

The Latest Concept in Elegant Bridal Expos

Milestone Media Group Presents



Red Carpet Bridal Tours

Exhibitor Application

Tour Location: _____

Tour Date: _____

410-549-5490

Call Toll Free 877-856-5490

Website: www.redcarpetbridaltours.com

Form Date:

In Partnership With:



Milestone Media Group, Inc.



Red Carpet Bridal Tours

EXHIBITOR INFORMATION



Standard Vendor Fee \$125 Includes:

- Exhibit Space
- One six-foot skirted table
- Two chairs
- Electric available at most spaces
- Discount Ticket Code for your customers (Online Purchases)
- Listing in Show Program
- Comprehensive mailing list of tour attendees

Featured Vendor Fee \$150 Includes:

The above Standard Vendor features, plus...

- Your marketing materials placed in our Swag Bags (30 Pieces).
- 10 Minute Presentation.
- Logo featured on tour program.
- Your company listed on entryway signage.

YOUR SPACE WILL BE LOCATED AT ONE OF OUR LOVELY VENUES; SETUP AND VISIT TIMES VARY. CHECK WITH YOUR TOUR COORDINATOR FOR DETAILS.

YOU WILL GET APPROXIMATELY 1 HOUR CONTACT TIME WITH BRIDES AND GUESTS, AND POSSIBLY PARTICIPATE IN AN ACTIVITY.

Increase Your Visibility

Advertise in our Digest Size Show Program!

Affordable rates for camera-ready art:

Full page	\$225
Half Page	\$125
Quarter Page	\$75

For Mechanical Specs see the Bridal Tour Program Ad Placement Agreement.



Toll Free 877-856-5490
Milestone Media Group, Inc.
1341 W. Liberty Rd. / Sykesville, Maryland 21784

Promotional Activities

The Tour is supported by extensive advertising including:

- Bridal Magazines
- Bridal Expos
- Color Flyers and Posters
- Exhibitors' Store Fronts
- Tour Discount Coupon
- Bridal Mailing Lists
- Web ads and Facebook ads and postings
- A network of Media and Promotional Partners
- Emails and postcards to brides

Door Prizes and Give-aways

All exhibitors are **REQUIRED** to offer one door prize valued at \$50 or more. Premiums and Give-aways are encouraged as incentives to stay and chat or to remember your presence. All such premiums are the responsibility of the exhibitor, and you are free to collect info from brides to brand your business and to qualify clients.

Admission

- \$25 Admission per bride or guest

At the Door

Brides and Guests will register at the beginning of the tour, and they will receive bags with literature and gifts as they board the bus for the second venue. Exhibitors are welcome to offer bags and gifts at their spaces, or we can put them in the bags for you.

In Partnership With:



Red Carpet Bridal Tours

For Office Use

EXHIBITOR REGISTRATION APPLICATION

EXHIBIT SPACE PRICING:

Exhibit Space - Any venue\$125

Each Tour consists of multiple stops, each at a different venue. Your Tour Coordinator will discuss availability and placement with you. All selections are final, as we will limit one vendor of any category per venue. Your Confirmation Letter will have details on your arrival and set-up times and when brides will arrive, contact info and more. Note: Arriving late or attempting to exhibit products or services not listed below may prevent you from exhibiting with no refund of fee.

EXHIBITOR INFORMATION

COMPANY _____

AGENCY (if applicable) _____

CONTACT PERSON _____

BILLING ADDRESS _____

PHONE _____

FAX _____

E-MAIL _____

Products and/or Services being offered in your exhibit space: _____

DATE OF TOUR _____

Reserve early, limited number of vendors will be accepted per category. Applications must be received within ONE WEEK of the Tour date to be listed in the show program. Exhibitor set-up times are listed in the Confirmation Letter. Participating exhibitors should bring their door prizes and give-aways with them on the day of the show.

Describe your display/exhibit (please be specific): _____

TOUR PROGRAM LISTING INFORMATION

Please complete information as it will appear in the Tour Program. Application must be received within two weeks of the Tour date to be listed in the Program.

COMPANY NAME _____

CITY, STATE _____

PHONE (local) _____

PHONE (toll free) _____

WEBSITE ADDRESS _____

Red Carpet Bridal Tours will only support and promote professional wedding vendors. By submitting this application, you will be asked to show proof of your business lic. As required by state, tax ID number and current liability insurance policy.

PAYMENT OPTIONS (All Terms – Must Accompany This Application)

Make Checks Payable To:



Milestone Media Group, Inc.
1341 W. Liberty Rd.
Sykesville, MD 21784

Office: 410-549-5490

Toll Free: 877-856-5490

Fax: 410-549-6467

www.redcarpetbridaltours.com

\$ Total _____

VISA

MC

AM EX

Card # _____ Name on Card _____ Exp. Date _____

Billing Address of Card _____

I have read and agree to all the Terms and Conditions listed on other side. I understand that acceptance in the Tour is a temporary license to display my product(s)/service(s) and does not constitute endorsement by Milestone Media Group, Inc. or the host venue.

