

# INTERNATIONAL WEDDING FESTIVAL

## 2024 & 2025

GAIN MORE BUSINESS WITH OUR COUPLES

*Showcase your business in a room, face-to-face with the 1% of the population that is actually planning their wedding.*

### MEET ENGAGED COUPLES

Meet couples who are serious about their planning. Our couples want to see, touch, taste and experience the planning process. Our couples are NOT "Instagram planning"

### YEAR ROUND VISIBILITY

We market your business beyond the booth, year-round on our website & track your presence.

### BUSINESS POSITIONING

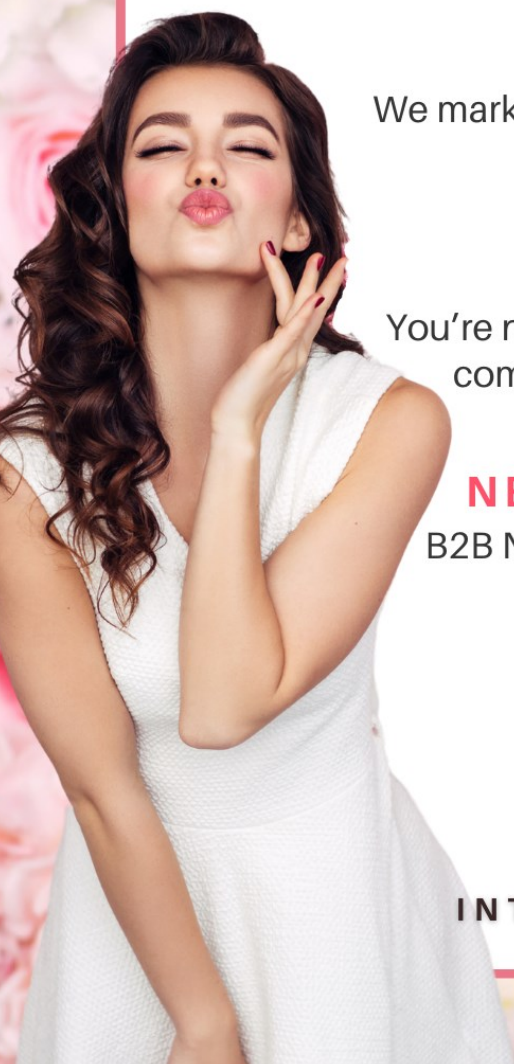
You're not really going to hand off the business to your competitor. Be in the room and in the running!

### NETWORKING OPPORTUNITIES

B2B Networking opportunities means building your professional network & great referrals

**Spaces \$400 & up**

INTERNATIONALWEDDINGFESTIVAL.COM



International  
**Wedding Festival**  
**2024 Wedding Expos**

P: 209.966.2992 | F: 877.444.1129 | E: [KIMBERLY@INTERNATIONALWEDDINGFESTIVAL.COM](mailto:KIMBERLY@INTERNATIONALWEDDINGFESTIVAL.COM)

3353 HIGHWAY 49 SOUTH, MARIPOSA 95338 | [WWW.INTERNATIONALWEDDINGFESTIVAL.COM](http://WWW.INTERNATIONALWEDDINGFESTIVAL.COM)

Business Name (as you wish it to appear in advertising)

Business Phone

Cell Phone

Contact Person

Web Address

Email Address: (FOR PRODUCER USE ONLY, NOT PUBLISHED)

Address ☐ CHECK HERE IF YOU DO NOT WANT ADDRESS PUBLISHED

Business Category / Product or Service Provided

City

State

Zip

**What is your decision to participate based on?**

\_\_\_ Past Participation \_\_\_ Value \_\_\_ Price \_\_\_ Reputation \_\_\_ Recommendation

