

VENDOR HANDBOOK

December 31st 2011

January 1st 2012

Puyallup Fair & Event Center's
Americraft Showplex

Vendor Handbook

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Show Managing Partners-

Jerri Turner- General Show Information and Contracting
253-841-2147 Jerri@westcoastbridalshowcase.com

Talleen Foerster- Showcase Program and Event &
Fashion Show Coordinator
253-298-0852 Talleen@westcoastbridalshowcase.com

Puyallup Fair & Event Center Facility Director
Debbie Baker- 253-841-5045 debbie@thefair.com

General Show Information

Location Puyallup Fair & Events Center
110 9th Ave SW Puyallup 98371
www.thefair.com

Show Dates December 31st 2011 9:30-5pm

	January 1 st 2012 9:30 4:30pm
Move In Hours only	Thursday 11am-5pm Sponsors
Move Out Hours	Friday- 10am to 8pm Sunday- 5pm-8 pm Monday 9am-2pm
Show Colors	Booth Drapes- Ivory Red Carpet Isle Stage- Ivory and Black
Ticket Information	Sales through Puyallup Fair Price- \$8-12 per person
Parking	Free in all Fair Lots (see map)
Show Rental and décor	American Party Place Loree Durham 253-473-3300
Electrical	Puyallup Fair & Event Center Debbie Baker 253-841-5045
Fashion Show Times 2:30pm	December 31 st 11:30am & January 1 st 2pm

Parking

West Coast Bridal Showcase offers free parking for all vendors and guest.

The Parking Lot being used is the Blue lot, directly across from the Show entrance. Please see map.

WCBS and Puyallup Fair are not responsible for any theft or damage incurred to vendor vehicles parked in any fair lots.

Move-in/out

Move-in dates for Sponsorships will be December 29th from 11am to 5pm. Move-in for all remaining vendors will be December 30th 10- 8pm. Move-out dates will be January 1st 5-8pm and January 2nd from 9am-2pm. All vendors must check in through the service gate (see map). Vehicle driving onto the Fair Grounds will be regulated by the Fair. The Fair has the authority to deny access of vehicles at their discretion. Any vehicles entering the grounds must be logged in on a vehicle gate report form indicating their license number, name and arrival time. All vendors will be given a credential. This will include Name of event, current date, Vendor name, booth number and load in/out times.

Vehicles will not be allowed to remain on the grounds after unloading. Vendors are expected to park in the Fair public parking lots.

Vendor Move-in/out times will be regulated by WCBS. This will be organized by time slots. Only a certain amount of vehicles are allowed on the premises at once.

Rental Equipment and Booth Info-

Booths will be provided with the following; 8' high back wall and 3' side walls. Floors area polished concrete.

10x10- 1 6ft table, 1 chair

10x15- 1 6ft table, 1 chair

10x 20- 2 6ft tables, 2 chairs

All booths will have 1 electrical source

Any additional rentals will be vendor responsibility.

Any additional electrical can be ordered through the Puyallup Fair.

Debbie Baker- 253-841-5045 or debbie@thefair.com

Rules and Standards

WCBS commits to providing our guests with wedding oriented products only. WCBS and our Partner Vendors will provide our guests with tasteful presentation and quality service. Any and all booth display and products must be approved through WCBS management.

Sublet and Combined Booth- shared booths will not be allowed

Booth Staffing- Booths must be staffed during all show times. With the anticipated attendance of 5000+, we highly suggest staffing your booth with 2 or more members. This is to not only benefit our guests by providing them attention, but also for our vendors to benefit from connecting with as many guests as possible.

Dispensing of Marketing Material- No vendor will be allowed to distribute marketing material outside of their booth space. Vendors are not allowed do distribute material for any non-contracted participant of the show.

Aisle Restriction- Any display items must stay with in the booth structure.

Display and booth décor must not obstruct or interfere with neighboring booths. This includes but is not limited to; music, décor, vendors and employee's. Booth set and décor must be approved by WCBS.