Signature _____ Title _____ Date _____

READ THIS BEFORE YOU SIGN

Milestone Media Group, Inc. Red Carpet Bridal Tours Exhibitor Registration Application.

Terms and Conditions:

1. Placement is first-come first-served, subject to restrictions listed below.
2. Tour Exhibitor Registration Application must be accompanied by PAYMENT IN FULL (Check, Visa, Master Card, or Amex.) to reserve the exhibit space. Upon acceptance, you will be assigned one of the available spaces based on which venue location is being filled at the time. Milestone Media Group, Inc. reserves the right to restrict or make placement based upon exhibitor type. This application, when properly executed by Exhibitor and approved by Milestone Media Group, Inc., constitutes a legally binding license agreement. No guarantee of total guest or number of brides in attendance on any tour is herein made or implied.
3. DESCRIPTION OF SPACE. A standard space includes a 6' covered table with tablecloth, two chairs (as available), and standard identification sign (some spaces are irregular in shape). Additional tables and chairs are available only in advance. License fee also includes listing in the show program directory. Exhibitor agrees that Milestone Media Group, Inc. will not be liable for errors and omissions.
4. All caterers must submit proof of insurance.
5. All vendors, products, services and displays are subject to approval. Applications not accepted will receive a full refund. Electrical service, available in most locations, is limited to one 15 amp outlet. Exhibitors must supply additional extension cords/outlet extenders if desired. Milestone Media Group, Inc. and the hosting venue are not responsible for providing additional electrical capacity.
6. EXHIBIT REGULATIONS:
 - a. Setup will be accomplished by the time stated on the Confirmation Letter on the day of the Tour, and breakdown will not begin before guests leave. Exhibit spaces not filled 30 minutes before the event begins are subject to be eliminated at the discretion of the Tour Producer or host venue without further compensation to the Exhibitor. Exhibits are limited to the products and services listed on the application, no exceptions, and violations of this will be cause for termination of this contract and elimination of the exhibit space without further compensation to the Exhibitor.
 - b. Exhibit shall be so arranged as not to obstruct the general view nor hide the other exhibits. No exhibit will be permitted to interfere with the use of other exhibits or impede access to them or free use of aisles. Plans for specially built displays not in accordance with regulations should be submitted in writing to Milestone Media Group, Inc. before construction is ordered. All construction shall be neat and professional.
 - c. USE OF SPACE. A description of the display construction and a list of exactly what products or services will be displayed must be submitted on the Exhibitor Application. If over-the-counter sales will be conducted, Exhibitor is responsible for collecting and remitting taxes in accordance with federal, state, and local requirements. Exhibitors shall only display merchandise or services as listed on the Exhibitor Application. Violations of this will be cause for termination of this contract and elimination of the exhibit space without further compensation to the Exhibitor. Tour Manager reserves the right to prohibit the display of any product or signage that it deems inappropriate or out of character with the Tour. No representations are made herein regarding exclusivity of any merchandise or service on the Tour, but we will limit vendor categories to one per venue.
 - d. PROHIBITED USE. (1) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the Exhibitor presenting the material, unless other arrangements have been made with the Tour Operator. (2) Exhibit space may not be occupied or shared by any firm other than that firm which originally contracted for said space. (3) Exhibitor shall not make any promotional efforts, or provide transportation, that has the effect of drawing attendees away from the main show area, except as allowed by Milestone Media Group, Inc. in regard to authorized workshops, demonstrations, and displays. (4) Volume levels will be kept reasonable, as determined by Milestone Media Group, Inc., and displays/entertainers will not block traffic or detract from other exhibitors' displays. (5) No Attachments of any kind to the walls or furnishings are permitted, except by the permission of Milestone Media Group.
 - e. Space will be left clean. Nothing will be used within the venue that will injure, mar, or in any manner deface any surface of the venue or any equipment contained herein, such as nails, hooks, tacks, or screws, adhesives, tapes, signs, posters, notices, or graphics of any description into or onto any part of the surfaces. Exhibitor assumes responsibility for all damage to facility.
 - f. Displays and personnel are restricted to assigned spaces. No other space may be used without permission of Milestone Media Group, Inc.
7. Cancellation policy: If Exhibitor desires to cancel all or part of the exhibit space, the Exhibitor acknowledges that Milestone Media Group, Inc. would be harmed and suffer loss, but that the precise value of that harm would be difficult to calculate. Therefore any payment required herein shall be considered reasonable pre-agreed liquidated damages and not a penalty. Fee not refundable for cancellation after payment.
8. CANCELLATION OF TOUR. In the event of cancellation or postponement of the Tour by the Tour Operator for any reason, a full credit for an upcoming or rescheduled Tour will be given. Tour may be postponed if 12 guests have not signed up for the tour by 5 days before the Tour date.
9. Exhibitor may be required to provide proof of insurance before the start of the event. All vendors offering food must provide verification of insurance coverage at least 15 days before the start of the event. The Certificate of Insurance shall indicate: (a) Broad Form Public Liability Insurance with a minimum of \$1,000,000 combined single limit per occurrence, (b) name Milestone Media Group, Inc. as additional insured, and (c) list the insurance agency issuing the certificate.
10. LIABILITY. The Exhibitor is entirely responsible for the space leased and has the sole responsibility of keeping said space free from any conditions dangerous to persons visiting or working the exhibition floor. Exhibitor agrees to hold Tour Operator, Venue Manager, and their employees, agents and partners harmless from any and all claims and expenses for any injury, loss, or damage that may occur to Exhibitor, or to Exhibitor's employees, guests, or property from any cause whatsoever, as a result of the use of the rented space, or the actions or failure to act of any party associated with the Exhibitor, and agrees to indemnify the above parties from all such claims. In no event shall Tour Operator or any of its affiliates be held liable for any damages arising out of or in connection with this Agreement. Exhibitor recognizes that no other party holds insurance that relieves him from liability of damages as a result of use of the rented space. Exhibitor is solely responsible for damages to the premises, except by the negligence of the Tour Operator, and for violation of any law, code or regulation.



