

**EXHIBITORS RULES AND GUIDELINES**  
**Blue Ridge Bridal Show**  
**Historic Morven Park – October 25, 2009**

All EXHIBITORS are required to meet county and state laws and guidelines and assume all liability and responsibility for their staff's actions and services. Certificates of Insurance required.

Encore Event Partners on behalf of Historic Morven Park requires a Certificate of Insurance showing general liability insurance, including personal injury coverage, in an amount not less than \$1 Million dollars of primary coverage and automobile liability insurance as applicable in an amount not less than the statutory limits. Only one Certificate is required which may be used for all of the shows. Encore Event Partners is named as additionally insured. The insurance provided shall be primary and shall not be cancelled or modified except after ten days prior written notice to ENCORE.

**Exhibitors are required to provide a prize for the Silver Suitcase Giveaway with a retail value of \$75.00.** You may also give away prizes at your booth which we can announce for you upon request.

**Exhibitors will be allowed to unload in the lane close to the tented area but must immediately move their vehicles. Exhibitor Parking is a separate lot from the attendees and will be designated.**

**Show 1 – 4 pm**

**Set up – 9 – 12 noon**

**Break down 4:15 - 6 pm**

**Show Hours:** Booths must be set up by 12 noon and stay intact during the show hours. **Encore Event Partners reserves the right to withhold the mailing list of attendees from any company that breaks their booth down early. In addition, said company may be restricted from exhibiting in future Encore Event Partners shows and may be required to pay an additional fee for any future show they are allowed in.** Banners, signs, items on display and anything in or on the booth must stay intact until the show is over.

**Two weeks prior to the show, set up times, color of linens, and other important information will be emailed to each exhibitor.**

**Auxiliary EXHIBITOR PARKING will be used. -- IF YOU HAVE MORE THAN ONE CAR COMING PLEASE LET THE ENCORE KNOW SO WE CAN MAKE SURE WE HAVE CORRECT PARKING AVAILABLE. Please notify Encore Event Partners if you need space for a truck.**

**To get booth assignment –**

- 1. A floor plan is available two weeks prior to the show. All exhibitors will be in one tent with the Silver Tea in a Separate Tent.**
- 2. Park in designated BRBS Signage locations only to guarantee your vehicle will not be towed.**
- 3. Unload and take articles to your booth.**
- 4. PROVIDE YOUR OWN CARTS TO BRING YOUR SUPPLIES INTO THE BUILDING.** There are no carts available at Morven Park.
- 5. Please Move vehicles so other exhibitors may park.**

**NO VEHICLES CAN BE LEFT FOR MORE THAN TEN MINUTES in the Unloading Lanes.**

**This is a Zero Waste Event so you will not be permitted to have any garbage. Plan to attend the Blue Ridge Wedding Forum Meeting on October 7<sup>th</sup> to be educated as to how to meet these guidelines. Please read the information below to meet the requirements of a Zero Waste Event.**

**ALL BOOTH AREAS MUST BE LEFT IN THE CONDITION THEY ARE RECEIVED. A MINIMUM CLEANING CHARGE OF \$75.00 WILL BE ASSESSED.**

**Blue Ridge Bridal Show is a professional show. Please have all excess literature hidden underneath the tables so we present a professional tradeshow image to our future clients.**

**ELECTRICITY IS LIMITED AT THIS SHOW. It is included with the Premiere Plus and Premiere but not with the 6' table or 4' table. If we find we have it available, we will add it to the 6' table space first at a cost of \$70.00 and then any left over availability can be purchased by the 4' Rectangular tables. Extension Cords are not provided. No taping will be permitted.**

**Booth Information –**

- **Additional tables may be rented for the larger booth spaces including tall cocktails.**
- **SIGNAGE IS RESTRICTED TO EASELS OR FLOOR BANNERS FOR BOOTH ALLOWING FOR FLOOR SPACE. Encore will provide no signage for this show. Please remember to provide your name in some area of your display to make it easier for the brides to know who you are.**
- **Height restriction is 7' from the floor including table height.**
- **NO DUCT TAPE ON THE FLOORS OR HANGING ANYTHING FROM THE WALLS THAT REQUIRES TAPE, NAILS, THUMBTRACKS, ETC.**
- **OPEN FLAMES ARE NOT ALLOWED per fire Marshall safety codes, this includes candles, incense and Bunsen burners.**