Height and defacement- Decorations or equipment may not be affixed to any Fair facility surface. Electrical tape and Gaffing tape are allowed. Standard Booth height is 8' any booth exceeding this height must have prior approval by WCBS. Height must not exceed 12'.

Signs- Signing is required. This not only benefits you as the vendor, but helps the guest to identify the services they are pursuing.

Consumer Complaints- WCBS and Puyallup Fair Events Center will not be responsible for mediating any Vendor complaints. Consumer complaints will be the Vendors responsibility to handle. Any unethical

business conduct or consumer complaints may result in loss of participation for future shows.

WCBS management will reserve the rights to follow up with any issues to ensure the situation has been handled. Any complaints must be addressed in a timely matter.

Food Sampling- Food sampling is not allowed in booths without prior approval. WCBS will be providing a tasting room for caterers participating in the showcase. If you are interested in participating in the tasting room please contact WCBS management as it is available on a first come first serve basis.

Vendor Conduct and Dress Code- Our goal and expectations are to provide our guests with the utmost respect, and top quality customer service. Vendors are expected to dress and present themselves and their product with integrity and class. WCBS has the right to address any vendor that is not following the code and conduct. Failure to meet these expectations may result in removing the vendor from the show. We ask that dress and conduct are presented in a professional manner.

Garbage and Storage- Vendors will be asked to remove all items not being displayed in their booths. WCBS or Puyallup Fair will not be responsible for any lost, damage or stolen items. Any re-stocking of items must be before or after guest arrival times. Garbage and large packing materials must be removed by the vendor. There will be large dumpsters and recycle bins provided to vendors. There will not be any storage facilities available. Vendors will be responsible for this.

Vendor Badges- We will provide vendors with show badges only with a list of personal that will be working the show. Number of badges will be limited based off booth size. Dead line for this is December 1st.

Fire and Smoking - No flames are allowed. No Cooking or flamed sterno allowed. Smoking is not allowed in the Showplex or in the surrounding area. We will designate certain smoking areas.

Bar Service and Concessions-

WCBS is proud to announce that we have coordinated with The Puyallup Fair & Events Center to provide a very tasteful and top quality Beer and Wine Garden and Restaurant Style Concession for our guests. The entire Showplex will be considered a beer and wine garden to allow our guest to stroll the facility while enjoying their beverage. The concession area is designated but will be decorated with a very elegant and tasteful design for our guest to relax and enjoy a restaurant style atmosphere.

Catering Tasting-

WCBS will design a designated Catering Tasting area in The Puyallup Fair and Events Center's newest banquet facility directly across from the Showplex. These Caters will be selected by WCBS. There is no additional fee for this. If you are interested please contact WCBS management for more information. This is available on a first come first serve basis. The tasting will be available both days from 11 am to 2 pm.

Display and décor Idea's- WCBS prides itself with our experience in Event and Show Design. We are convinced that your display and décor will make a lasting impression and impact on our guests. Brides have a vision for their special day and will come to this show expecting to find what they want and need. Design your booth with contemporary and classic trends.

We are more than willing to provide a consultation for display ideas. For design and booth décor service you can contact

Behind The Scene Events- 253-298-0852

Fashion Show-

Show times are Saturday the 31st, 11:30am and 2pm Sunday the 1st, 2pm Seating for 400 will be provided.

Gown Vendors will be limited. There will be 4 different gown vendor sales,

All models will be selected by WCBS management. These models will be stylized by salon professionals.

Advertising and Marketing-

WCBS has executed an extensive marketing campaign. We anticipate a conservative attendance of 5000+

The Puyallup Fair & Event Center-

Web page Ad with Link to WCBS

Email advertising- nearly 5000 in email list

Bill Board and Marquis Run for the Month of November and December

2011 Puyallup Fair Program with Show ad- 300 thousand copies

West Coast Bridal Showcase will advertise with a booth at the Fair for the entire fair schedule. Over a million attend this annual event.

Knot Magazine-

Web page banner advertising the show

Banquette and Events Magazine-

Under Construction

Radio Slots-

Under Construction

Wedding Wire Publications

Website and Facebook-

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