<b>BOOTHS</b>  <ul style="list-style-type: none"> <li>• 8'x10' - 10'x10' - 10'x20'</li> <li>• 8' High Backdrop</li> <li>• 3' Side railings</li> <li>• 6' Table w/ Linen</li> <li>• 2 Chairs</li> <li>• 12 Mo. Website Listing</li> </ul>	<b>TABLE TOPS</b>  <ul style="list-style-type: none"> <li>• Standing Space</li> <li>• 6' Table w/ Linen</li> <li>• 2 Chairs</li> <li>• 12 Mo. Website Listing</li> </ul>	<b>POPUPS</b>  <ul style="list-style-type: none"> <li>• 10' x 10' Outdoor Space</li> <li>• 12 Mo. Website Listing</li> <li>• ** TENT NOT PROVIDED **</li> </ul>
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CITY / VENUE	DATE	8'x10'	10'x10'	10'x20'	TABLE TOP	OUTDOOR POPUP	CORNER	POWER	FOAM FLOORING	MAGAZINE ADVERTISEMENT
PLEASANTON Alameda Fairgrounds	February 18, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$475	<input type="checkbox"/> \$400	<input type="checkbox"/> \$125	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>
SAN JOSE Hilton San Jose Airport	March 10, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$475		<input type="checkbox"/> \$125	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>
SACRAMENTO Sheraton Grand	March 24, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$475		<input type="checkbox"/> \$125	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full Page)</sup>
LODI Hutchins Street Square	July 14, 2024	<input type="checkbox"/> \$600			<input type="checkbox"/> \$400		<input type="checkbox"/> \$125	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>
FRESNO Fresno Convention Ctr	August 4, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$475		<input type="checkbox"/> \$125	<input type="checkbox"/> \$135	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>
SACRAMENTO Cal Expo Event Center	August 18, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$475	<input type="checkbox"/> \$400	<input type="checkbox"/> \$125	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>
MODESTO Modesto Centre Plaza	September 15, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$475	<input type="checkbox"/> \$400	<input type="checkbox"/> \$125	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>
SACRAMENTO Cal Expo Evet Center	January 12, 2025	<input type="checkbox"/> \$675	<input type="checkbox"/> \$825	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$500	<input type="checkbox"/> \$400	<input type="checkbox"/> \$125	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>
FRESNO Fresno Convention Ctr	January 19, 2025	<input type="checkbox"/> \$675	<input type="checkbox"/> \$825	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$500		<input type="checkbox"/> \$125	<input type="checkbox"/> \$135	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>
MODESTO Modesto Centre Plaza	February 2, 2025	<input type="checkbox"/> \$675	<input type="checkbox"/> \$825	<input type="checkbox"/> \$1500	<input type="checkbox"/> 500	<input type="checkbox"/> \$400	<input type="checkbox"/> \$125	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150 (Single) <input type="checkbox"/> \$275 (Double)	<input type="checkbox"/> \$445 <sup>(1/2)</sup> <input type="checkbox"/> \$1150 <sup>(Spread)</sup> <input type="checkbox"/> \$600 <sup>(Full)</sup>

Total Amount \$\_\_\_\_\_ ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ Check to: International Wedding Festival 3353 Highway 49 South; Mariposa, CA 95338  
4% to be applied to all credit card transactions

☐ Pay in Full

Credit Card# \_\_\_\_\_

☐ Pay 50% Deposit today (balance incurs 10% finance fee, due 45 days before event)

Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV CODE \_\_\_\_\_

☐ Monthly Payments incur 10% finance fee (must be approved by IWF)

Cardholder's Name \_\_\_\_\_

→ I have read and agree to abide by the International Wedding Festival terms & conditions which have been provided to me.

Billing Address \_\_\_\_\_ Zip \_\_\_\_\_

→ I agree that an agreement transmitted by facsimile, email, or other digital form shall be deemed to be an original document and enforceable thereas.

SIGNATURE OF AGREEMENT

Date



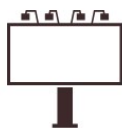
# MARKETING STRATEGY

For nearly two decades, we've been in the business of creating meaningful connections through our expertise in trade shows, consumer events and festivals. Our strategic marketing plans have garnered success time after time - from broadstroke campaigns to poignant messaging that hits home with engaged couples.



## Radio

We partner with several local radio stations for advertising and promotions.



## Billboard

Our billboard placements are strategically placed for great visibility.



## Email

We have a database of full of couples who love our events.



## Social Media

Facebook, Instagram, LinkedIn, and Twitter advertising.



## TV Cast & Streaming

We include both local, televised programming and streaming, such as HULU advertising.



## Digital Marketing

Google, geo & interest based digital marketing is our jam.



