



RESTAURANTS - CATERING
LODGING - HOSPITALITY SERVICES

LaFrance Hospitality Bridal Fair

Sunday, February 12, 2012
12:00pm-3:00pm

MEDIA KIT



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2012 Lafrance Hospitality Bridal Fair
Rachel's Lakeside, 950 State Road, Dartmouth, MA
Sunday, February 12, 2012
12:00pm to 3:00pm

It is with great pleasure that I announce that registration has begun for the 2012 Lafrance Hospitality Bridal Fair. With a growing company, we also expect a growing bridal fair! This year's will be bigger and better than ever. Our fashion show will once again be provided by Carmen Fashions and Slade Formal. As in past years, brides will have the opportunity to pre-register online.

The registration fee for this year's show is \$475.00, or \$425.00 if paid IN FULL before November 1, 2011. Due to space limitations, exhibitor booth space will be allocated by bridal service category. Each category is limited and filled on a first come, first served basis. You will have the opportunity to indicate your top three (3) booth locations on the exhibitor registration form. Each exhibitor will be provided with one skirted 8-foot table, 2 chairs, and one wastebasket. Also included with the registration fee is lunch, ad space in our Bridal Fair Resource Book, and the opportunity to donate up to three door prizes.

Please complete and sign the enclosed registration form with your payment by January 14, 2012. Please note that PARTIAL PAYMENTS WILL NOT BE ACCEPTED. WE MUST RECEIVE PAYMENT IN FULL IN ORDER TO HOLD SPACE. Checks should be made payable to Rachel's Lakeside, and sent to: Sherri Rego, P.O. Box 248, Westport, MA, 02790. You will receive an email confirmation once all documents have been received. We are looking forward to an extremely successful bridal fair!

Sherri Rego & Renee Borges

Sherri Rego & Renee Borges
Show Managers, Lafrance Hospitality Company Bridal Fair



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2012 Lafrance Hospitality Bridal Fair

FACT SHEET

Attendance

- Approximately 200 to 250 brides attend every year. Total attendance ranges from 750 to 850 guests.
- Booking with a vendor is the #1 reason brides attend our show
(based on survey results from the 2011 LHC Bridal Fair)
- Over 50% of last year's attendees received a personal invitation from a participating exhibitor
- Admission is COMPLIMENTARY for all brides and their guests
- Sampling of passed hors d'oeuvres and wine is available throughout the show

Marketing Plan

- Personal invitation sent to every Lafrance Hospitality Company bride (White's of Westport, Rachel's Lakeside, Bittersweet Farm, the Waypoint Event Center, Hampton Inn Westport, Hampton Inn Plymouth, Fairfield Inn & Suites by Marriott New Bedford)
- Color posters displayed at every LHC property and distributed to all vendors
- Print ads in the Fall River Herald News, New Bedford Standard Times, select weeklies, and select magazines.
- Radio Ads aired on WFHN-FM 107.1-FUN107
- Advertising on www.lafrancehospitality.com
- Links on a myriad of local bridal webpages
- LHC Bridal Fair Facebook event page is live as of 9/1/11. There will also be use of Twitter, the LHC Bridal Fair Blog



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2012 Lafrance Hospitality Bridal Fair REFERENCE SHEET

Show Name: 2012 Lafrance Hospitality Bridal Fair

Show Date: Sunday, February 12, 2012

Show Location: Rachel's Lakeside, 950 State Road, Dartmouth, MA

- Booth space is allocated and limited by service category. It is the decision of show management as to the number of vendors in each category.
- Registration fees:
 - \$425 per exhibit space (if paid *IN FULL* by November 1, 2011)
 - \$475 per exhibit space (if paid *AFTER* November 1, 2011)
 - Electricity is available and complimentary. Exhibitors *MUST* provide their own extension cords, as certain outlets may be as far as 25 feet from their exhibit space.
- Complimentary exhibitor luncheon is served before the show opens
- Space for an ad in the bridal fair resource booklet is provided at no additional cost. Please see the "Ad Specifications" page of this media kit for sizes.
- Up to 3 door prizes can be donated for inclusion in raffles. Prizes valued at over \$500 will be included in the grand prize drawing.