**YOU ARE REQUIRED TO STAY WITHIN YOUR TABLE or BOOTH SPACE.**

**SUBLETTING OF BOOTHS IS NOT ALLOWED.** Only the literature and material pertinent to what the business the exhibitor listed will be allowed. No material including the name, phone number, address nor any other vital information about any other company besides that represented by your booth, unless that company is exhibiting at the show, is permitted in your booth. **Any literature that represents a company not in the show will be discarded by show management. If the literature continues to be handed out, exhibitor will pay an additional fee equal to the cost of booth space. In addition, said company may be restricted from exhibiting in future Encore Showcase shows.**

**Several Exhibitors will order flowers etc from a non-exhibiting vendor. Please be aware YOU CANNOT HAND OUT BUSINESS CARDS OF THESE VENDORS.**

Exhibitor must give full disclosure of every type of product or service that will be presented in the booth space, even if it is all listed under the exhibitor's company name.

**INSURANCE:** Exhibitor is solely responsible for any and all occurrences inside his or her booth. You are required to carry off-premise liability insurance and be prepared to offer proof of that coverage to Encore Event Partners.

**FOOD VENDORS:** Anyone serving edible products must simply sign a Food Waiver releasing Morven Park and Vintage 50 of any responsibility to food being served on that day.

**Security:** Although Security is provided during the show, neither Encore Event Partners or Historic Morven Park are liable for items lost or stolen.

**Cancellations:** If the show is cancelled by Encore Event Partners for any reason, other than an act of god or an act of war, the amount paid by exhibitor will be refunded. If you cancel one month or more prior to the event, all monies paid will be returned as a credit for the next Bridal Show. You forfeit your first payment and any monies paid if you cancel within the month before the Show. If you cancel within one month before the Show, and if Encore Event Partners cannot resell your booth space, you will be charged the full amount of the booth. If you cancel within a week of the event, or if you do not cancel and do not exhibit all monies paid are forfeited and, if the booth is not paid in full at that time, you will be charged the full amount of the booth. There are no refunds if exhibitor cancels at any time after signing the registration agreement.

**Mailing Lists:** Mailing lists remain the property of Encore Event Partners. Use is limited to participating exhibitors only. **If you give, sell, or loan the list to anyone not an exhibitor in the Showcase, you and that company are liable for a fine of \$1000 (one thousand) per occurrence (per listed name), per use.**

SMOKING IS NOT PERMITTED at Historic Morven Park.

## **SPECIAL RULES SPECIFIC TO EACH VENDOR AREA –**

**ABSOLUTELY NO METALLIC METAL CONFETTI CAN BE USED AT ALL IN YOUR DISPLAYS OR ON YOUR TABLES.**

**WATER IS NOT AVAILABLE.**

### **FLORIST**

- All debris is the responsibility of the florist to clean up and sweep. Again this is a Zero Waste Event so specific guidelines will be provided per vendor category.
- All flowers, props, trellises, etc must be removed on the day of the event. Encore will discard anything that is left on the property.
- Encore can no longer store any items for any exhibitors.
- Encore Event Partners is not responsible for any items left on premises

### **2. CAKE**

- Cakes may be served.
- Disposable plates, forks, and napkins meeting our Zero Waste standard will be required. Please purchase from your local vendor or the list provided under Recommended Vendors on the next page
- The Baker is responsible for all debris including any icing which gets on the floor of the Tented area or Lawn area.
- A charge of \$75.00 will be made to the cake vendor if items have to be taken to Encore's warehouse.
- Encore Event Partners is not responsible for any items left on premises.

### **3. CATERERS ----**

- Caterer is responsible for all upkeep in their area and must leave the area as they received it.
- This includes removal of all items leaving no trash at the site.
- Disposable plates, forks, and napkins meeting our Zero Waste standard will be required. Please purchase from your local vendor or the list provided under Recommended Vendors on the next page
- It is advised that caterers bring some table linen to put over table areas to protect the surfaces and make cleaning areas easier to clean at the end of the event.

