

OKLAHOMA BRIDAL SHOW

Planning Your Wedding?

There is only **one** place to find...

- Fashions
- Exhibits
- Prizes
- Tastings

All in **one** day!

SUNDAY | JULY 27TH | 1-5PM

COLES GARDEN

1415 NE 63rd, Oklahoma City

okbride.com | 405-528-3548



Summer Bridal Show / Bridal Show DVD

(3) Marketing Packages

I

Sponsorship Package

5 Minute Video Commercial Produced
Video Tip & Tricks Segments

Your Banners posted prominently in show hall
Your logo will be included on all print to be done as "DVD Sponsor"

Complete year of marketing: visual, web, print
Double Booth @ Summer Bridal Show July 27th 2008
\$3000.00

II

Showcase Package

Video Commercial Produced

Booth @ Summer Bridal Show July 27th 2008
\$1500.00

III

Participation Package

Full Screen Still 'Billboard Ad' on DVD
Booth @ Summer Bridal Show July 27th 2008
\$550.00



okBride.com | Oklahoma Bridal Show

July 27^h 2008 @ Coles Garden

Hospitality | Royal Room Bridal Suite

9:30am Load-In, Setup

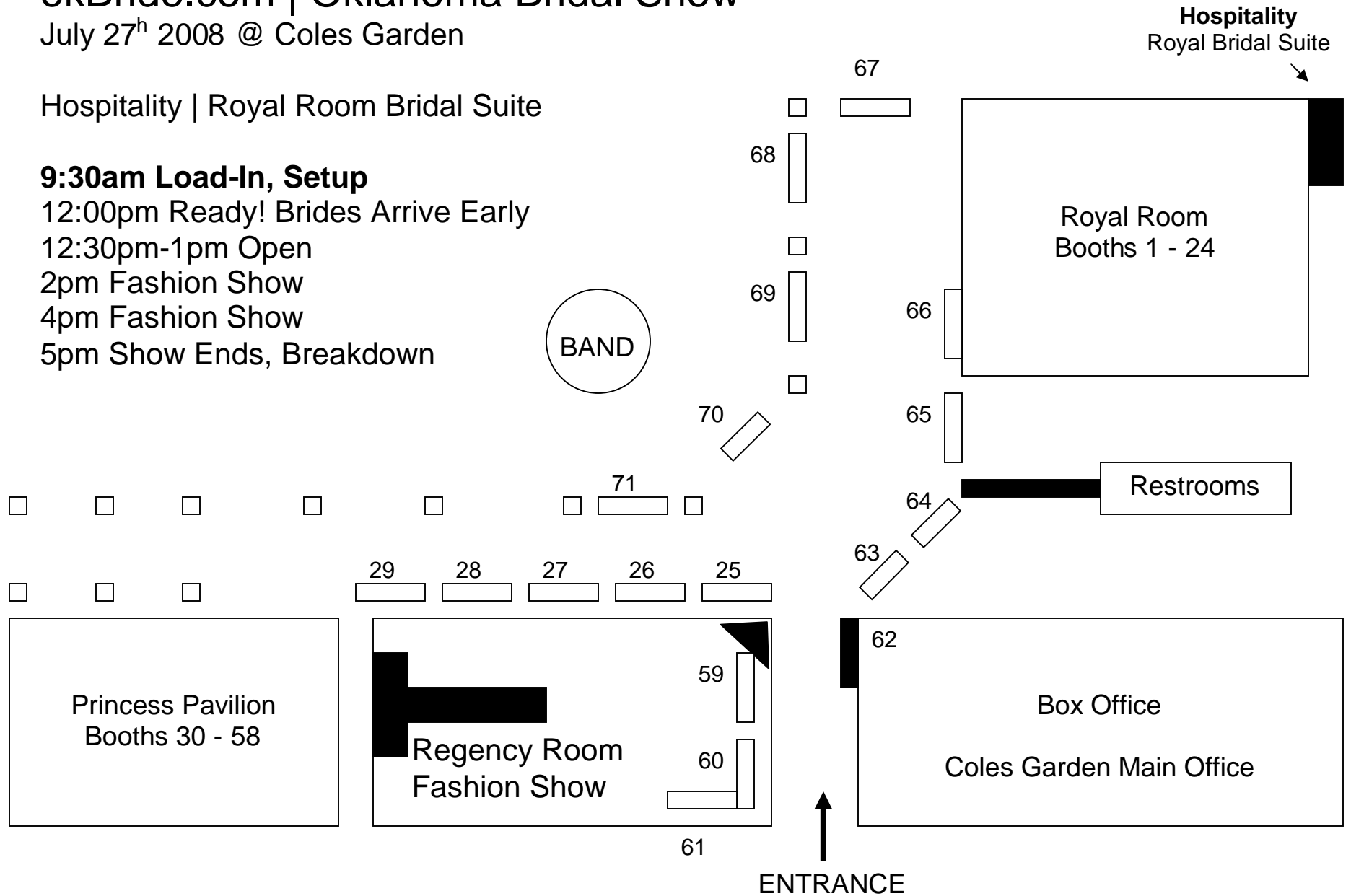
12:00pm Ready! Brides Arrive Early

12:30pm-1pm Open

2pm Fashion Show

4pm Fashion Show

5pm Show Ends, Breakdown





**Summer Bridal Show
Exhibitor Contract
July 27th 2008**

Return Contract
(via fax or mail) to:
okBride.com
PO Box 12457
Oklahoma City, OK 73157
FAX: 405.525.0008
Phone: 405.528.3548
www.okbride.com

Legal Company Name: _____
(for billing purposes)

Trade Name: _____
(As it should appear on display sign)

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, 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.

Complete Show details will be faxed 5 days prior to the show.

Show Schedule & Fees			
July 27th, 2007		\$550	\$ _____
<i>Coles Garden, Oklahoma City 1-5pm</i>			
Electricity		\$20	\$ _____
Design Fee For 'Full Screen Still AD'		\$50	\$ _____
Additional Skirted Table	_____ X	\$25	\$ _____
Sub-total:			\$ _____
Less deposit:			\$ _____
BALANCE DUE:			\$ _____

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/Late Fees: If the invoice balance is not paid in full 30 days prior to Show date, a \$50 late fee will be added. Contracts signed within 30 days of the Show date, full payment is due with contract. 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 now & balance due on June 30th 2008.
 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: _____

**Full Screen Still AD on DVD
Artwork Specification:**
640 X 480 Pixels
RGB Color @ 72 DPI
Format: .tif or .jpg
Templates goto:
http://www.eventmarketingagency.com/dvd_templates.zip

AD DUE JUNE 9TH 2008
EMAIL TO: info@okbride.com

Make a copy of this completed form for your records.

SAVE-THE-DATE
September 28th 2008 @ Marriott
January 4th 2009 @ Sheraton