Important Dates

- September 1, 2011— Vendor Registration Opens
- November 1, 2011— Early Registration Discount Deadline
- January 14, 2012— Registration Deadline (in order to appear on radio commercials)
- January 21, 2012— Deadline for Ad Submission

Show Manager

- Sherri Rego & Renee Bores)
- E-Mail: sherri@lafrancehospitality.com | rborges@lafrancehospitality.com
- Phone: Sherri—508.636.4044, Renee—508.675.7185



2012 Lafrance Hospitality Bridal Fair

Exhibitor Contract

P.O. Box 248 | Westport, MA | 02790

Show Manager: Greg Nawrocki | greg@lafrancehospitality.com

Sunday, February 12, 2012 | Rachel's Lakeside | 12:00pm – 3:00pm

Company/Person Responsible for this Contract

Company Name:

Address:

Address 2:

City:

State:

Zip:

Type of Business:

Contact Person:

Company Phone:

Cell Phone:

Fax:

E-Mail:

Please note that email is the preferred method of contact for show management

Website:

Booth Placement

Please indicate your top three booth choices below

#1: _____

#2: _____

#3: _____

Door Prizes

ALL exhibitors are encouraged to provide at least one door prize.
Please indicate what your prizes are below. Prizes valued at \$500 or more will be included as part of our Grand Prize Giveaway.

#1: _____

#2: _____

#3: _____

Please enclose this registration form with payment **made payable to Rachel's Lakeside.**

Booths must be paid in full at time of booking. No partial payments will be accepted, and booth space will not be held.

Standard Booth: \$475.00

If paid in full by November 1, 2011, \$425.00

Terms & Conditions

EXHIBITOR MUST PROVIDE: A professionally presented display, with no hand written signs, that it staffed at all times.

DEFINITIONS: Lafrance Hospitality Bridal Fair may be referred to as LHC Bridal Fair or LHCBF.

PARTICIPATION: All contracts and deposits will be handled in order of receipt. If more contracts are received than space allows, LHCBF has sole discretion to decide which exhibitor will participate. LHCBF does limit the number of vendors of each service category. The number of vendors in each category is determined by show management and is subject to change.

BOOTH PLACEMENT: Consideration will be given to the exhibitors' needs, and each vendor will be given the opportunity to specify their top three booth choices. Final booth placement is at the discretion of LHCBF. Placing advertising materials or equipment, or soliciting in the aisles or any area other than the space allotted is strictly forbidden, unless approved by show management. No exhibitor shall obstruct aisles, common areas, or neutral space between the booths with his or her goods. All exhibits must conform to requirements of the LHCBF, Lafrance Hospitality management, and local fire department.

SET UP & TAKE DOWN: Exhibitors may enter Rachel's Lakeside for the purpose of exhibit set up beginning on Sunday, February 12, 2012, beginning at 8:00am and continuing until 11:00AM. All exhibitor set-up must be completed by this time, and there are no exceptions to this rule. Upon completion of set-up, exhibitors must move their vehicles to the back parking lot of Rachel's Lakeside. All displays must be free standing and may not exceed the boundaries of exhibit space. Exhibitors are prohibited from attaching anything to the walls, columns, or fixtures of the facility. Exhibits must be removed no later than 5:00pm on Sunday, February 12, 2012. 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, LHCBF may remove the exhibit with no liability or refund of exhibitor fee.

TRANSFER OF SPACE: Your booth is solely for your use and may not be subleased to any individual.

MAILING LIST: Mailing lists will be provided in Microsoft Excel format, and delivered via e-mail, or conventional mail. Every effort will be made to distribute the mailing list within one (1) week after the show itself.

PAYMENTS & CANCELLATIONS: Payments must be made by the date specified on the exhibitor registration form. If payments are not made when due, LHCBF may terminate this agreement and reassign the space to another exhibitor. All payments are non-refundable and non-transferable.

CANCELLATION BY LHCBF: If there is due cause, LHCBF has the right to cancel an exhibitor's booth, upon reasonable notice, and with no further liability. Breach of contract or unethical practices shall be considered due cause, and may result in the cancellation of participation on future events.

BRIDAL FAIR CANCELLATION: In the event of adverse weather conditions, fire, casualty, disaster, labor disputes, acts of God, or any other emergency situations beyond the control of LHCBF, LHCBF will, at its discretion, reschedule, and/or procure alternate space for the event. Exhibitor agrees that the terms and conditions set forth in this agreement shall apply to any rescheduled date and/or relocation, and LHCBF shall not be liable to exhibitor for any loss or damage suffered by exhibitor by reason of such rescheduling and/or relocation of the event.

