seattle wedding show

VENDOR HANDBOOK

JANUARY 14 & 15, 2017

Revised 12/15/16

Exhibitor Handbook

Contents **Pages**

General Show Information 3
Directions and Transportation 4
Parking 5
Move-in 6
Move-Out 7
Rules and Guidelines 8-10
Exhibitor Badges and Conduct 11
Exhibit Space Information 12-13
Fire Marshal Requirements 14-15
Display Ideas 16
Advertising & Promotional Information 17

GENERAL SHOW INFORMAION

LOCATION	Washington State Convention Center 705 Pike Street, Seattle, WA 98101 http://wscc.com/		
SHOW DATES	January 14 & 15, 2017		
MOVE-IN HOURS	Thursday	1/12/17	11:00am – 1 pm *sponsors only*
	Thursday	1/12/17	1:00 pm – 6 pm
	Friday	1/13/17	10:00 am – 6 pm
	Saturday	1/14/17	8 am – 10:00 am
	Sunday	1/15/17	9 am – 10:30 am
PUBLIC SHOW HOURS	Saturday	1/14/17	10:00 am – 5:30 pm
	Sky Bridge, Gown Sale, Limos		*9:30 am – 5:30 pm*
	Sunday	1/15/17	10:30 am – 5:00 pm
	Sky Bridge, Gown Sale, Limos		*10:00 am – 5:00 pm*
SHOW COLORS	Aisle Carpet:		Silver
	Back Drapes		White
	Side Drapes		White
TICKET INFORMATION	Adults:		$17.00
	Youth under 12		Free
	Additional Exhibitor Badges		$8.00
SHOW MANAGEMENT	*Main Office* The Seattle Wedding Show, Inc. 19231 36th Ave W, Suite P, Lynnwood, WA 98036 425-744-6509 or 1-800-505-5900 Fax: 425-744-6316 *On Site: (starting 1/12/17)* 206-219-4768 Producer: Howard Jensen howard@weddingshow.com President: Don Berger don@weddingshow.com http://www.weddingshow.com/		
SHOW DECORATOR ADVANCE SHIPPING	Triumph Expo & Events 12610 Interurban Ave S, Seattle, WA 98101 503-417-8000 fax: 206-431-4846 mail to:esr@triumphexpo.com www.triumphexpo.com		
WSCC EXHIBITOR SERVICES	Contact Exhibitor Services at Exhibitor.services@wscc.com 206-694-5015 https://iEBMS.wscc.com/WSCC_iEBMS/coe/coe_p1_all.aspx?oc=01&cc=COESOP Provided services include the following. Edlen (electrical, air/water/drain) SmartCity (internet, Wi-Fi, phone) ARAMARK (catering and food services) PSAV (Audio Visual)		
FASHION SHOW TIMES	Saturday	1/14/17	11:30 am, 1:30 pm & 3:30 pm
	Sunday	1/15/17	12:30 pm, & 3:30 pm
MOVE-OUT	Sunday	1/15/17	5:30 pm – 9:00 pm

DIRECTIONS AND TRANSPORTATION

Directions, Parking and Maps **http://www.wscc.com/parking-directions**

From Interstate 5 Northbound:
Madison Street/I-90 exit (exit 164A)
Follow signs to Madison Street/Convention Place
Right on Madison Street
Left on 8th Avenue
Right into garage

From Interstate 5 Southbound:
Stewart Street exit (exit #166)
Left on Boren Avenue
Right on Seneca Street
Right on 8th Avenue
Right into garage

From Interstate 90 West:
I-5 Northbound
Madison Street
Follow signs to Madison Street/Convention Place
Right on Madison Street
Left on 8th Avenue
Right into garage

Using Metro http://metro.kingcounty.gov/
Call 206-553-3000 for Metro information.

Public Transportation from the Airport
A Number of companies provide shuttle service from the Seattle Tacoma International Airport to Seattle. Check at the ground transportation center near baggage claim to find out if your hotel offers a free shuttle. You also can catch a taxi outside the baggage claim area or visit Sound Transit for the light rail schedule. http://soundtransit.org/

Passenger loading and unloading
Passengers may be dropped off at the covered Convention Place entrance off Pike Street and 9th Avenue. Buses, taxi cabs and shuttles also use this area for passenger drop-off and pick-up. Pedestrians can enter from Pike or Union Streets.