## Community Calendars

In our connected community there are great local and national sites to list with.



## Print Advertising

Newspaper, magazine and event-based print advertising round our marketing campaign.



## Community Influencers

Influencer marketing means reaching our intended audience with a message from people they trust.





# CALIFORNIA WEDDINGS

The essential guide to turning wedding dreams into a breathtaking reality! With biannual publication, we cater specifically to Northern California couples looking to plan their perfect day. Our magazine is distributed directly into the hands of engaged couples at Wedding Fairs & Festivals and select salons and wedding professionals.

Whether our couples envision a splendid celebration in the Bay Area, Central Valley, Tahoe, Yosemite, Wine Country, or the charming Coastal regions, California Weddings has our couples covered every step of the way.





# Advertising Rates

Rates listed below are per issue

**\$1150** 2-Page Spread

**\$600** Full Page

**\$445** 1/2 Page

All advertisements must be received by:

**Winter / Spring** December 20th

**Summer / Fall** June 20th



**Two-page Spread**

with bleed: 17.25" x 11.25"



**Full Page**

with bleed: 8.75" x 11.25"



**Half Page Horizontal**

no bleed: 7.5" x 4.75"







WITH OUR  
EXPERTISE  
ALL YOU  
CAN SAY  
IS...



Best Marketing Solutions for Wedding Professionals

## LEAD GEN & TARGETED LEAD RESPONSE

### DRIVE YOUR MESSAGE

We know that responding to your leads after the event is crucial to your show success. Let us help you deliver your message with a sales funnel that drives results for your post-show response and beyond. What we build will last and can be used from now until the ends of time, from any place and any space.

**\$99<sup>00</sup><sub>mo</sub>**

Post event sales funnels & SMS  
services build audience & customers

### FREE CONSULTATION

01

#### Contact Us

Call us to schedule a consultation.  
**916.245.6000**

02

#### Post Show Marketing

What we build together will serve you long after the show and can be used ongoing with a monthly program.

03

#### After the Show Response

Our CRM package has a complete database for you to manage leads, prospects and clients, including payments, meetings, and integration. You can utilize the post show funnel we create for all of your marketing & lead nurturing.





WITH OUR  
EXPERTISE  
ALL YOU  
CAN SAY  
IS...



Best Marketing Solutions for Wedding Professionals

## CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

### RELATIONSHIPS HAVE NEVER BEEN EASIER

This CRM does it all. Pull messages from forms, social media, emails, all in one place and respond directly from the iDo Marketing Platform. You can manage your leads and customers in a centralized space with weighted, custom pipelines and more. Even if you have a large team, the price remains the same.

**\$199<sup>00</sup>**  
**mo**

Manage all of your leads in one place, pulling all inquiries, and conversations to one space.

*We are with you every step of the way. One-time setup fee: \$199*

## FREE CONSULTATION

01

### Contact Us

Call us to schedule a consultation.  
**916.245.6000**

02

### Pull it all in One Place

From Facebook, Instagram, Web Chats, Google inquiries, and more... your leads become a conversation in one place ready for your response.

03

### Managing Your Leads

Our CRM package has a complete database for you to manage leads, prospects and clients, including payments, meetings, and integration, ready for you to manage.







WITH OUR  
EXPERTISE  
ALL YOU  
CAN SAY  
IS...



Best Marketing Solutions for Wedding Professionals

## READY FOR A NEW WEBSITE?

### LET'S BUILD SOMETHING WONDERFUL TOGETHER

We've built inspiring websites and marketing solutions for wedding professionals for more than fifteen years.

