

DATE & EXPO HOURS

Sunday, January 4, 2015

11:00 a.m. to 12:00 p.m. ~ VIP Reception in Main Exhibit Hall

1:00 p.m. to 4:00 p.m. ~ EXPO in Main Convention Center

EXPO LOCATION

Marriott Coralville Hotel & Convention Center

300 East 9th Street, Coralville, IA 52241

COLOR SCHEME

The convention center will be decorated in ivory, celery green and orchid similar to the design on the front of the program. The pipe-n-drape in your booth will be ivory.

VIP RECEPTION

We are happy to announce that the VIP Reception is back again this year! The VIP Reception will be held in the Main Convention Center for up to 125 brides and their guests. We are anticipating approximately 500 guests. If you are interested in donating 125 gifts or certificates to be added to the VIP Swag Bags, please Email karen@creativeoccasions.net to make arrangements. All items will need to be to The Gazette at 501 Second Avenue SE, Cedar Rapids, IA 52401 no later than **December 15, 2014**. Please label your items for VIP and items for general admission. We are working with a company to assemble our bags. Items received after the 15th will be returned to you to give out your items at your booth. Please mark your packages clearly with Attn: Heidi Hora.

RUNWAY SHOW

The Runway/Fashion Show sponsored by XOXO Bridal and Prince Albert Tuxedo will be held in the main hotel ballroom beginning at 12:30 p.m. Doors will open at 12:10 p.m.

EXPO DECORATOR

Spielman's Event Services will install your booth. Each booth will be a 10'x10' (8' skirted table) or a 8'x8' (6' skirted table) trade show booth with ivory drape. Each booth will have the ivory drape with a ivory floor-length linen tablecloth, one wastebasket, and two chairs, and two exhibitor name badges. The exhibitor booth is not carpeted. You are welcome to bring your own floor covering, if you would like. Please make sure that the carpet does not present a tripping hazard to the attendees. Carpet for booths can be ordered through Spielman's. Please call Krystal at 319.366.3443 or Email her at sales@spielmans.com.

APPROPRIATE ATTIRE

Our intention is for the EXPO to be a very nice event, but formal attire is not required. Exhibitors should dress according to their line of business. The convention area will be cold during set-up as the doors will be open, so please dress accordingly.

ELECTRICITY

If you are in need of electricity in your booth and have not requested it yet, please contact Karen Woods at heidi.hora@sourcemedi.net at least one week prior to the EXPO. The cost of an 110V electrical hook-up is \$60. The cost of electricity goes up on the day of the event if ordered through the Marriott Hotel & Convention Center to \$75 and it is paid to the hotel.

SPECIAL EQUIPMENT NEEDS

Exhibitors who are interested in renting additional skirted tables (8', 6', or 4') for use in their booth can do so for an additional cost per table. Please find attached a copy of the Equipment Order Form from Spielman's. If you have questions, please contact Krystal at 319.366.3443.

FOOD & BEVERAGE

The Marriott Convention Center is the official food and beverage vendor. Exhibitors, who are planning to give away food and/or beverages at the Bridal EXPO, MUST adhere to the policy. If you have signed up for food and beverage, please send back the attached form no later than December 15, 2014 to karen@creativeoccasions.net.

BOOTH SET-UP

Exhibitors will have access to the Marriott Convention Center on Saturday, January 3rd from 1:00 p.m. to 4:00 p.m. to set-up booths. The arena will also be open beginning at 8:00 a.m. on Sunday, January 4th. All booth materials must be moved in no later than 10:30 a.m. from the loading dock area. Booths must be completed and be ready to go at 10:45 a.m. The doors open promptly at 11:00 a.m. for the VIP Reception and close at 12:00 p.m. The doors will reopen at 1:00 p.m. to 4:00 p.m.

EXHIBITOR CHECK-IN

Exhibitors are asked to check in at the vendor registration area located outside the Convention Center in the main hallway. It is imperative that you check-in and pick-up your name badges.

EXHIBITOR NAME BADGES

One of the simplest things an exhibitor can do to gain recognition at the Iowa Wedding EXPO is to wear their exhibitor badge. Your name badge will easily identify you as an exhibitor.

BOOTH TEAR DOWN

Your company is exhibiting so that people who come to the Iowa Wedding EXPO can meet with you. Please be respectful of all visitors and DO NOT tear down your booth until the Iowa Wedding EXPO has closed at 4:00 p.m. Booth tear down must be completed before 8:00 p.m. on Sunday the 4th.

PARKING

Please park in the South or North parking areas. Parking for the day for each vehicle is \$1.00 per hour or \$8.00 for the day.

ENTRANCE FEE

VIP EXPO Exclusive \$100 for 4 guests: includes admission to the EXPO and the Runway Show.

EXPO & Runway \$10 per attendee: includes entry into the EXPO 1:00 - 4:00 pm and the runway show beginning at 12:30 pm.

Expo ticket: \$5 per attendee: includes entry into the EXPO 1:00 - 4:00 pm

Each bride will be wearing a lei for easier identification.

ADVANCE REGISTRATION

We appreciate you telling your customers about the Iowa Bridal EXPO. Please direct them to our website at: www.iowaWeddingEXPO.com where they can pre-register online.

MARKETING

We've attached the 11x17 posters and the postcard, please email to your customers and share on social media. We appreciate your help in promoting the event.

DOOR PRIZES

All registered brides and grooms will be eligible to win door prizes donated from our Exhibitors. If you wish to participate in a door prize giveaway, please communicate with karen@creativeoccasions.net no later than December 15, 2014. Each bride/groom attending will receive a colored lei to wear throughout the event. We will place an Instant Door Prize Winner communication piece on the lei along with your booth number so they can stop by and redeem their prize.

BRIDAL REGISTRATION LIST

Sponsors at the bronze package and up to presenting package will receive a copy of the bridal registration list. This may be used to advertise and promote your business. This list may not be resold, given, or distributed to any other business for its use. The list is the property of The Gazette. **The list will be emailed to you within one week after the show.**