

Milestone Media Group Presents  
The Most Exciting Bridal Shows in Maryland



**Thursday • November 30, 2017**

**Doubletree by Hilton**

1726 Reisterstown Road • Pikesville, MD

Show Hours: 5:00 PM to 8:00 PM

410-549-5490

Call Toll Free 877-856-5490

Website: [www.bridesandgroomsexpo.com](http://www.bridesandgroomsexpo.com)



**Milestone Media Group, Inc.**



**Thursday, November 30, 2017**

**Doubletree by Hilton  
1726 Reisterstown Road  
Pikesville, MD**

## EXHIBITOR INFORMATION

### Every Exhibitor Receives:

- Admission passes for your customers
- Identification sign
- Listing in Show Program, including a brief description of your business
- Comprehensive mailing list of showcase attendees
- Exhibit Space
- One six-foot skirted table
- Two chairs

### **BASIC SPACE ONLY \$395**

*Premium spaces and electric available at extra charge.*

**Double Your Exposure:  
Save \$\$ on two spaces**

### Increase Your Visibility

Advertise in our Full Size Show Program!

Affordable rates:

Full page .....	\$185
Half Page .....	\$100
Quarter Page .....	\$65

*For Mechanical Specs see the Showcase Program Ad Placement Agreement.*



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

### Promotional Activities

The show is supported by extensive advertising including:

- Social Media
- Hundreds of Fliers
- Community Signs
- Exhibitors' Store Fronts
- Exhibitor Admission Passes
- Direct Mail Invitations, our Website, and More!

### Door Prizes

All exhibitors are encouraged to offer door prizes. Prizes will be announced regularly. Door prizes and contributing vendors will be listed in the show program.

### Admission

- **\$8 At the door**
- **\$6 with coupon**
- **\$5 online**

### At the Door

Families receive printed expo program, souvenir bag and door prize tickets!

# Brides & Grooms Expo Baltimore, MD

For Office Use

## EXHIBITOR REGISTRATION APPLICATION, DOUBLETREE BY HILTON

### EXHIBIT SPACE PRICING:

- Exhibit Space- Category S .....\$395
- Exhibit Space- Category T (one 15 amp outlet) .....\$420
- Exhibit Space- Category U .....\$415
- Exhibit Space- Category V (one 15 amp outlet) .....\$440
- Add Electric .....\$25

### DOUBLE YOUR EXPOSURE:

Two Spaces or More .....Deduct 5%

Space Preferences: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

### EXHIBITOR INFORMATION

COMPANY \_\_\_\_\_

AGENCY (if applicable) \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

MOBILE PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Product or Service offered as a door prize \_\_\_\_\_

Describe your display/exhibit \_\_\_\_\_

November 30, 2017

Reserve early, limited number of vendors will be accepted per category. Applications must be received by November 17, 2017 to ensure being listed in the show program. Vendors may arrive as early as 2:00 P.M. and **MUST BE** set up by 4:30 P.M. Participating exhibitors should bring their door prizes with them on the day of the show.

### SHOW PROGRAMMING LISTING INFORMATION

Please complete information as it will appear in the Expo Program.

Application must be received by November 17, 2017 to be listed in the BRIDES & GROOMS EXPO Program.

COMPANY NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

PHONE (local) \_\_\_\_\_

PHONE (toll free) \_\_\_\_\_

WEBSITE ADDRESS \_\_\_\_\_

FACEBOOK \_\_\_\_\_

BUSINESS DESCRIPTION (1-2 sentences) \_\_\_\_\_

**PAYMENT OPTIONS (All Terms – Must Accompany This Application)**  Caterers must include a copy of insurance certificate with 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.bridesandgroomsexpo.com](http://www.bridesandgroomsexpo.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 Showcase is a temporary license to display my product(s)/service(s) and does not constitute endorsement by Milestone Media Group, Inc. or Hilton hotels.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

# READ THIS BEFORE YOU SIGN

## Milestone Media Group, Inc. Brides & Grooms Expo Exhibitor Registration Application.

### Terms and Conditions:

1. Placement is first-come first-served, subject to restrictions listed below.
2. Expo Exhibitor Registration Application must be accompanied by PAYMENT IN FULL (Check, Visa, Master Card, or Amex.) to reserve the Showcase space. Upon acceptance, you will be assigned one of the available spaces based on which section 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.
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 if submitted by the due date. Exhibitor agrees that Milestone Media Group 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, if purchased, is limited to one 15 amp outlet. Exhibitors must supply additional extension cords/outlet extenders if desired. Milestone Media Group, Inc. and the Hunt Valley Inn are not responsible for providing additional electrical capacity.
6. EXHIBIT REGULATIONS:
  - a. Setup will be accomplished by the time stated on the application on the day of the Expo, and breakdown will not begin before 8:00 P.M. Exhibit spaces not filled 30 minutes before the event begins are subject to be filled, eliminated or relocated at the discretion of the Producer 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 no later than 30 days before the date of the event. 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 to Milestone Media Group, Inc. Exposition Manager reserves the right to prohibit the display of any product or signage that it deems inappropriate or out of character with the show. No representations are made herein regarding exclusivity of any merchandise or service.
  - 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. (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 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 hotel that will injure, mar, or in any manner deface any surface of the hotel 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. **All cancellations, withdrawals, or reductions in space by Exhibitor must be in writing, by certified mail, return receipt requested.** Fee not refundable after November 1, 2017. A 25% cancellation fee applies prior to this date.
8. CANCELLATION OF EXPOSITION. In the event of cancellation or postponement of the Showcase due to fire, strikes, government relations, terrorist acts, or other causes beyond the control of the Milestone Media Group, Inc., Milestone Media Group, Inc. will refund as large a portion of the exhibit fee as it deems consistent with the expenditures and commitments already made.
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 30 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 Producer, Exhibition Manager, Hall 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 Producer 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 and for violation of any law, code or regulation.