# \$495 00

5 Page website design

## FREE CONSULTATION

01

### Contact Us

Call us to schedule a consultation.  
916.245.6000

02

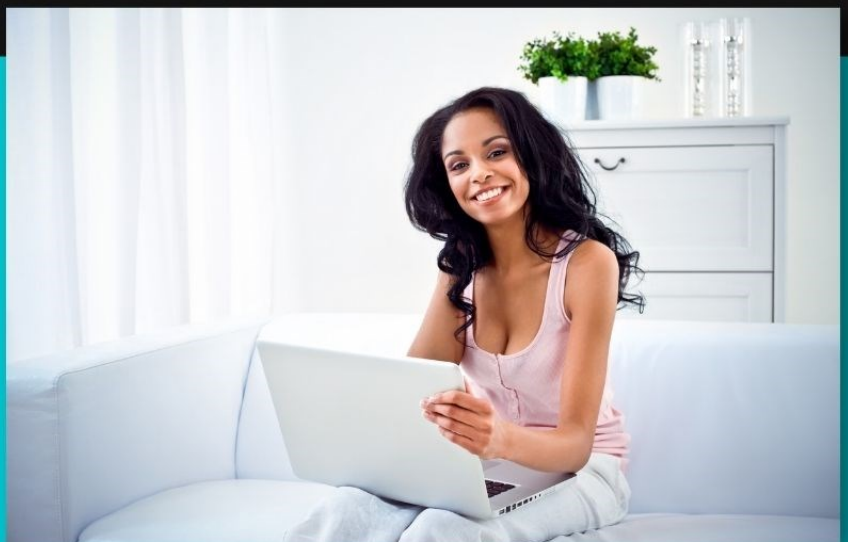
### Website Design

All of our websites come with great SEO to ensure you are found.

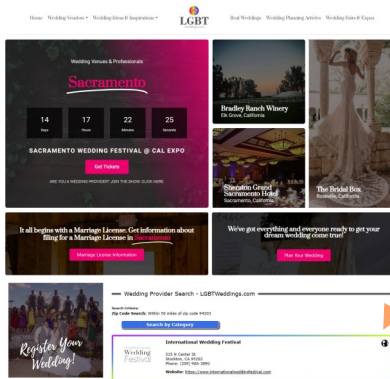
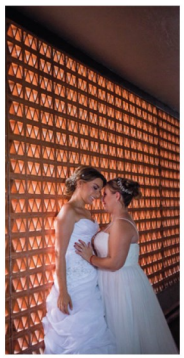
03

### After the Build

We have low monthly rates to maintain your site for you

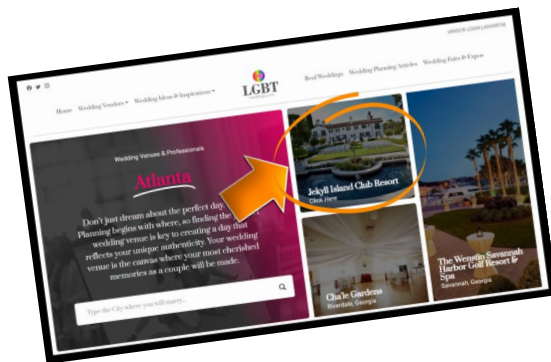






**Business Listings for IWF Exhibitors**  
*\$240 per year + Complimentary upgrade to premium when you sign up for 2 or more shows at once (value \$360)*

*Business Listing Regularly \$480  
 Premium Listing Regularly \$600*



**Banner Ads for IWF Exhibitors**  
*\$30 per month with 12 month commitment*

*Regularly \$150/mo.*



# International Wedding Festival

We are with you **YEAR-ROUND**.  
Your visibility at events is just one part of your presence with International Wedding Festival.

## YEAR-ROUND MARKETING LANDING PAGE

Feature your business year-round in our online, well trafficked wedding planning website. Your landing page features your business with your logo, custom banner, Facebook feeds, about us section, images, videos, special offers area & more.



**YEAR-ROUND  
\$5 LEADS PROGRAM**



**DIGITAL  
MARKETING**

- ◆ Broadcast Email Services
- ◆ Targeted Advertising Services
- ◆ Social Media Marketing



**WE'VE GOT YOU!**

**MARKETING & PROMOTIONAL  
OPPORTUNITIES**



## EXCLUSIVE OFFERS





### Exhibitor / Advertiser Terms & Conditions

For and in consideration of the show fees specified in the Exhibitor Agreement, Kimberly Vaughan Events, LLC grants exhibitor/advertiser a revocable license to occupy space in the show(s) that are indicated on Exhibitor Agreement.

**SHOW DEPOSIT:** Booth reservations require a 50% minimum deposit to hold said booth. Verbal and signed commitments are not recognized as sold booths until a 50% minimum deposit has been made. Any and all deposits are non-refundable should the exhibitor wish to withdraw from participation.

