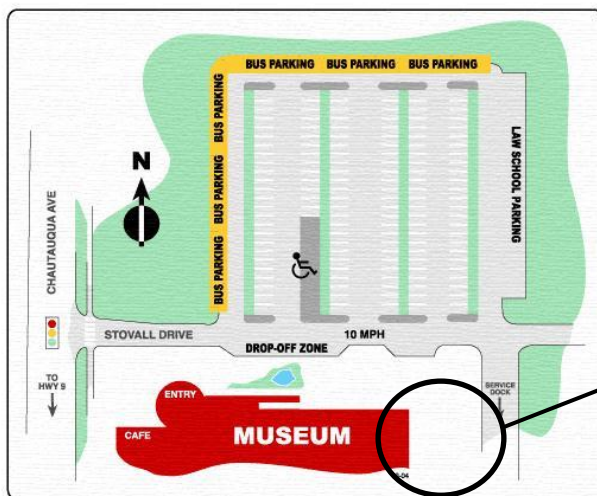
1. All goods and materials must be brought in through the museum loading dock entrance located on the east side of the building. *There are no exceptions!*
2. Use plastic tubs or plastic bags for transport. Cardboard boxes, paper bags and wooden crates are not allowed past the loading dock. Wood and paper can harbor several types of insect pests.
3. Exhibit displays containing corrugated cardboard will not be allowed in the building. Objects such as display cases, boards, artwork, amplifiers, and speakers must be clean and free of dust, dirt, cobwebs, insect nests, grasses, etc.
4. No electrical extension cords will be provided by the museum.
5. The following items are prohibited from use on Museum property:

**all organic materials**, including but not limited to items such as fresh flowers, live plants, soil, sand, grasses, feathers, moss, branches, bark, potpourri, rice, birdseed, oatmeal, straw, hay, mats or baskets woven of natural material, boutonnieres, corsages, and bouquets constructed, in part or in whole, of natural materials, centerpieces and unwrapped gifts,

**all flammable materials**, including but not limited to lighting devices using open flame such as candles, lanterns, oil lamps, *Sterno*, hurricane lamps, sparklers,

**very small materials and materials that emit chemicals**, including but not limited to beads/bead-like materials, aerosols, smoke machines, spray glue, crepe paper, spray glitter, tissue paper, spray snow, helium balloons, spray string, paper ribbons, spray paint, glitter, confetti

6. Vehicles may not be left unattended inside the museum gates. After the delivery, vehicles must be moved to the public parking areas before set-up may begin.
7. The museum does not have any carts or dollies available for vendor use.
8. Outside doors and all hallway doors between the loading dock area and the event spaces must be kept closed except when in use. Do not prop doors open. Close doors immediately after passing through the doors.
9. All items must be removed from the event spaces immediately following the event.



If you have any questions or additional information is required please send e-mail to [reservations@snomnh.ou.edu](mailto:reservations@snomnh.ou.edu) or call 405.325.7975.



56-61  
upstairs