PARKING

For a map of the area visit **http://www.wscc.com/parking-directions**

Convention Center Garage
This garage is located inside the Convention Center, with the entrance on 8th Avenue between Seneca and Pike Streets. **Maximum vehicle height is (6 feet 5 inches). The garage has pay kiosks inside the convention center. Please keep your parking ticket with you and pay at the kiosk before you return to your car to expedite exiting from the garage.**

Directions: Follow the Convention Center directions listed on the previous page.
Garage Hours: Daily 5:30 AM to Midnight

Freeway Park Garage
The Freeway Park Garage is located next to the Convention Center and provides space for an additional 665 vehicles. The main entrance to the garage is at 1300 Hubbell Place (between Seneca and Pike Streets). A convenient pedestrian walkway connects the garage directly to the Convention Center. **The garage's generous 6'9" maximum vehicle height accommodates most full sized trucks and vans**. **The garage has pay kiosks inside the convention center. Please keep your parking ticket with you and pay at the kiosk before you return to your car to expedite exiting from the garage.**

Garage Hours:	Thursday	January 12, 2017	6:00 am to 8:00 pm
	Friday	January 13, 2017	6:00 am to 8:00 pm
	Saturday	January 14, 2017	8:00 am to 8:00 pm
	Sunday	January 15, 2017	8:00 am to 8:00 pm

Directions:
http://www.wscc.com/sites/default/files/find-it/files/2014.09.09_FIND_IT_Parking_map.pdf

Hourly Parking Rates for WSCC Garages

	WSCC Parking		**Freeway Park Garage**
(Rates Subject	0-½ Hours	$5.00	$4.00
To Change	½-1 Hours	$6.00	$5.00
Without Notice)	1-1½ Hours	$7.00	$6.00
	1½-2 Hours	$8.00	$7.00
	2-3 Hours	$10.00	$9.00
	3-4 Hours	$12.00	$11.00
	4-5 Hours	$14.00	$13.00
	5-6 Hours	$15.00	$14.00
	6-7 Hours	$16.00	$15.00
	7-8 Hours	$17.00	$16.00
	8-10 Hours	$18.00	$17.00
	10-12 Hours	$19.00	$18.00
	12-14 Hours	$22.00	$21.00
	14-24 Hours	$29.00	$28.00

MOVE-IN

(Thursday, Friday and Saturday). **If using the loading dock, you will need to schedule a loading dock time with show management by January 3, 2017. Call Howard at 425-744-6509**

Move-In Times
For a map of the area visit **http://www.wscc.com/parking-directions**

Thursday	January 12, 2017	11:00 AM to 1:00 PM (Sponsors Only-Loading Dock Only)
Thursday	January 12, 2017	1:00 PM to 6:00 PM
Friday	January 13, 2017	10:00 AM to 6:00 PM
Saturday	January 14, 2017	8:00 AM to 10:00 AM

All exhibits must be set up and ready by 10:00 AM Saturday!

Sunday	January 15, 2017	9:00 AM to 10:30 AM

Move-Out Times

Sunday	January 15, 2017	*5:30 PM to 9:00 PM

* Show decorator needs ½ hour after closing to remove carpet.

Bring Your Own Carts
Please bring your own carts to expedite your move-out. The Convention Center has a limited number of flatbed carts available on a first come, first serve basis.

Move-In Options
For a map of the area visit **http://www.wscc.com/parking-directions**
Exhibitor Hand Carried Freight Guidelines **http://www.wscc.com/audience/exhibitors/hand-freight**

Option 1 South Hand Carried Freight / Small Vehicle Access (See directions on next page)
Exhibitors must enter the Convention Center parking garage on 8th Avenue. Follow the signs in the garage to the Hand Carried Freight area. Clearance at this entry is 6'5". Vehicles exceeding this height consider option number 2 or 3.