- Caterers are responsible for bringing all the necessary equipment they need, including chafers, serving utensils, etc.
- Sterno and small propane burners are permitted. Please call if you are bringing in anything different so permission is granted prior to show.
- Trash must be emptied following the eCycle procedures outlined at the training on October 7 at Vintage 50. Please call for details. There will be different receptacles depending on the type waste
- A charge of \$75.00 will be made for all equipment left as well as a cleaning charge applies as stated above.

#### 4. MUSICIANS

- All cords and any other special need must be provided by the musicians.
- Encore Event Partners is not responsible for any items left on premises.
- Musicians may change their clothes in the designated area for Bridal Salons

#### 5. BRIDAL SALONS – PLEASE ASK FOR YOUR SPECIAL GUIDELINES.

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### Meeting the Policies and Guidelines for a Zero Waste and Carbon Neutral Event:

We are proud to announce that with the help of eCycle Green Collective, this Boutique Bridal Show at Morven Park will be a **Zero Waste and Carbon Neutral Event!**

Our mission: To provide quality socially responsible zero waste and carbon neutral events offering educational opportunities while fostering a fun family sustainability and environmental awareness experience.

#### Our Zero Waste Initiative

Our goal at this Zero Waste Event is to **distribute only materials that are recyclable or compostable** (not any materials that will be land filled). There will be Zero Waste Stations for recycling and composting available to participants and attendees. **As a vendor/exhibitor handing out information or products at this event, you are key to the success of our Zero Waste initiative. Contact information for socially responsible promotional and compostable serve ware vendors is included in this information.**

**Vendors/Exhibitors attending the show are required to hand out only recyclable or compostable materials to the public.** With our extended acceptable materials list we have made it easy to comply. We recognize that paper handouts are necessary for some business promotional efforts and accept those that are responsibly produced. If possible vendors/exhibitors are asked to run a power point or digital picture frame at their exhibit in lieu of paper handouts or create a “sign in” sheet to contact interested parties after the Show. We will have a literature deposit station at the information tent to provide attendees with a place to return unwanted literature. Our volunteers will then return any undamaged accumulated literature to the proper vendor/exhibitor.

Your commitment to our **Zero Waste** Initiative is greatly appreciated and a certificate of Environmental Stewardship will be issued to each exhibitor for participating.

Remember, if an item cannot be recycled or composted, we cannot accept it, even if your supplier has told you it can be recycled. If you have any questions as to whether your items are considered recyclable or compostable, please call eCycle at 540-323-0888 or email [ecycleconsulting@gmail.com](mailto:ecycleconsulting@gmail.com). The Zero Waste Events Coordinator will answer your questions and help you understand your important role in this Zero Waste Event. A list of acceptable items are included in this information.

Our Zero Waste goal is simple to attain if you know and adjust the materials you will be providing to the public ahead of time. eCycle Green Collective offers an extensive list of acceptable recyclable items and compostable material (to be deposited at a commercial compost station) making it easy to be ZERO WASTE! Please see the list below.

**Guidelines to Acceptable Containers/Promo Handouts and Service Ware**

| <b>Acceptable Recyclable Materials</b>                              | <b>Acceptable Compost</b>                                 |
|---------------------------------------------------------------------|-----------------------------------------------------------|
| Plastics- #1 Through #7                                             | Corn PLA products                                         |
| Aluminum Cans, Aluminum Foil                                        | Sugar Cane Products                                       |
| Blue Glass, Brown Glass, Clear Glass, Green Glass                   | Potato Starch Products                                    |
| Brown Paper Bags, Plastic Bags                                      | Toothpicks                                                |
| Cardboard                                                           | Vegetable Based Bio Waste (food scraps)                   |
| Catalogs, Brochures, Office paper                                   | Meat and Dairy Bio Waste (separate compost bin SEE SIGNS) |
| Chip Board                                                          | Unbleached Acid Free Paper Napkins                        |
| Computer Paper                                                      |                                                           |
| Drink Boxes, Gift Boxes                                             |                                                           |
| Brochures, Mixed paper, Newspaper, Poster Board, White Office Paper |                                                           |
| Tin Cans                                                            |                                                           |

**Here are some ideas that can help you achieve this goal:**

Offer finger foods for sampling to use fewer utensils.