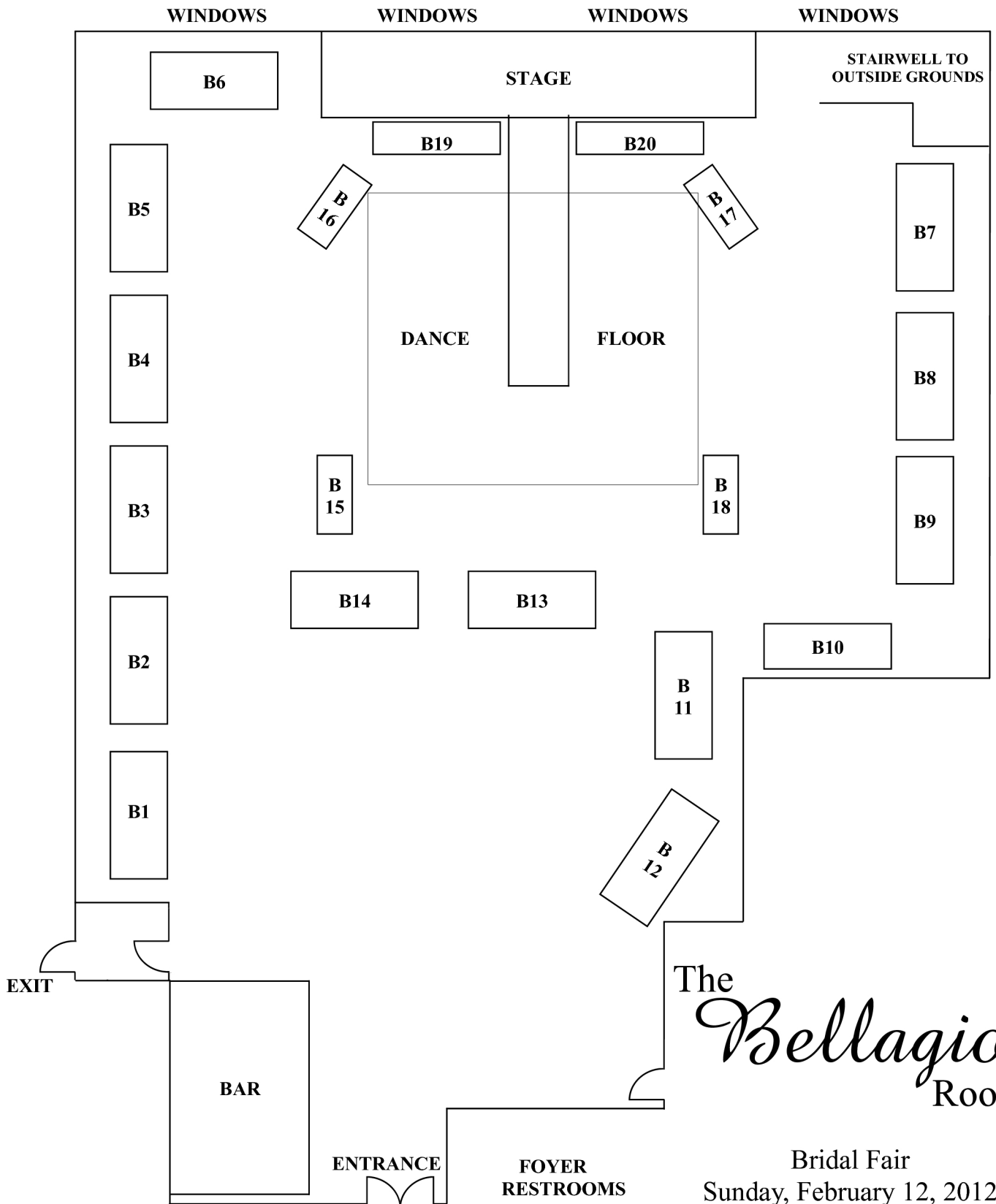
LIMITATION OF CATEGORIES: LHCBF reserves the right to determine the eligibility of any company to exhibit in the show and further reserves the right to reject or cancel any application and/or limit the number of exhibitors in any category.

AMERICANS WITH DISABILITIES ACT: Any exhibitor requesting assistance under the Americans With Disabilities Act must notify RLBF in writing no later than 30 days prior to the bridal fair.