# Ten Steps to Get More Business from a Consumer Expo

By Jay Freedman

Milestone Media Group, Inc.

Certainly the fee you pay for space at a consumer expo like Brides and Grooms Expo, as well as the time, supplies and staffing costs, are a serious investment for most businesses. There are steps you can take to maximize your investment and leverage your resources and skills to a competitive advantage. Many exhibitors do not consistently adhere to all of the following steps, which are neither exclusive nor comprehensive. These are simply the BASIC rules, and you'd be surprised at how many folks don't even follow them.

**10. Smile and make eye contact.** Simple, huh? I've been running expos since 2000 and we always see this rule broken (along with #9). Disability-related goods and services are personal services. It does not matter if your product is the best on the market if you turn off customers. They have to like and trust you first, so forget about selling for a few seconds, work on likeability. Then at least they will hear your message. If they don't want you, they don't want what you're selling.

**9. Stand, don't sit.** We see this all the time. Most vendors who have consistently poor results from expos have problems with this or #10. Put the phone down, stand up, make eye contact and turn on the charm!

**8. Ask customers a question.** Congratulations, have you picked a photographer yet? Do you have a venue selected? Would you like to hear more about our coffee bar? Who is making your cake? try to make any follow up questions open ended.

**7. Have an attractive display with clear and concise signage.** So important for many businesses, particularly those with choices, multiple products or useages, unusual or unorthodox services, etc. You have about seven seconds to get a customer's attention and make a connection. A very clean and clear display is helpful as a visual cue. Use a simple, clear tag line or logo, if the logo is recognizable or conveys the substance of your message. Otherwise you have to use gimmicks to attract customers to your display when a clearly understood message may work better.

**6. Samples and giveaways.** These work like magic. Food and nice prizes, even candy and pens. The nicer the giveaway, the more attraction it has. But be sure to display it, don't hide it.

**5. Groomed and presentable.** Again, we shouldn't even have to put this one down, but we have seen it violated. You are selling a personal service, yourself or someone else on your team, to serve customers for or at a wedding. And first impressions are everything in this field.

**4. Good literature.** As a takeaway, nothing beats a good brochure. Sure, it's got to be up online as well, but a brochure or post card is a tangible reminder of you and your services, and they are another reflection on your professional appearance, standing and demeanor. When the customer is ready to make the crucial decision, "pull the trigger" on the purchase or booking, you want to be on the short list or top contenders for their business.

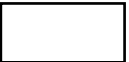
**3. Date book.** Many people do not expect to book a date right at a wedding show, but it happens all the time. You don't want to hesitate when they are waiving a check at you, so take your date book.

**2. Arrive and be ready on time.** At every Expo, someone either does not show, shows up last minute or late. There are already customers in the room, so they are missing some opportunities, as well as displaying a disregard for timeliness to witnesses. Not a great selling point.

**1. Don't leave early.** It makes everyone look bad, and there are always late customer arrivals. You are cheating yourself of opportunities you've paid for, as well showing customers and your industry peers, who may be in a position to offer referrals, that you just don't care. Yes, stuff happens, and the kids may need to be picked up or a gig starts at 6 pm. But it still looks bad to the rest of the crowd, so please plan carefully.

# Brides & Grooms Expo Pikesville, MD

For Office Use



## EXPO PROGRAM AD PLACEMENT AGREEMENT

**BRIDES AND GROOMS EXPO: November 30, 2017**

### AD PRICING:

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

- Full Page . . . . . 4 5/8"w x 7 1/8"h.....\$185
- Half Page . . . . . 4 5/8"w x 3 1/2"h.....\$100
- Quarter Page . . . . . 2 1/4"w x 3 1/2"h.....\$65

### SUBMITTAL OPTIONS (select one)

Mechanical Specifications on other side.

- Electronic File Submittal - on disk or e-mail to production@milestones magazine.com
- Enclosed is my business card or hard copy to scan. (Do not staple or clip paper).
- Use my existing ad on file.

### BILLING INFORMATION

COMPANY \_\_\_\_\_

AGENCY (if applicable) \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

### Milestone Media Group, Inc. Brides & Grooms Expo 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 showcase 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 its 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 shall not be liable for failure to publish or distribute all or any part of the Showcase Program because of labor dispute, accident, fires, acts of God, or any other circumstances beyond the publisher's control. 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.
- Fonts: PostScript fonts ONLY, including printer and screen fonts. No TrueType fonts accepted.

