

24th Annual

Bridal & Beauty Expo

and the
**GREATER RENO
WOMEN'S
EXPO**

Sunday
October 3, 2021
11 am - 4 pm
Grand Sierra Resort
Silver State Pavilion



Contact:

Shirley Lockett
775-882-2222

fax 775-882-2204

Shirley@RenoBridalShow.com

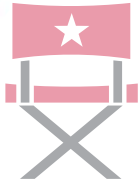
RenoBridalShow.com

P.O. Box 20693

Carson City, NV 89721

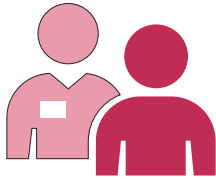


The Ultimate Wedding Show for Ultimate *Wedding Professionals*



You're the Star of the Show

We've designed our show to maximize your exposure and profit. Every minute of the day, and every detail of the show, has been specifically structured to place your business at the forefront.



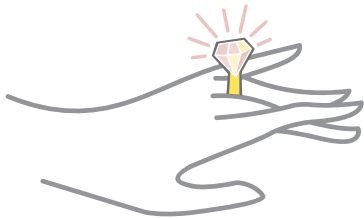
Face-to-Face Contacts

There is no better way to reach the bride than at our show. We provide you the opportunity to make personal contact with a huge audience of motivated brides in a high-energy, but stress-free, environment.



Powerful Advertising

Our comprehensive media campaign includes cutting-edge photography and graphic design to create an image that appeals to the upscale bride. Strategic use of a variety of advertising mediums insures maximum exposure and a huge attendance.




Qualified Prospects

Our show delivers the bride who is serious about planning her wedding. A reasonable admission charge insures that our shows will be attended by qualified prospects, not lookers. Our innovative show layout and traffic generation techniques guarantee that you will reach virtually every bride in attendance.



A Cost-effective Opportunity

It would take months to a year to reach the number of brides that our shows bring to you in a single day. With a range of exhibit opportunities to choose from, show participation is within the reach of any business. No other marketing opportunity provides as much targeted exposure for such a responsible investment.





Top Reasons

This Is the Right Show for You

More face-to-face prospects in one day than you can meet in months

This increases your chance of sales when the customer meets you personally and sees your product or service.

Targeted marketing

Why spend thousands of dollars in advertising to 1% of the population when we can do that for you for one small booth fee? Saves you time and lots of money.

Networking

Network with other businesses in your industry as they see your work and start new relationships in the wedding industry that can continue even after the show.

Massive advertising campaign

Billboards, radio, television, website, pre-show mailings, store displays, bridal magazines, over 7,700 fans on Facebook and more. Insuring your show investment is going to work! No other show of any kind in this area does this much advertising, which gives you a central place to meet the most brides possible in your market.



Professional trade show management

You wouldn't want a bride to hire someone who is "learning on their wedding". Why would you hire an individual who is learning with your advertising money? Lockett, Inc. has been producing successful consumer shows for more than 50 years.

This show saves you money! Divide your investment by the bride count, and you will see that this show is a great deal! A Large Bride Count means more chances to make a sale—the more brides, the more chances to get bookings.

Not just a table top bridal show!

10 x 20, 10 x 10 or 10 x 8 booths and tables. This creates a working atmosphere and allows customers to see more of your business and make decisions at the show. Each booth is a temporary showroom and consultation area. A perfect first impression.



Three Free Opportunities to Impress the Brides!



Tabletop Design Gallery

Exhibitors and/or a group of exhibitors have the opportunity to design a sit-down dinner reception table showcasing their product offerings and creativity.

The “Reception” Tabletop Gallery is an area of ten 60" rounds. Participating exhibitors creatively decorate each table. However, it is not an additional booth area. Tables should have plates, glasses and a centerpiece as if ready for guests. Table may also be used as a cake table, place card table, etc. Chairs are optional.