Option 2 North Hand Carried Freight (See directions on next page)
Exhibitors must use alley entrance between Pike Street and Pine Street. Clearance at this entry is 9'8". Vehicles exceeding this height must schedule deliveries through the loading dock. **(North Hand Carried Freight will not be open on Saturday)**

Option 3 Loading Dock / Oversized Vehicle Access (See directions on next page)
Space at the Convention Center loading dock will be set aside for exhibitors who wish to hand carry their materials into the exhibit hall, but have vehicles too large for the Hand Carried Freight areas. **You must schedule a time with show management prior to January 3, 2017, to access the loading dock.** A Convention Center traffic attendant will manage the number of vehicles allowed on the dock and the loading dock deck. The loading dock height is 48" high and will be held for tractor trailers and large panel trucks. There is also a large deck area for unloading small trucks and vans.

Option 4 Advance and Direct Shipments
Exhibitors who have a freight service delivering their display or products (who will not be there to meet their shipment) should refer to the Show decorator link for the Freight and Material Handling order form.
The Convention Center does not accept freight, and does not have pallet jacks or a forklift for exhibitor use. You will need to contract Triumph Expo & Events to receive and move your product if these services are needed. **http://weddingshow.com/Updated_Items/vendor_documents/Triumph.pdf**

No Children during Move-in
No children under the age of 16 will be allowed on the loading dock, hand carried freight or in the exhibit hall, during move-in and move-out hours. This is a Convention Center rule and will be strictly enforced by their security staff.

MOVE-OUT

Move-Out Options
http://weddingshow.com/Updated_Items/vendor_documents/moveout.pdf
It is important that you read the Convention Center Move-Out Instruction sheet that will be placed in your booth Sunday morning. The Convention Center has very strict rules concerning move-out.

Option 1 South Carried Freight
The Convention Center will open south hand carried freight area and provide a limited number of flatbed carts after the aisle carpet has been removed in the exhibition hall. It takes about 30 minutes to remove the carpet.

Option 2 Loading Dock & North Hand Carried Freight
After you have dismantled your exhibit and moved it out to the loading dock and/or north hand carried freight loading zone, the Dock Master will give you a pass to bring your vehicle into the loading dock or north hand carried freight. No vehicles will be allowed in the loading dock or north hand carried freight areas without a pass. Do not have your vehicle line up outside either location until you have received a Dock Master pass.

No Children during Move-out
No children under the age of 16 will be allowed on the loading dock, hand carried freight or in the exhibit hall, during move-in and move-out hours. This is a Convention Center rule and will be strictly enforced by their security staff.

South Hand Carried Freight Directions

From Interstate 5 South:
Stewart Street Exit (#166)
Left on Boren Avenue
Right on Seneca Street
Right on 8th Avenue
Garage entrance is on your right
Follow signs to Hand-Carried Freight Delivery

From I-5 Northbound and I-90 Westbound
Madison Street Exit (#164A)
Right on Madison Street
Left on 8th Avenue
Garage entrance is on your right
Follow signs to Hand-Carried Freight Delivery

North Hand Carried Freight Directions

From I-5 Southbound
Stewart Street Exit (#166)
Left on Boren Avenue
Right on Pine Street
Left on 9th Avenue
Entrance is on your right

From I-5 Northbound and I-90 Westbound
Madison Street Exit (#164A)
Right on Madison Street
Left on 8th Avenue
Right on Pike Street
Left on Boren Avenue
Left on Pine Street
Left on 9th Avenue
Entrance is on your right
Loading dock entrance is on the left

Loading Dock Directions

From Interstate 5 North and South:
Stewart Street exit (exit #166)
Left on Boren Avenue
Right on Seneca Street
Right on Hubbell Place

From Interstate 90 West:
Take the Interstate 5 Northbound exit
Then the Madison Street Exit
Continue straight to Hubbell Place
Loading dock entrance is on the left

RULES AND GUIDELINES

Wedding oriented products only: The Seattle Wedding Show has always been proud that it only allows vendors that are purely wedding related. In order to maintain this characteristic, the show management has established a policy that only wedding oriented products can be displayed. That means that products or services that are not directly or indirectly used for the planning of a wedding will not be permitted in the show, without approval by show management.

Sublet and Combined Exhibits: Under the terms of your "Participation Agreement", exhibitors are not allowed to sublet or combine any portion of their exhibit space without written approval from show management.

