



**Reservation Form**  
**September 13-14, 2008**  
**February 21-22, 2009**  
 Sunrise Mall Citrus Heights



**Booth Fees**

**First Booth:** \$870 for AfWPi Members, \$1070 for NonMembers. **Each Additional Booth:** \$650 for AfWPi Members, \$700 for NonMembers.

**Junior Booth:** \$675 for AWPi Members, \$825 for NonMembers. **Companies not eligible for a Jr Booth: Photographers, Florists, Gowns & Multi-level Companies.** **Captain's Table:** \$300 (special conditions apply). **Prices subject to change without notice.**

Company \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cel \_\_\_\_\_ Pager \_\_\_\_\_  
 E-Mail \_\_\_\_\_ Web site: http:// \_\_\_\_\_

For the program: May we publish your email address?  yes  no May we publish your web site?  yes  no

Category \_\_\_\_\_ Phone number for the program: \_\_\_\_\_

Company name for the program and sign: \_\_\_\_\_

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**1st Booth** = \$ \_\_\_\_\_

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**Extra Booths** (qty) \_\_\_\_\_ X \$ \_\_\_\_\_ = \$ \_\_\_\_\_

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**Junior Booth** (check reverse for eligibility) = \$ \_\_\_\_\_

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**Sponsorship** \$ \_\_\_\_\_

**Sponsorship** \$ \_\_\_\_\_

Type:(See brochure) \_\_\_\_\_

Type:(See brochure) \_\_\_\_\_

**Captain's Table** \$300 = \$ \_\_\_\_\_

**Captain's Table** \$300 = \$ \_\_\_\_\_

**Electricity** \$25 = \$ \_\_\_\_\_

**Electricity** \$25 = \$ \_\_\_\_\_

**Brides' Guide Ad** size \_\_\_\_\_ = \$ \_\_\_\_\_

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**Insurance Fee** \$20 = \$ \_\_\_\_\_

**Insurance Fee** \$20 = \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

\$200 Minimum **Payment** required - \_\_\_\_\_

\$200 Minimum **Payment** required - \_\_\_\_\_

\*If signed after August 13, 2008, the full payment is due on signing.

\*If signed after January 21, 2009, the full payment is due on signing.

**Balance - Due August 13, 2008** \$ \_\_\_\_\_

**Balance - Due January 21, 2009** \$ \_\_\_\_\_

**CA Resale Permit number** \_\_\_\_\_

**Please check here if you plan to serve food of any kind.**  
 (you must have a Sacramento County Multi-Event License at least 3 weeks before the show to serve food)

Email where you wish to receive the mailing list: \_\_\_\_\_

Booth Choices: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ Least preferred booth space/area: \_\_\_\_\_

**(Booth placement is not guaranteed.)**

**Payment Method**

\_\_\_ Check or money order # \_\_\_\_\_ enclosed Amount: \$ \_\_\_\_\_ (make payable to **Mar-Nel Productions**)

\_\_\_ Please charge to my (please check one) \_\_\_ Credit Card \_\_\_ Debit Card

Name of Cardholder \_\_\_\_\_ Card Number \_\_\_\_\_ Exp date: \_\_\_/\_\_\_/\_\_\_

Last three (3) digits of the number on the signature panel of your card (on the back) \_\_\_\_\_

Address where you receive your credit card bill (if different from above): \_\_\_\_\_

Amount to charge: \$ \_\_\_\_\_ Check here if you want us to charge the balance to this card when it is due.

Signature: \_\_\_\_\_ (Card Holder - must be signed to be accepted)

I have read and, by my signature below, agree to the **Terms and Conditions** listed on the reverse of this form.

\*\*Signed \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

\*\*Reservation must be signed and dated to be accepted.

**EXHIBITOR: Please keep the Pink Copy for your records. Yellow Copy - Bridal Expo Sales Rep**

**SEND WHITE COPY TO: Mar-Nel Productions • 6700 Freeport Blvd Ste 202 • Sacramento CA 95822**

**OR FAX (Credit card orders only): (916) 392-5222**

**Phone:** (800) 242-4461 outside of Sacramento • (916) 392-5000 in Sacramento • email: richard@afwpi.com • web:afwpi.com

## TERMS AND CONDITIONS OF AGREEMENT

**PAYMENT:** If reservation is made before the Balance Due date, a \$200 payment is required to secure booth space. If reservation is made on or after the Balance Due date, the total amount due must be made at that time to secure booth space. Any and all **returned checks** will be assessed a \$15 charge the first time they are returned and a \$20 charge if returned a second time. If the balance is paid more than one week past the due date, a \$15 late charge will be added to the total amount due, unless payment arrangements are made.

**BOOTH SPACE:** Each booth is supplied with a 6' skirted table, two chairs and a company sign. Extra tables and chairs may be ordered through one of the exhibiting rental companies. Backdrops and siderails are NOT provided, except in certain circumstances (see Junior Booth). Table drapes are white. The host mall has the right to relocate your space without any notice. All items not a part of the display must be kept out of sight during the show.