**SET-UP/BREAK DOWN:** Exhibitors may enter show facility for the purpose of exhibit setup as outlined in the exhibitor welcome kit materials. Exhibitors must use authorized loading areas and remove vehicles from loading area immediately after unloading. Set up of exhibit must be completed no later than 1 hour prior to show start time. Should Exhibitor fail to occupy its space during the scheduled setup period, Kimberly Vaughan Events, LLC shall have the right to take possession of said space without liability for a refund of exhibitor fees. Exhibits may not be dismantled 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, and (c) be subject to a fine of \$300.00. Exhibits must be removed no later than the 2 hours after show end time. 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. The use of porters, if available, to assist loading and unloading is at exhibitor's own risk, and Kimberly Vaughan Events, LLC shall not be liable for any resulting damage or claim.

**EXHIBITOR NAME BADGES:** Exhibitor personnel must wear an official exhibitor badge, if provided on the day of the show.

**COMPETITOR SHOW CLAUSE:** Kimberly Vaughan Events, LLC reserves the right to exclude businesses from participation within any reader and/or attendee lead source generating programs including those accrued by, but not limited to, Kimberly Vaughan Events, LLC wedding expo events. Exclusion from these programs is determined solely by what Kimberly Vaughan Events, LLC deems as a "competing" or "rival" production of or sponsorship of another wedding expo/bridal show(s), sixty days prior to or after any Kimberly Vaughan Events, LLC wedding expo, and/or within a fifty-mile radius from any Kimberly Vaughan Events, LLC Wedding Expo exhibition site.

**LIMITATIONS ON DISTRIBUTION OF PROMOTIONAL MATERIALS AND SHARING OF BOOTHS:** Exhibitors will be permitted to demonstrate products and/or services, solicit orders, and distribute advertising materials (including, but not limited to, signs, literature, samples, or business cards) only from their assigned exhibit space and only for products and/or services which are provided in the exhibitor's normal operation of business. Distribution or display of advertising materials from non-exhibitors, and distribution of advertising materials in aisles, registration areas, lounges, seating areas, or grounds of show facility is prohibited. Kimberly Vaughan Events, LLC 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. Exhibitor agrees to be held liable for any unauthorized use of its exhibit space and that the damages to Show Management resulting from each unauthorized use will be set at a dollar amount equal to the fee for the Exhibitor's space in the Show. Exhibitors are restricted from handing out publications without express, prior permission from Kimberly Vaughan Events, LLC to do so.

**PUBLICITY / USE OF PHOTOS OR VIDEO:** Exhibitor agrees that Kimberly Vaughan Events, LLC may list the Exhibitor in show promotional materials and use photography and/or video taken at the show for publicity purposes without compensation to or express permission of Exhibitor.

**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. Exhibitor shall leave space occupied by them in the same condition as at the time when first occupied. Kimberly Vaughan Events, LLC 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 which in the opinion of Kimberly Vaughan Events, LLC 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, Kimberly Vaughan Events, LLC may remove the exhibit with no liability for refund of exhibit fees.

**EVENT DATES AND ATTENDANCE:** Exhibitor understands and agrees that Kimberly Vaughan Events, LLC makes no guarantees regarding weather conditions or attendance at the event. If Kimberly Vaughan Events, LLC is prevented from producing the event herein by reason of any act of God, fire, flood, public disaster, act of terror or any other cause or reason either within or beyond the control of Kimberly Vaughan Events, LLC, such condition shall be deemed a valid excuse for delay or cancellation of the event. Kimberly Vaughan Events, LLC reserves the right that the event may be rescheduled for another date and/or location chosen by Kimberly Vaughan Events, LLC.

**LIABILITY AND INDEMNIFICATION:** Reasonable precautions will be taken by Kimberly Vaughan Events, LLC to protect persons and property during the show; neither Kimberly Vaughan Events, LLC, show facility, nor representatives of any of the same, shall be responsible for the personal safety of the Exhibitor or its representatives from injury, nor for the safety of the property of the Exhibitor from theft or damage. Exhibitor waives all claims of every kind against Kimberly Vaughan Events, LLC, show facility, and representatives of the same including, without limitation, 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 Kimberly Vaughan Events, LLC. Exhibitor agrees to indemnify and hold Kimberly Vaughan Events, LLC 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.