Red Carpet Bridal Tours

TOUR PROGRAM AD PLACEMENT AGREEMENT

AD PRICING:

BLACK & WHITE ADS - Check One (prices are per Showcase)

- Full Page 4 5/8" x 7.1/8".....\$225
- Half Page 4 5/8" x 3 1/2".....\$125
- Quarter Page 2 1/4" x 3 1/2".....\$75

PLACE MY AD IN THE FOLLOWING SHOWCASE PROGRAM:

Tour Location _____

Tour Date _____

SUBMITTAL OPTIONS (select one)

Mechanical Specifications on other side.

- ___ Electronic File Submittal - on disk or e-mail to
production@milestonesmagazine.com
- ___ Use my existing ad on file.

Ad design service billed at \$50/hour.

BILLING INFORMATION

COMPANY _____

AGENCY (if applicable) _____

CONTACT PERSON _____

BILLING ADDRESS _____

PHONE _____

FAX _____

E-MAIL _____

Signature _____

Title _____

Date _____

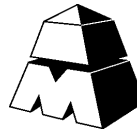
Milestone Media Group, Inc. Red Carpet Bridal Tour Exhibitor Program Ad Placement Agreement Terms and Conditions:

1. Black and White line art ads are preferred; photographs (including electronic files) and color submittals may not reproduce at magazine quality.
2. All ads are printed Black and White only.
3. Ad placement in the Tour program is at the discretion of Milestone Media Group, Inc.
4. Milestone Media Group, Inc. does not endorse advertisers and does not guarantee the accuracy of any claims made by it's advertisers.
5. All orders are subject to publisher's acceptance. The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of the publication.
6. Milestone Media Group, Inc. endeavors to provide completely accurate information in all advertising. Scanned/reproduced images and artwork/ads submitted electronically will be published as received.
7. The publisher will endeavor to distribute the program at the designated Tour, even if the Tour is postponed. We cannot guarantee that every attendee will receive a copy of the program, but we sure will try. Further, in case of error or failure to print an advertisement, liability is limited to the cost of the advertisement.

PAYMENT OPTIONS

(All Terms – Must Accompany This Application)

Make Checks Payable To: \$ TOTAL _____



Milestone Media Group, Inc.
1341 W. Liberty Rd.
Sykesville, MD 21784

- VISA
- MC
- AM EX

Office: 410-549-5490 • Fax: 410-549-6467 • TOLL FREE: 877-856-5490

Card # _____

Name on Card _____ Exp. Date _____

Billing Address of Card _____

MECHANICAL SPECIFICATIONS

ELECTRONIC FORMAT

- Operating System: Macintosh OS

NOTE: Many Windows files will open in Macintosh, call for more information.

- Programs: QuarkXPress 6.5, Photoshop CS, Acrobat 6.0, or Illustrator 10
- Type of files accepted:
 - TIFF – Save all photos in 300 dpi, line art in 600 dpi.
 - EPS – Create Outlines for type and strokes.
 - PDF – Use Acrobat 6.0 compatibility and save as 300 dpi Press Optimized.
- Save all black and white files in GRAYSCALE, not in color.
- Newspaper and magazine art and photos are not acceptable for reproduction.

HARD COPIES & PICTURES

Wording and designed art in clean black and white images may be submitted in the specified dimensions, but may be subjected to ad scan and size adjustment fees (see other side).

PLEASE NOTE:

QUALITY/SHARPNESS OF AD
COULD BE COMPROMISED IF NOT
SUBMITTED ELECTRONICALLY.

- Original emulsion-based photos reproduce better than printed copies. Please submit originals. They will be returned without harm after the publication is finished.

AD SIZES

Full Page: 4 5/8" W by 7 1/8" H
Half Page: 4 5/8" W by 3 1/2" H
Quarter Page: 2 1/4" W by 3 1/2" H