Participation is free and exhibitors may enter individually or as a group. All participants must be show exhibitors.

Table set up will take place during regular move-in hours and must be removed at the conclusion of the show.

To register, mark this on your application or email our office and list the following:

1. Number of tables needed.
2. Participants involved with your table(s).



Photographer Gallery

Photographers will have the opportunity to display up to two images that speak most of their work in an area separate from their exhibit.

- Up to two images, portrait or landscape.
 - Create your sign on a 4" x 6" white card stock or use your business cards.
 - Exhibitors provide either a tabletop easel or a regular easel.
- Show management has the right to refuse any image. Gallery area is based on space availability and is first come first served.

Participants must be show exhibitors.

To register, mark this on your application.




The V.I.B. Lounge/Entrance

Very Important Brides

Brides are offered a VIB option when purchasing tickets. VIB ticket option includes a deluxe bride bag filled with bridal show swag from show exhibitors.

VIB tickets include use of a special lounge/entrance area that wedding pros are encouraged to enhance with their special products and services.

To register, mark this on your contract or email show management.



Our Exhibitors Have Spoken

"The Grand Bridal Showcase in January was, by far, the finest wedding show I have EVER seen in northern Nevada. Its success was not accidental. It was the culmination of a superior production based upon years of "consistency" and "experience". Lockett Incorporated has combined more than 50 years of show production with full-time involvement in the wedding industry. This combination is what makes the difference!"

Larry Williams

Northern Nevada Bridal Association President
Wedding Entertainment Director
Speaker at Wedding MBA
National Conference

"Attendance is fantastic. We have had fantastic success booking clientele at all of the Premier Bridal shows. Without question, we recommend attending these shows."

Angeliek
Capturing Memories
Videography

"Years ago our organization turned over the production of our annual bridal fair to Shirley Lockett. Not only did she continue with it in a very professional manner, she was driven to make it the best in the area. The first year was a success and subsequent years have been nothing short of wonderful."

Mark E. Frady
Weddings of the West Past President
Northern Nevada Bridal Association
Vice President

"You follow up directly via text and phone, which makes me feel like a valued customer at your shows. Every time I've called, someone answers the actual phone or responds within an hour (which is fantastic). I recommend you to others because you have negotiated with me in the past, which makes me feel like you care more about building a relationship long term than making one sale."

Amanda Price
Adventures by Amanda

"Wedding fairs hosted by Lockett, Inc. have been very beneficial to our venue. This time we booked four weddings by hosting a booth at the show! Thank you, and we look forward to being involved next year!"

The Grove at South Creek

"Only a handful of people in Northern Nevada have impacted the wedding business to the extent that Shirley Lockett has. Her commitment to the industry has been nothing short of spectacular. Her publications and events have definitely produced positive results for my wedding business."

Marie Stokes
Weddings of the West Past President
Just Ask Marie

More Great Ways to *Stand Out*

✓ **Free Link!** The Northern Nevada Bridal Association website (www.nnba.com) is a valuable place for show exhibitors to share a link to their websites. Your link at www.nnba.com also connects you to all Reno Bridal Shows and all other Lockett, Inc. shows.

NORTHERN
NEVADA
Bridal
♥ Association ♥

✓ **Free Booth Contest!**
The show participant with the most ticket coupon code submissions will win a free booth in the next Lockett, Inc. bridal show.

✓ **Win with Referrals!**
Refer another bridal industry professional to participate in the show and receive a free Bride Bag sponsorship.

✓ **Bride Bags!**

Each bride who registers at the show will be given a canvas “wedding” bag that she can use to collect and store plans. Your literature or small swag can be pre-stuffed in this bag to ensure that every bride who attends the show receives your information.

To participate in this promotion you must have a booth at the show.

Please bring your literature or small swag in during the first hour of exhibitor set-up.