**LIABILITY FOR DISTRIBUTION OF EDIBLE ITEMS:** Distribution of food, drink or other ingestible items is subject to approval by Kimberly Vaughan Events, LLC and subject to any rules or restrictions set forth by the show facility. Exhibitors who distribute ingestible items agree to assume all liability, and indemnify and hold harmless Kimberly Vaughan Events, LLC, 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.

**DISTRIBUTION OF ALCOHOLIC BEVERAGES:** Exhibitor shall not be permitted to distribute through sale or gift any alcoholic beverage to any person present at the show without the express written permission of Kimberly Vaughan Events, LLC. Any distribution through sale or gift by an Exhibitor without the express written consent of Kimberly Vaughan Events, LLC will result in a fine of not less than \$5,000 for each such use.

**CONTESTS / GIVEAWAYS / DRAWINGS:** Any exhibitor planning to giveaway any type of product, through contest, or prize drawing must make application and obtain permission from Kimberly Vaughan Events, LLC. The names and addresses of all winners must be submitted to Kimberly Vaughan Events, LLC by the end of the show. The exhibitor understands and agrees that Kimberly Vaughan Events, LLC may make reference, mention, and website inclusion of the winners full first name, last name initial, city of residency, and prize won for promotional purposes.

**PAYMENT TERMS / CANCELLATION POLICIES:** Exhibitor shall not be permitted to bring any equipment or display any material into the show without prior full payment. If payments are not made in accordance with the due dates specified in this agreement, Kimberly Vaughan Events, LLC may terminate this agreement and reassign space to another exhibitor without reimbursement to Exhibitor. All payments and/or deposits are nonrefundable and nontransferable.

Requests to cancel exhibitor participation up to 60 days prior to event date will nullify responsibility to pay the balance due. Deposits are non-refundable. Cancellation prior to 60 days to the event date qualifies the deposit to be rolled over to the next available date in that same event market/city. Exhibitor shall pay a fee of \$40.00 if any check presented for payment is returned by the bank. In the event of breach of this agreement by Exhibitor, Kimberly Vaughan Events, LLC reserves the right to cancel the agreement without 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. Kimberly Vaughan Events, LLC reserves the right to cancel this Exhibitor agreement for any reason by giving 15 days written notice to Exhibitor. In the event that Kimberly Vaughan Events, LLC cancels this agreement, the liability of Kimberly Vaughan Events, LLC shall be limited to a return of any amounts paid by Exhibitor within 60 days without interest or penalty.

**LATE REGISTRATION:** Exhibitor understands that acceptance of vendor application within 30 days of event(s) described herein will incur a \$50 Late Registration fee, due and payable upon submittal of application to exhibit.

**REGISTERED ATTENDEE LIST:** The ATTENDEE Lead List is established for Kimberly Vaughan Events, LLC Advertisers/Exhibitors. Upon signing this agreement, Exhibitor recognizes that the BRIDAL LEAD LIST is the exclusive property and trade secret of Kimberly Vaughan Events, LLC and is provided for the sole use of the Advertiser/Exhibitor to use only as a direct service provider. It is further understood and agreed that the Advertiser/Exhibitor shall not under any circumstances lend out, sell, reproduce, exchange, copy, or share in any unauthorized way the information provided in the BRIDAL LEAD LIST. If this information is used or threatened to be used in an unauthorized manner, Kimberly Vaughan Events, LLC shall be entitled to seek relief in any court of competent jurisdiction, including but not limited to injunctive relief, actual and punitive damages, reasonable attorney's fees, costs and any and all other expenses. Advertiser/Exhibitor agree that under no circumstances. Exhibitor will not use the list or permit the list to be used to promote any other multi-business bridal or weddings related show or event, including your participation within such an event, and that damages to Kimberly Vaughan Events, LLC for each such use will be set at a dollar amount no less than \$3,000.00.