## 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

exit

DOOR

DOOR

exit

V 47	V 32	T 31	V 30	V 15	V 14
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# Preakness Ballroom



Attention Exhibitors: Call Jennie  
for space availability before  
mailing application  
410-549-5490  
or Toll Free 877-856-5490

V 48
T 49
T 50
T 51
T 52
T 53
T 54
<b>WALL</b>

U 46	U 33
S 45	S 34
S 44	S 35
S 43	S 36
S 42	S 37
S 41	S 38
U 40	U 39

U 29	U 16
S 28	S 17
S 27	S 18
S 26	S 19
S 25	S 20
S 24	S 21
U 23	U 22

V 13
T 12
T 11
T 10
T 9
T 8
T 7
<b>WALL</b>

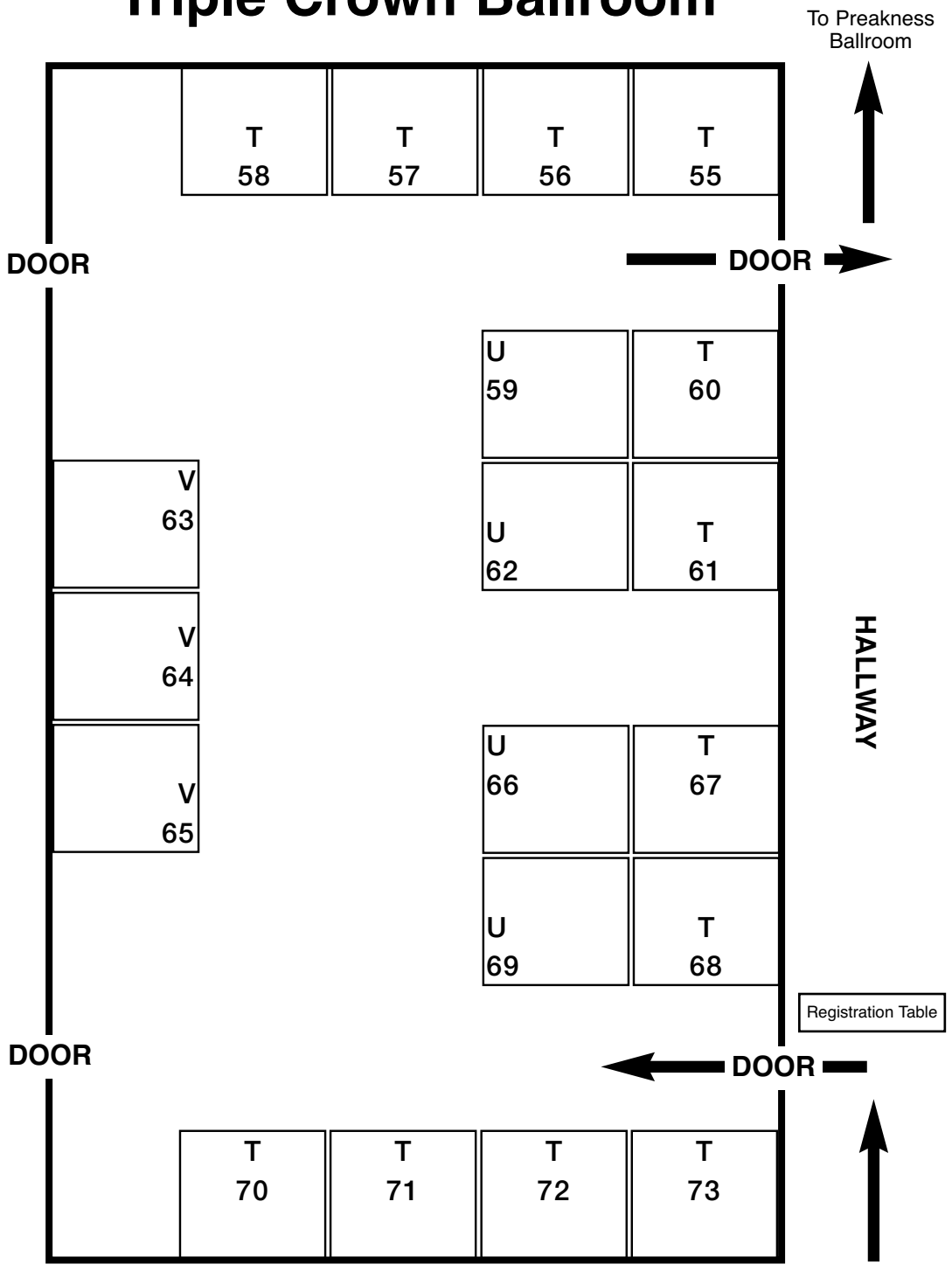
Entrance  
→

exit

V 1	T 2	T 3	T 4	T 5	V 6
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# Triple Crown Ballroom



**ATTENTION EXHIBITORS:**  
 Please call Jennie for space availability before  
 mailing application  
 410-549-5490 OR TOLL FREE 877-856-5490