Dispensing of Adverting Materials:
No exhibitor will be allowed to distribute literature or merchandise outside their exhibit area. Exhibitors may only display signs and dispense literature and advertising materials pertaining to their contracted business and service. Show Management will remove signs, literature, and business cards of businesses or persons not contracted with the Show, and may eliminate the offending exhibitor from future shows. Prize/ raffle boxes not directly affiliated with an exhibitor are not allowed.

Occupancy of Booth Space
Your exhibit space must be staffed during advertised show hours (January 14, 2017 10:00 AM to 5:30 PM and January 15, 2017 10:30 AM to 5:00 PM). Sky Bridge, Limousine and Gown Sale areas open 1/2 hour earlier daily. Only the exhibitor's goods and services contracted with the show can be exhibited in the booth space. No non-contracted service or business can be represented in your booth space. Any exhibits that are not staffed during show hours will be fined and may not be accepted as an exhibitor in the next Seattle Wedding Show.

Early Dismantle of Exhibit
Exhibitors who begin to tear down before 5:00 pm Sunday may be eliminated from future shows. The Seattle Wedding Show will fine any exhibitor $500.00 that moves out or starts to dismantle their exhibit before closing of the show.

Aisle Restrictions
No exhibit can obstruct the aisles, encroach on neighboring booths, or operate its exhibit causing interference, annoyance or endangerment to other exhibitors or visitors. This restriction applies to, but is not limited to, volume of P.A. systems, persons, musical instruments or any device which volume might be objectionable to Show Management. Exhibitors, their agents, employees, and business invitees may only conduct business within their assigned exhibit space. Here is a link for more information on display rules. **http://weddingshow.com/Updated_Items/vendor_documents/GuidelinesforBoothDisplay.pdf**

Microphones, Amplification, & P.A. Systems
No exhibitor will be allowed to use a microphone, music amplification, or P.A. system in their display area.

Sound
Video equipment and disc jockey sound systems must be placed toward the back of the exhibit space. Exhibitors are asked to monitor their own booths to be sure the noise levels from video and disc jockey sound systems are kept to a minimum and do not interfere with others. The use of sound systems or equipment producing sound is an exception to the rules, not a right. Show management reserves the right to determine at what point the sound interferes with others and must be discontinued. You will only be asked to turn your system down once before we ask you to turn your system off.

Tape
The use of single sided or double stick foam tape, cellophane tape or masking tape is prohibited on any surface of the Convention Center.

Defacement to Convention Center
Decorations may not be affixed to any surface in the building. No holes may be drilled, cored or punched into the building. Samples may not include stick-on decals or lighter than air balloons.

Height Restrictions
All exhibits must not exceed 8' in height. If your display will exceed 8' in height or you will be covering your booth with a tent or fabric you must fill out the booth display variance form posted on our website at
http://weddingshow.com/Updated_Items/vendor_documents/heightrestictions.pdf
Please refer to the show floor plan booth height legend, for the maximum height restriction for your booth location before applying for a variance.
http://weddingshow.com/Updated_Items/vendor_documents/FloorPlan.pdf
If any part of your booth is approved to exceed the 8' height limit and can be seen from the adjacent aisle way, you will be responsible for back draping with white drapery from the show decorator at your expense. Intent: If a portion of an exhibit booth extends above 8' high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth.

Sidewalls
Exhibitors are entitled to a reasonable sight line from the aisle regardless of the size of the exhibit space. Exhibitors can only block with displays half of their sidewall or 5' from back to front. No part of your sidewall can exceed 8' in height. The back of sidewalls and displays must also be astatically pleasing toward neighboring booths. If your exhibit does not conform to these restrictions, you must fill out the booth display variance form posted on our website at
http://weddingshow.com/Updated_Items/vendor_documents/heightrestictions.pdf
No exhibit or product can protrude into the aisle ways.

Signs
Exhibitor identification signs with booth numbers will be provided by show management and must be kept visible within your exhibit space until the show opens. Additional signage is highly recommended and encouraged by show management. The Maximum height for any sign will be 8' from the floor. If you have received approval from show management for a back drop that exceeds 8', your maximum sign height can be 10' or 12' depending on location and approval.

Exhibitor Presentation (Display)
It is the goal of The Seattle Wedding Show to present the widest variety of wedding related products and services in a tasteful professional manner. This includes displays, signage and personnel. Exhibitors who are unable to meet this goal will be contacted by Show Management on site or shortly after the show has concluded to discuss their presentation for the following year's show. Continued inability to meet show standards will result in the loss of participation in future shows.