PUBLICITY/USE OF PHOTOS OR VIDEO: Exhibitor agrees that LHCBF may list the exhibitor in show promotional materials and use photography and/or video taken at the event for publicity purposes without compensation to the exhibitor.

GENERAL: Should any questions arise, whether provided for in these conditions or not, the decision of LHCBF shall be final.

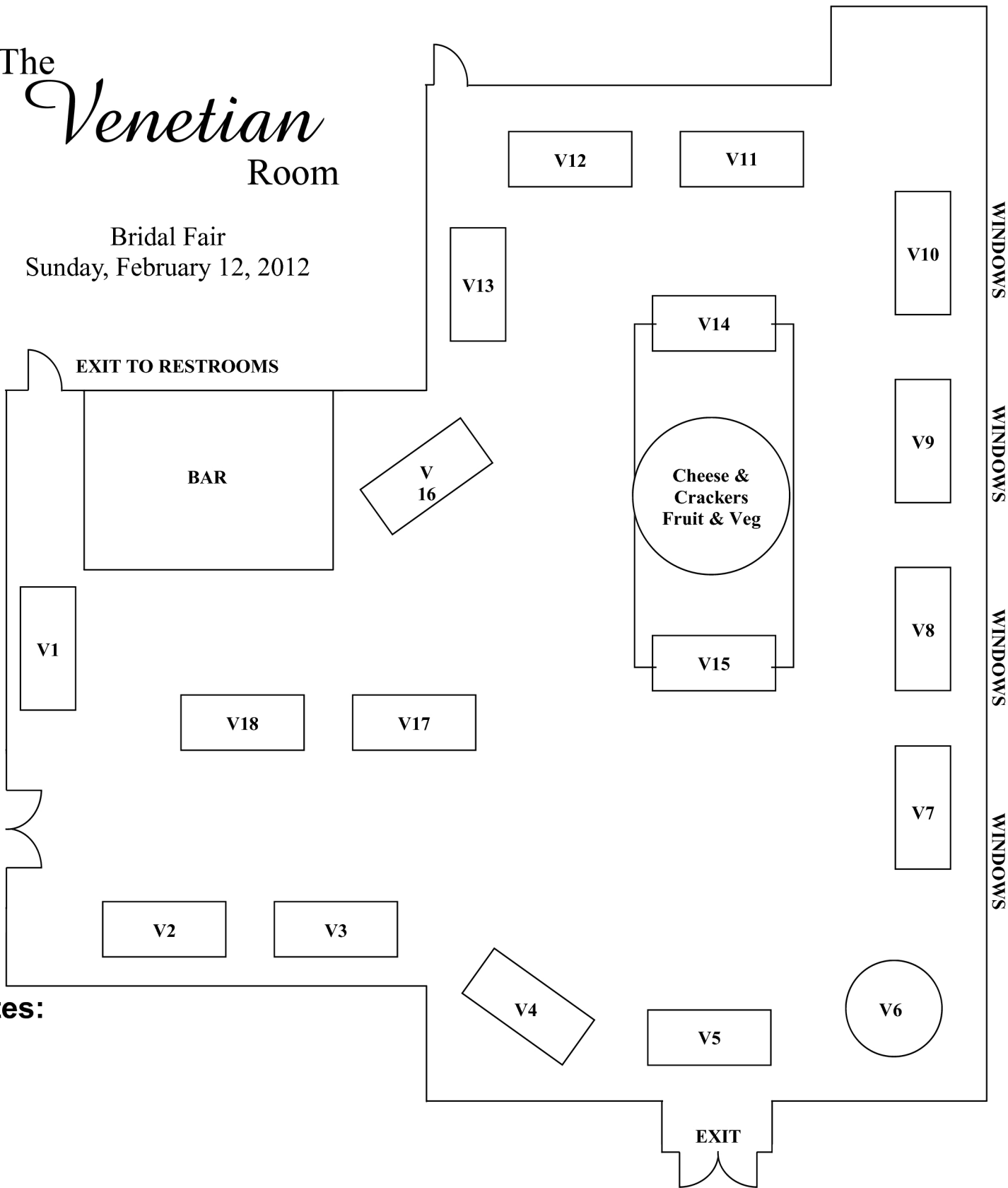
I HAVE READ THIS IN FULL Exhibitor Signature: _____ Date: _____



Notes:

The Venetian Room

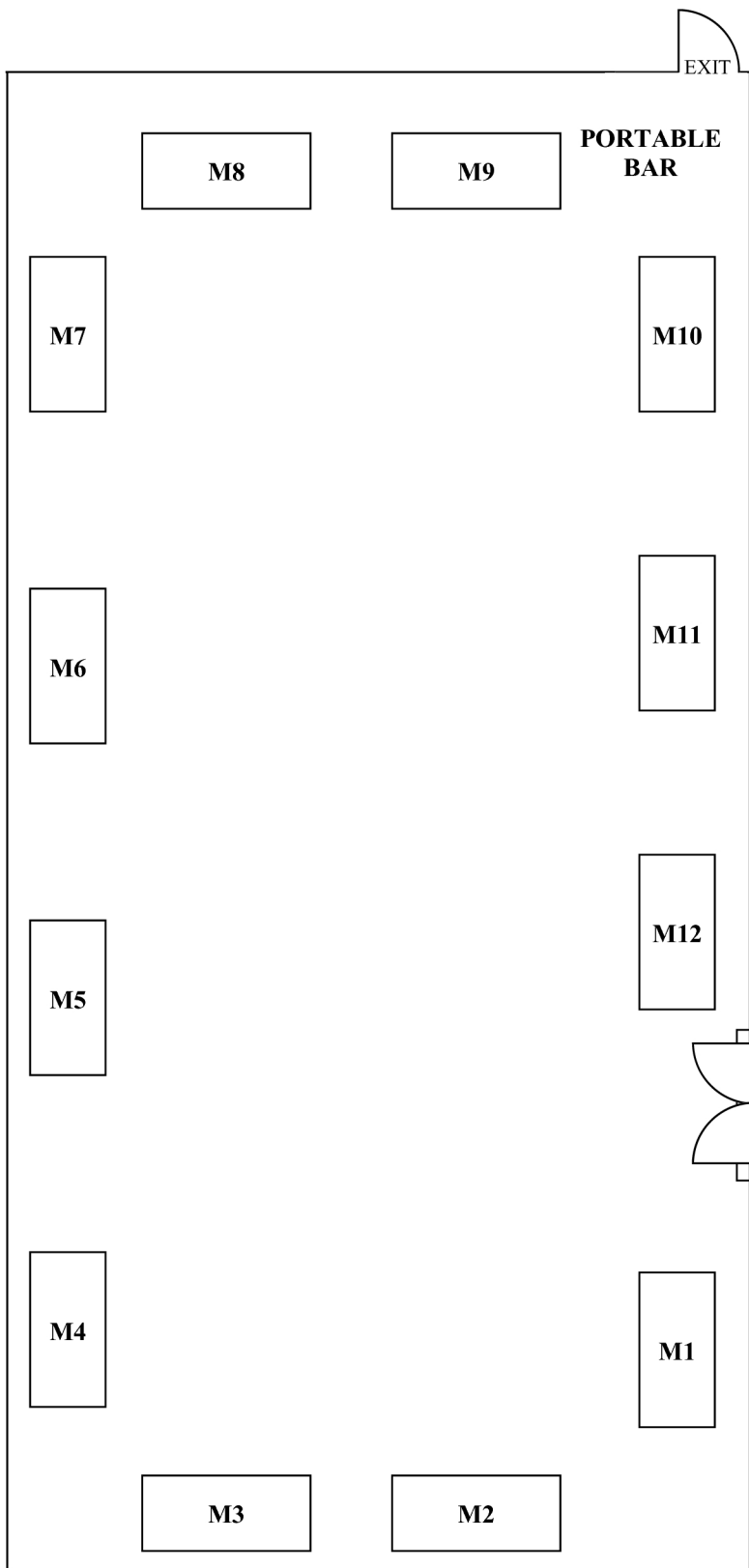
Bridal Fair
Sunday, February 12, 2012



Notes:

The
Mediterranean
Room

Bridal Fair
Sunday, February 12, 2012



2012 Lafrance Hospitality Bridal Fair

AD SPECIFICATIONS

Included with the exhibitor registration fee is placement in the Bridal Fair Resource Booklet. There is NO ADDITIONAL COST for an exhibitor to be included, so all exhibitors are strongly encouraged to submit an ad. Size specifications are shown below.

ADS ARE DUE NO LATER THAN JANUARY 21, 2012!!!!!!!

FULL PAGE AD
7.5" Tall x 4.25" wide

HALF PAGE AD
3.5" Tall x 4.25" wide