**ADVERTISING CANCELLATION POLICY:** No Profile advertising space reservation and/or display advertisement reservation may be canceled or withdrawn once this agreement is signed, except pursuant to other provisions of this contract. If Publisher agrees that contract shall be canceled, Advertiser agrees to pay a cancellation fee in the amount of 25% of the total cost of EACH unpublished ad and/or display. This contractual agreement shall not be reassigned or transferred to another Advertiser and absolutely no modifications shall be made to the contract without the mutual consent of the parties.

**TOTAL DUE:** The Advertiser and its agent or authorized representative agree to be jointly liable to pay the Publisher the full amount due, plus any and all production costs, if required (for advertisements upon credit approval) automatic monthly service charge of 1.50% shall be added to past due accounts. The parties agree that if Advertiser defaults, 25% of the unpaid balance shall be added to the amount past due as liquidated damages. Furthermore, Publisher shall be entitled to receive from the Advertiser; reasonable attorney's fees together with court costs and any and all expenses incurred by Publisher or its representatives if this contract is breached in any way. Payment plans (available only through prior arrangement) require an additional \$3.00 per month processing fee. Non-sufficient funds checks may be electronically collected and a service fee of \$40.00 will be charged.

**LATE CONTRACT:** If Advertiser contracted after deadline, due to time restrictions in this case, Advertiser may not be provided with a proof for final approval. Advertiser remains obliged to pay the full amount of the confirmed ad and/or display space reserved and the display advertisement for said space under the same conditions as stated above, and waives any claim or defenses resulting from error or omission by Publisher.

**ADVERTISING RATES:** Advertising rates are based on Advertiser providing completed "camera-ready" artwork that is sized to fit. Additional production charges for any special artwork, logos, redesigning of advertisement, enlargements, reductions, photo sizing and reshoots, or custom design work will be charged at current prevailing rates. Please allow lead-time of four weeks.

**FINAL PROOF:** Final proof will be provided for Advertiser's review where possible, as noted above. Publisher is not responsible for errors missed by Advertiser when provided with proof. All articles are property of Publisher. Publisher is not responsible or liable for any errors, misprints, misquotes, or omissions. Quote from Advertiser in any article is a privilege, not a right, and is not subject to Advertiser's prior approval for content.

**OBJECTIONAL MATERIAL:** Publisher reserves the right to cancel, reject, or withdraw any advertisement deemed unacceptable due to objectionable material. Publisher reserves sole right solely and exclusively at its discretion without right of claim by Advertiser. Publisher will not permit price to be printed in any advertisement with the exception of discounts or "dollar off" information.

**SOLE RESPONSIBILITY:** Advertiser shall retain sole responsibility for any advertisement provided by Advertiser, and shall, at its own expense, defend Publisher and any other seller and/or distributor of Kimberly Vaughan Events, LLC Wedding Expo against any and all damages.

**UNENFORCEABLE:** If any provision of this agreement is found to be unenforceable by a court of competent jurisdiction, the remainder of the agreement shall remain enforceable.

**CHANGES AND MODIFICATIONS:** The promotional and instructional information provided by Kimberly Vaughan Events, LLC to exhibitor is accurate as of its publication; however, Kimberly Vaughan Events, LLC reserves the right to change or modify details of the show without notice. Kimberly Vaughan Events, LLC 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 substantially increase the liability of Exhibitor.

This agreement shall represent the entire agreement between Exhibitor and Kimberly Vaughan Events, LLC. Kimberly Vaughan Events, LLC shall not be bound by any representation or understanding not expressly set forth in this agreement. No provision of this agreement shall be modified except by the written mutual consent of the parties.

**AMERICANS WITH DISABILITIES ACT:** Any Exhibitor requiring assistance under the Americans With Disabilities Act must notify Kimberly Vaughan Events, LLC in writing no later than 30 days prior to the show. Reasonable accommodations will be made for Exhibitor requiring assistance or modification of space.

**FAX AGREEMENTS:** For the convenience of the Exhibitor, Kimberly Vaughan Events, LLC will accept submission 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 there as.

**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.

**SIGNED AGREEMENTS:** This contractual agreement between Kimberly Vaughan Events, LLC Wedding Expo (to be known as "Producer") and the customer/business, either directly or through its advertising agency and/or authorized representation (jointly and collectively to be known as "Exhibitor") is effective immediately upon its signing by Exhibitor.