Consumer Complaints
Show management is not a mediator for consumer complains and will not get involved with them. Exhibitors that have complaints levied against them by consumers to show management will be contacted by show management about the complaint. An exhibitor may loose participation in the show, if they receive complaints of unethical business practices or for not providing the service or product that they promoted.

Food Samples
ARAMARK has the exclusive food and beverage rights within the Washington State Convention Center. Exhibitors may distribute sample food and/or beverage products only upon written authorization. Please click here for the authorization from and regulations.
http://weddingshow.com/Updated_Items/vendor_documents/aramark.pdf
You must also meet Health Department food preparation and distribution regulations. (Information is post at **http://weddingshow.com/Updated_Items/vendor_documents/Health%20Dept.pdf)**

Health Department Permits
Contact the King County Health Department for information on preparation and serving. You may also need to purchase a demonstration permit. For information regarding health permits call:
King County Health Department 206-263-8255

Garbage
It is your responsibility to remove your own garbage before, during and after the show. There is a dumpster and recycle area on the loading dock. Please do not leave garbage in the aisles before or after the show. You are also responsible for emptying your wastebasket provided in your exhibit space during the show. The show decorator will empty the wastebasket if needed during move-out.

Restocking Supplies
If you need to replenish supplies during the show, make sure you know the access hours for hand carried freight and the loading dock; otherwise these areas may be closed. Contact show management in advance to arrange for your restocking needs during show hours.

Storage
Storage of crates, large boxes, or materials too large to store in your booth is available through our show decorator, (Triumph). To make arrangements, call 503-417-8000, or contact the (Triumph) service desk during move-in.

In Booth Storage
You can not store materials behind back drops or drapes. All materials (such as flyers & brochures) must be stored under your table as long as your table is 18" away from an ignition source.

No Children during Move-in and Move-out
No children under the age of 16 will be allowed on the loading dock, hand carried freight or in the exhibit hall during move-in and move-out hours. This is a Convention Center rule and will be strictly enforced by their security staff.

Leads Acquired by Exhibitor
Exhibitor agrees that leads acquired at their booth or from the lead list provided by The Seattle Wedding Show are for the sole use of Exhibitor. These leads must be kept confidential and may not be sold to a third party, or used to promote non-Exhibitors of The Seattle Wedding Show or any other event. There will be a $3,000.00 fine for each non-authorized use of the Exhibitor List. Refer to contract Terms and conditions for more information concerning leads.
http://weddingshow.com/Updated_Items/vendor_documents/TermsandConditions.pdf

Security
The Convention Center has 24-hour security, and the show will be securely locked after show hours. The Convention Center and Show Management are not responsible for theft or breakage that could occur in your booth. We advise exhibitors to take the following safety precautions:
Do not leave your booth unattended. This includes arriving in plenty of time before the show opens, and not leaving the show until the show has closed.
Valuables that can easily be put into a pocket or purse should be put away or covered each night before leaving. We suggest blankets, sheets or tarps to cover merchandise.

For more information on Display Guidelines Rules and Regulations visit
http://weddingshow.com/Updated_Items/vendor_documents/GuidelinesforBoothDisplay.pdf

No Pets allowed, Service Animals Welcome
During move-in and out, or show hours.
Service animals are animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting and protecting a person who is having a seizure, or performing other special tasks. Service animals are working animals, not pets.

VENDOR BADGES AND CONDUCT

Vendor Badge Procedure:

- All exhibitors must provide a list of personnel that will be working their booth at the show. The list must be received by December 30, 2016. Email the list to howard@weddingshow.com No list- no Badges.
- Badge quantity will be limited by booth size.
- The badges will be available for pick up by your personnel on January 12th and 13th at the information booth and January 14th and 15th near the show entry doors in the north lobby of the Convention Center.
- Badges will be your only pass to get in the front doors on show days.
- We will not provide passes to anyone that we deem a potential customer that is not prepared to work in a booth.
- A badge is good for both days.
- Badges are designed to be worn by vendors when in the Seattle Wedding Show.
- If you lose your badge or need additional badges, they can be purchased at the show for $8.00 each.
- You do not need a Vendor Badge on move in days.
- If you enter through hand carried freight or the loading dock on show days, please pick up your vendor badge in the lobby after you arrive.
- Badges will not be printed with your name or business on them. But will have a space to write that in yourself.