Consider replacing plastic bowls (for serving chili and soups) with bread bowls and using cones for ice cream.

For wine tasting utilize PLA corn plastic portion cups for the compostable option or simply offer tasting from stem ware that is re-usable.

Unbleached paper napkins are compostable and can replace bulkier plates.

**Do not use Styrofoam or handout balloons.** Please use the recyclable or compostable alternatives

listed above.

You may already have a supplier that will comply with our ZERO WASTE outline for this event. As a courtesy we have listed our recommended vendor informational to aid you in purchasing. Included below is compostable serve ware and eco-friendly promotional printing vendor information. We also know that Sysco carries these products as well as other food service vendors now.

Also, listed is our recommended eco-friendly printed materials provider.

**Our Recommended Zero Waste Compostable Material and Eco-Friendly Promotional Product Vendor:**

(For a small set-up fee exhibitors can have their serve ware branded)

Representative: Michelle Sheldon  
**Ecopromotional Products**, Inc. ASI #185797  
michelles@ecopromotionsonline.com  
Local: 847.816.8300 ext. 1  
Toll-Free: 877-ECO-WINS (877-326-9467)  
Cell: 847.894.2017  
www.ecopromotionsonline.com  
A Woman Owned Company

**Our Recommended Eco-Friendly Printed Materials Provider:**

**(FSC certified printer utilizing soy ink)**

**Winchester Printers, Inc.**

Kay Kiser Adler  
Customer Service  
212 Independence Drive  
Winchester, Virginia 22602  
540-662-6911 Phone 540-722-2782 Fax  
800-662-6912  
kadler@winchesterprinters.com

*There is no need to bring bins of your own. A small container system will be provided for you to dispose of recyclables and compostable in vendor/exhibitor booth areas as well as throughout the Show.*

We look forward to working with you to make this a successful Zero Waste Event. If you have questions regarding the Zero Waste Initiative at Valley Earth Fest, call eCycle Green Collective at 540-323-0888 or email [ecycleconsulting@gmail.com](mailto:ecycleconsulting@gmail.com).

**Going Carbon Neutral**

With the help of eCycle Green Collective we are extremely proud to offer this show as a carbon neutral event. This will be accomplished using two methods of carbon offsetting.

To begin the estimation process a survey volunteer will visit each of you during the course of the event to poll your carbon output to arrive and attend. Once these surveys are completed, we will add the amount of human foot traffic, estimate vehicle usage (per EPA guidelines) and overall electrical (KW) use for the event. This figure will then be entered in an equation to figure out the amount of carbon the Show created. With that end figure and through our local organic offset

provider Earthworks, we will plant the appropriate amount of native trees **LOCALLY** to offset our carbon footprint. Information regarding the outcome will be sent to each of you via email once completed.

This effort will be a fun filled, educational, and awareness building experience for all and we are grateful for your participation and assistance in furthering our **ZERO WASTE** mission. Your compliance is appreciated.

THE CLIENT AGREES TO HOLD HARMLESS ENCORE EVENT PARTNERS, HISTORIC MORVEN PARK AND ITS AFFILIATES, AND ANY OF THEIR AGENTS, MEMBERS, OFFICERS, DIRECTORS, AND EMPLOYEES, FOR ANY FINES, PENALTIES, LIABILITIES, JUDGMENTS, LOSSES, COSTS, CLAIMS, AND EXPENSES, INCLUDING ATTORNEYS' FEES AND COSTS OF DEFENSE, ARISING FROM OR RELATING TO THE NEGLIGENT USE, INTENTIONAL MISUSE, OR GROSS MISUSE OF THE EVENT FACILITY BY THE CLIENT, ITS GUESTS, AND ITS VENDORS, INCLUDING WITHOUT LIMITATION, ANY DAMAGE OR LOSS TO ANY PERSON OR ANY PERSONAL PROPERTY.

I have read all the guidelines and rules and informed my staff. I agree to abide by them.

Please sign here **x** \_\_\_\_\_ **x** \_\_\_\_\_  
(owner) (Staff supervisor to be present at event)

Date \_\_\_\_\_ Company name \_\_\_\_\_