www.okbride.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. Cancellations received in writing 60 or more days prior to event will be accepted and one-half of the deposit shall be refunded. No refunds will be issued for cancellations received within 60 days 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.

OKLAHOMA Bridal Show



Hello everyone! Thank you for making this year's Oklahoma Bridal Show another smashing success. I know you got the chance to meet hundreds of brides and introduce them to your business.

I'm excited to tell you about the new Bridal Show DVD. No longer is the excitement limited to two shows per year. Now Oklahoma brides can have the same experience in their own homes all year round. This marketing campaign is targeted to local brides, out-of-state brides, and to brides who are too busy to visit dozens of local vendors.

DVD

It will be broken into segments; photographers, catering halls, florists, etc. The bride will see several promotional videos highlighting local businesses that specialize in each service. Businesses just like yours.

We will come to your location; discuss ideas for your promotional video, and do all the filming and production. Then a thousand DVDs will be distributed through several marketing avenues; at local bridal businesses, nationwide through our website and especially at the Oklahoma Bridal Show DVD release party.

WEBSITE

okBride.com is already the premier bridal website in Oklahoma. As part of the Bridal Show DVD, it will be expanded into an online bridal show. Each participant will get a web page featuring photos, information, and questions and answers about their business. Each page will also contain a link to the promotional video, so brides can watch them online even if they don't have the DVD. Walking through a virtual world, they can visit your company and learn about your business. Anytime. Day or night. Promotional videos will also be available in a separate package as a marketing tool for your own use.

PARTICIPATION

We offer two levels of participation in the Bridal Show DVD. Our regular participant receives:

- Filming and production of your promotional video,
- A spot on the free DVD,
- Tangible coupon placed inside each DVD case,
- 25 DVD's to distribute at your location,
- A year of web presence online at okBride.com.

Our sponsorship level includes all of the above, plus many other benefits.

SHOWCASE

You will also receive a booth at our DVD release party on July 27th 2008. This event will be heavily promoted, and local brides will be there to get their free DVD...another opportunity for you to introduce yourself and earn their business.