Dress Code
We require all exhibitors to be dressed professionally. Please no jeans or T-shirts. Business attire is preferred to help create a more attractive show. (No football jerseys, yes even if the Seahawks are in the playoffs)

Smoking Policy
The Convention Center is a smoke-free facility and no smoking is permitted. Smoking is allowed in Freeway Park and or on the street.

Conduct
You and your staff should be courteous to your neighboring exhibitors and attendees at all time. Your staff can only do business from within your exhibit space. Do not stand in the aisle.

Conflicts
If you are having a conflict with an exhibitor or attendee, please contact show management at the information booth #1009. Show management and security are in radio contact with the information booth and will respond immediately.

Exhibitors who do not follow the above will be contacted by Show Management on site or shortly after the show has concluded to discuss their conduct for the following year's show. Continued inability to meet show standards will result in the loss of participation in future shows.

EXHIBIT SPACE INFORMATION

Show Decorator
Triumph Expo & Events
12610 Interurban Ave S, Seattle, WA 98101
Phone: 503-417-8000 fax: 206-431-4846 mailto:esr@triumphexpo.com www.triumpexp.com
There is a complete packet of information from Triumph posted on line at http://weddingshow.com/Updated_Items/vendor_documents/triumph.pdf. Including detailed order forms and pricing. Use the Triumph packet if you need additional goods or services within your booth. A list of products provided by the show is listed below. **Advanced order deadline is January 3rd, 2017**

Show Colors

Back wall Drape:	White	Sidewall Drape:	White
Aisle Carpet:	Silver	Booth Floor:	concrete

The booths are not carpeted, we suggest that you bring your own, or rent carpet through Triumph. (Except for booths on the Sky Bridge, Limousine and Gown Sale areas where the floor is already carpeted.)

Provided Decorator Equipment
Each exhibit area will be provided with an 8' high white back wall drape, 3' high white side rail drapes, one-line 7" x 44" identification sign, and one wastebasket. Other items provided are as follows:

5' x 10' Booth	**10' x 10'**	**15' x 10' Booth**
One 4' Table draped white	One 8' Table draped white	One 8' Table draped white
One Chair	One Chair	One Chair

Exhibitors with booths 20'x10'or larger will receive the standard 10'x10' package for each 10 feet of isle frontage.
Exhibitors also have the option of replacing the package table with one 4', 6', or 8' skirted table at no additional charge if ORDERED BEFORE January 3rd, 2016.

Provided Electrical Service
One 5 Amp/500 watt outlet is provided per exhibit space, regardless of size.

WSCC EXHIBITOR SERVICES
Exhibitor.services@wscc.com
206-694-5015
https://iEBMS.wscc.com/WSCC_iEBMS/coe/coe_p1_all.aspx?oc=01&cc=COESOP
Provided services include the following.
Edlen (electrical, air/water/drain)
SmartCity (internet, Wi-Fi, phone)
ARAMARK (catering and food services)
PSAV (Audio Visual)

Discounted advanced order deadline is for WSCC Exhibitor Services December 22, 2016.

FIRE MARSHAL REQUIREMENTS

The following items are required by the Seattle Fire Marshal's Office for booths at trade shows or otherwise used for display within the City of Seattle limits.

FLAME PROOFING

All decorative materials hung in a vertical manner must meet the NFPA 701 code. Either by being tagged that it meets the code or with a certificate by a third party that it has been treated with a flame proofing treatment.

To facilitate verification that an item described above is flame retardant; the following options may be used:

1. A copy of the Certificate of Flame Resistance for the item may be left in the booth when the vendor does not occupy it. The Certificate of Flame Resistance must indicate the item meets the requirements of either **National Fire Protection Association 701 (NFPA 701) and /or the State of California Fire Marshal** approved standard for flame proofing (Note: **Certificates of Flame Resistance are valid for one (1) year** after which time they must be renewed. Unless the certificate shows an expiration date stating otherwise or indicates the treatment can not be removed when laundered.)
2. A tag or label affixed to the item indicating it meets either the NFPA 701 and/or The State of California Fire Marshal approved standard for flame proofing.
3. Only certificates from a third party certifier or manufacturer of the product(s) are acceptable. Treating the item(s) yourself shall no longer be acceptable.