The size of the FULL BOOTH space depends on where it is located. The most common size is 9' X 9'. There is a limited number of 10' X 10' spaces.

A JUNIOR BOOTH is 6 feet wide and 9 feet deep. It may be located right next to another Junior Booth, with no space between the booths. Most Junior Booths have a 6-foot wide backdrop. A limited number of small, stand-alone spaces are available on a first-reserved basis. Backdrop and siderails are NOT provided for stand-alone Junior Booths. The entire exhibit must be contained within the assigned space. The types of businesses NOT ELIGIBLE FOR A JUNIOR BOOTH SPACE ARE: Photographers, Florists, and Gown Shops, Multi-level Companies.

**BOOTH RESTRICTIONS:** NO TAPE of any kind is allowed on the floor, carpet or fixtures. This includes covering cords and securing carpet. Matting is provided for covering cords. Carpet brought in should be slip-resistant and lay flat. ATTACHING SIGNS or anything else in any way to trees, posts, walls, seating areas, columns or any other piece of mall property is strictly prohibited. SPRAY PAINT and BUBBLE MACHINES are strictly prohibited. Nothing over 10 pounds should be placed on gray tiles. **If any part of this rule (no tape, attaching signs, spray paint, bubble machines) is violated, the exhibitor will be billed \$100.00 (one hundred dollars) per square foot for any repairs needed, with a minimum cost of \$150 (one hundred fifty dollars).**

HELIUM TANKS are not allowed in the mall during mall hours and must be kept on stands anytime they are used in the mall.

OPEN FLAMES are not allowed, per fire marshall safety codes. This includes candles, incense and Bunsen burners.

SUBLETTING and SHARING OF BOOTHS is not allowed.

LITERATURE, BUSINESS CARDS AND ANY OTHER MATERIAL HANDED OUT AT YOUR BOOTH must not include 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 in the show. The only exception are exhibiting magazines and newspapers. **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 MarNel Productions shows.** NO LITERATURE may be handed out in any other part of the mall – outside the perimeters of your booth – unless it is by another participating company, at their booth, in the show.

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 MarNel Productions.

**SHOW HOURS:** Each booth must be staffed all show hours. Although security is provided during the show, MarNel Productions nor Sunrise Mall is liable for items lost or stolen. All exhibits must be set up before the show opens each morning and must stay intact during show hours. Show management reserves the right to pull tables out of any booth not set up by 9:30 a.m. either day of the show.

All booths must stay assembled until closing the last day of the show. **MarNel Productions 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 MarNel Productions shows and may be required to pay an additional \$500 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.

**AMPLIFIED SOUND:** Amplified sound is not allowed during show hours. This includes, but is not limited to, the use of microphones, sound systems and tape players or CD players with speakers. Televisions and computers are allowed within reason and are to be kept at a low level, not amplified. The sound should not be heard outside the perimeters of your booth.

**PRODUCT SALES:** Products may not be sold during the show. You may take deposits on products or services to be delivered at a future time.

**SECURITY:** Although security is provided during the show, neither MarNel Productions nor Sunrise Mall is liable for items lost or stolen.

**LOADING AND UNLOADING:** **The glass doors are not to be used for loading and unloading anything more than a briefcase.** Loading and unloading must be done through the fire corridors only. **If the exhibitor, representative(s) of the exhibitor and/or anyone associated with the exhibitor uses the glass doors to load or unload, they are putting the entire show at risk and will, therefore, be barred from future MarNel Productions events.**

Parking in the yellow zone by the curb is allowed after mall hours, but someone must be with the vehicle at all times and it must be moved immediately after unloading. Parking in a red zone is strictly prohibited. The local police department patrols the parking lot and will issue tickets with fines (approximately \$271) for parking in the red zone or leaving a vehicle unattended by the curb. Neither MarNel Productions nor Sunrise Mall has any say on the issuance or revocation of tickets.

Loading and/or unloading during mall hours is strictly prohibited. Loading into the mall is allowed beginning at 10:00 p.m. the night before the first day of the show or between 7:00 a.m. and 9:00 a.m. the morning of the first day of the show. **If the exhibitor, representative(s) of the exhibitor and/or anyone associated with the exhibitor loads or unloads during mall hours, that exhibitor will be held solely liable for any damage or injury that occurs as a result, including court costs. Also, said exhibitor may be barred from participating in future MarNel Productions events.**

**CANCELLATIONS:** If the show is cancelled by MarNel Productions 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 Expo. You forfeit your first payment and any monies paid if you cancel within the month before the Expo. If you cancel within one month before the Expo, and if MarNel Productions 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 agreement.

**MAILING LISTS:** Mailing lists remain the property of MarNel Productions. Use is limited to participating exhibitors only. **If you give, sell or loan the list to anyone not an exhibitor in the Expo, you and that company are liable for a fine of \$1,000 (one thousand dollars) per occurrence (per listed name), per use.**