Regards,
Steven VanCauwenbergh,

405-528-3548



Sponsorship Package Includes

Exclusive category sponsorship for business type on the vendor menu

1,000 Bridal Show DVDs distributed with your logo on the outside case

11x17 Posters with your logo distributed to all local bridal businesses also reaching surrounding towns and college campuses

5, 000 postcards with your logo distributed to promote your business

1,000+ postcards mailed directly to prospective brides needing your service

Double booth at the bridal show dvd release event

Signage and announcements of your sponsorship of the bridal show dvd

Logo & Banner on the website

Up to a Two Minute Promotional Video With all production, editing, copy Writing.....	\$1200 value
Professional voiceover from local Radio personality.....	\$500 value
1000 coupons (printed inside the DVD case).....	\$250 value
A webpage for your company with video, featured on okBride.com.....	\$500 value
One Year web presence on okBride.com.....	\$300 value
25 DVD's to distribute in your store.....	\$250 value
Bridal Show Booth @ DVD release event July 27 th 2008.....	\$500 value
Total Value.....	\$6000
Complete one year marketing campaign.....	<u>\$3000.00</u>

Contact:
Steven VanCauwenbergh
PO Box 12457
Oklahoma City, OK 73121
405-528-3548
405-525-0008 Fax

okBride.com



**BRIDAL SHOW DVD
CONTRACT**

Return Contract
(via fax or mail) to:
okBride.com
PO Box 12457
Oklahoma City, OK 73157
FAX: 405.525.0008
Phone: 405.528.3548
www.okbride.com

Legal Company Name: _____
(for billing purposes)
Trade Name: _____
(As it should appear on display sign)
Contact Person: _____
Business Address: _____
City: _____ **State:** _____ **Zip:** _____
Business Phone: _____ **Fax:** _____
Business email: _____
Web Site: _____
Category: _____
(i.e., photographer, florist, caterer, etc.)

**DURATION:
July 2008-2009**

DVD INFORMATION

1000 Bridal Show DVDs will be produced for the year 2008-09. These will be distributed through BridalshowDVD.com and will be available at local retailers. Your contract entitles you to a one year campaign of advertising on the Bridal Show DVD and on BridalshowDVD.com, and one coupon inside the DVD coupon book. You may provide okBride.com with a promotional video up to 4 minutes in length, or okBride.com will create one for you. If okbride.com creates your promotional video, you may purchase the full usage rights to your promotional video for an additional fee.

DVD FEES

Showcase Package:	<u>\$1500.00</u>
Sponsorship Package:	<u>\$3000.00</u>
Copyrighted Promotional Video Rights(\$1250.00)	_____
Total:	\$ _____

PAYMENT INFORMATION

Payment terms: The full amount of the contract is due upon signature, unless payment arrangements have been discussed and agreed upon in writing. 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.

- Check is enclosed Charge Deposit Full amount now

Card number: _____
3# Security Code: _____ Expiration Date: _____
Name on card: _____
Statement Address: _____
City: _____ State: _____ Zip: _____

I, as the client, understand & agree to terms and conditions, and 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: _____

TERMS AND CONDITIONS

- 1. DEFAULT IN PAYMENT -** The Client shall assume responsibility for all collection of legal fees necessitated by default in payment.
- 2. CHANGES -** The Client shall be responsible for making additional payments for changes and/or enhancements to the promotional video or webpage requested by the Client after the promotional video and webpage have been created for and approved by the Client.
- 3. OWNERSHIP OF ARTWORK –** okbride.com retains ownership of all original artwork, in any media, including digital files, whether preliminary or final. The Client waives the right to challenge the validity of okbride.com ownership of the art subject to this agreement because of any change or evolution of the law.
- 4. USAGE -** Any usage rights not exclusively transferred are reserved to okbride.com. Usage beyond that granted to the Client herein shall require payment of a mutually agreed-upon additional fee subject to all terms. Any transfer of rights is conditional upon receipt of full payment. okbride.com retains the right to reproduce any work for the purpose of self-promotion.
- 5. LIMITATION OF LIABILITY -** Client agrees that it shall not hold okbride.com or his/her agents or employees liable for any incidental or consequential damages that arise from okbride.com's failure to perform any aspect of the project in a timely manner, regardless of whether such failure was caused by intentional or negligent acts or omissions of okbride.com or a third party. Furthermore, okbride.com disclaims all implied warranties, including the warranty of merchantability and fitness for a particular use.
- 6. DISPUTE RESOLUTION -** Any dispute in excess of \$1500.00 arising out of this Agreement shall be submitted to binding arbitration before a mutually agreed-upon arbitrator pursuant to the rules of the American Arbitration Association. The Arbitrator's award shall be final, and judgment may be entered in any court having jurisdiction thereof. The Client shall pay all arbitration and court costs, reasonable attorney's fees, and legal interest on any award of judgment in favor of okbride.com.
- 7. CANCELLATION –** Once the Client has signed this agreement, he/she is bound for 1 year. In the event of cancellation, okbride.com retains all fees and charges already collected.