The use of oilcloth, tarpaper, sisal paper, nylon, Orlon and certain other synthetic materials that cannot be made flame resistant is strictly prohibited.
Items which are not accompanied by a valid Certificate of Flame Resistance shall be removed. If the item(s) is unable to be removed from the show floor prior to the showing opening, the show doors may be held and/or the vendor/exhibitor's booth may be closed!

COMBUSTIBLE STORAGE

Combustible storage –repacking material, etc. is prohibited throughout the public assembly area. This includes areas in and behind individual booth spaces. NOTE: Small amounts of brochures and other literature for distribution may be stored under tables but must be 18" away from electrical cords.

No lit candles will be allowed in any booth at any time.

If you need decorative materials or drapes treated please contact:
American Flame Coat 206-789-9404
They can treat and provide certification of your materials
There is a minimum fee, call for pricing.
Here is a link to their information:
http://weddingshow.com/Updated_Items/vendor_documents/americanflamecoat.pdf

Booth and Displays

1. Do not encroach on aisles that border your booth.
2. Fire Extinguishers, Hose Cabinets, Fire Exits or Fire Alarms cannot be blocked or covered.
3. Storage in your booth is acceptable as follows:
    a. Boxes, packing materials, waste and debris must be removed prior to the start of the show and kept picked up during the show.
    b. All areas are inspected periodically.
    c. Boxed brochures, product and sales material storage may be allowed if kept orderly and not stored behind pipe and drape.
4. There is no smoking in the Convention Center.

Extension Cords and Plugs

1. All extension cords must be a minimum of 14 gauge, 3 wires and grounded.
    a. Use ties or cable clamps when running cord.
    b. Lightweight extension cords or "zip cords" may not be used.
2. Breaker (Power) strips are approved for additional outlet plugs.
    a. Cube tabs are not allowed.
    b. Power strips can not be "daisy chained"
3. Cords, plugs and strips must have UL labeling.

Tenting, Canopies or Awnings

Tents, Canopies, awnings or coverings over a booth require permission from show management. No booth or its neighboring booths can continuously cover more than 300 square feet. You will also be required to have a fire extinguisher (2A 10BC minimum UL classification) and a smoke detector (at the highest point in the tent) within the booth.

Open Flame

a. No lit candles are allowed
b. Sterno cook tops do not require a permit, but a fire extinguisher is required in your booth.

Portable Fire Extinguishers

1. It is highly recommended that you have a fire extinguisher for your exhibit. Depending on your exhibits content, the Fire Marshal may require that you have one.
2. Your fire extinguisher must have a UL rating A 2A 10BC rating.
3. Your extinguisher must be inspected and serviced annually.

Vehicle Displays Requirements

1. Maximum Fuel: ¼ of a tank or 5 gallons whichever is less.
2. All gas covers shall be taped or have a locking type gas cap.
3. Battery cables shall be disconnected and taped.
4. Vehicles with no fuel gauge or with a broken fuel gauge shall not be allowed on the event floor, unless a representative of the Fire Marshal's office gives prior approval.

Permits or Questions? Please Call the Fire Marshals' Office at 206-386-1450 or visit
http://www.cityofseattle.net/fire/fmo/specialevents/sehome.htm

The Fire Marshal will be at the Convention Center during Show Setup on Thursday & Friday and before show opening on Saturday January 14, 2017. They will be checking to be sure that all exhibitors of the show are in compliance. They will also visit the Show during show hours.

DISPLAY IDEAS

Signage
The most important part of your display is your sign. It should indicate who you are and what you do. The identification sign that the show provides is not recommended to be used as your primary sign.

Display
Keep displays focused, clean and not cluttered. You only have 3.5 seconds to impact a prospective customer as they walk by (Based on a 10' x 10' exhibit space). Highlight your specials and have prices posted. Signage is the most important part of your display.

Invite the public into your booth. Never block the entrance with your table.

Get the public involved. Offer samples, demonstrations, drawings or giveaways. These ideas will help keep the customer in your booth longer.

Staff Image
Dress professionally and coordinate your look when having multiple staff members. Your staff should be enthusiastic, well trained and neatly groomed. Staff should never sit, read, eat, drink or chew gum in your booth.

Sales
The Seattle Wedding Show is a selling show. Create incentives to book or buy at the show. Offer a show special or have price ranges.

Qualifying Leads
There will be a large number of brides & grooms attending the show, and you will be unable to talk to everyone. Prepare yourself with questions to ask the brides or grooms that will pre-qualify them as a customer for you. If they are not interested in your service, or if there is a date conflict or budget concern, they may not be the customer for you. Spend time with the customers that are most interested in your product or service.

Best-Displayed Booth Award
Each exhibitor will receive a ballot on Sunday January 15, 2017. You have the opportunity to vote for two exhibitors that you feel best displayed their booth. There will be a large booth winner (15' or wider) and a small booth winner 10' or narrower. Each winner will receive $500.00 booth credit for the 2018 Seattle Wedding Show.

ADVERTISING AND PROMOTIONAL INORMATION

Advertising
The Seattle Wedding Show has an extensive advertising campaign planned for the 2015 event. Public awareness to wedding related businesses will be high during this time. We recommend exhibitors that will be advertising during the month of December and January, include The Seattle Wedding Show in their advertising. For example: COME *SEE US AT THE SEATTLE WEDDING SHOW, JANUARY 14 &15, AT THE CONVENTION CENTER, BOOTH# 100*. This will promote the show and your business at the show. Wedding Show logos, banners for print or internet use are available to download at http://weddingshow.com/Press_Release/press_release.html.

Counter Cards
Counter Cards and magazines will be mailed or sent UPS on or before November 18, 2016. Exhibitors with high traffic retail stores will receive a stock of show magazines with a counter card for each location. The number of magazines will vary depending on the size of the store and traffic. Please contact show management if you have multiple locations or have other requirements.

Lead List
A lead list provided by show management will be available on or before January 30, 2017. The leads information will be provided as a text delimited file that can be import into your database and will include the wedding date, name, address, e-mail and wedding date.
You must email to request a copy of the list when you are ready to use it. Please forward any do not contact requests to howard@weddingshow.com. The next time you are ready to use the list, please request a new list from show management do not reuse the previous list. By requesting a new list you will receive an up to date list without leads that have requested not to be contacted.
You may also order the list on mailing labels for $75.00 plus tax $7.13 = $ 2.13. Call the show office to order.

LODGING

Special Lodging Rates for Exhibitors
The Seattle Wedding Show has negotiated room blocks for lodging near the Convention Center. Posted at weddingshow.com are special rates for vendors and attendees of The Seattle Wedding Show.
http://weddingshow.com/Updated_Items/vendor_documents/Hotels.pdf

SEATTLE WEDDING SHOW EXHIBITOR HANDBOOK

*** INDEX ***

Advertising 17
Aisle Restrictions 8
Best Display Award 16
Children 6, 7, 10
Colors 3, 12
Complaints 9
Conduct 11
Conflicts 11
Dates 3
Decorator 3, 12
Defacement to Convention Center 9
Directions 4, 5, 7
Dispensing of Advertising Materials 8
Display 9, 16
Dress Code 11, 16
Early Dismantle of Exhibit 8
Electrical Service 3, 12
Exhibitor Badges 11
Extension Cords 15
Fire Marshal Regulations 14, 15
Flame Retardant 14
Food Samples 9
Garbage 10
Hand Carried Freight 6, 7
Health Department 10
Height Restrictions 9
Hours 3
Lead List 10, 17
Loading Dock 6, 7
Location 3
Lodging Rates 17
Move-In 3, 6
Move-Out 3, 7
Occupancy of Booth 8
Parking 5
Passenger loading and unloading 4
Pests 10
Public Transportation 4
Restocking 10
Rules and Guidelines 8
Security 10
Sales 16
Shipments 6
Show Management 3
Signs 9, 16
Smoking Policy 11
Sound 8
Storage 10
Sublet and Combines Exhibits 8
Tape 8
Telephone, Internet Wifi Service 3, 12
Ticket Information 3
Vehicles on Display 15
Wi-Fi 13