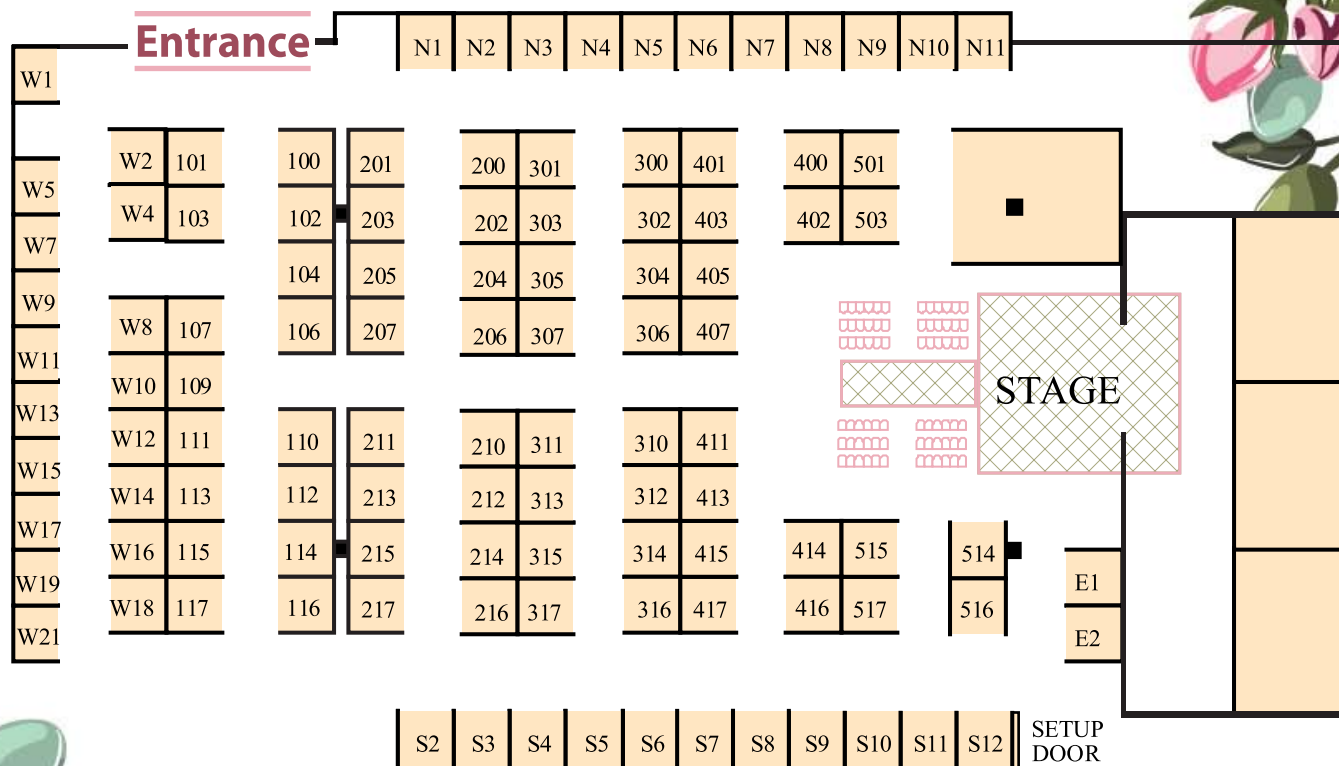
Participate for Only \$75

Please provide at least 500 pieces (literature or small swag).



Booth Spaces Go Fast!

Reserve Yours Today!



23rd Annual Bridal & Beauty Expo

and the
**GREATER RENO
WOMEN'S
EXPO**

Sunday
October 3, 2021
11 am – 4 pm
Grand Sierra Resort
Silver State Pavilion

Booth and Space Rates

See contract for
complete show
information.

Tables: \$595
8' x 10' Booth: \$775
10' x 10' Booth: \$815
10' x 10' Corner: \$915
10' x 20' Booth: \$1,375
10 x 20' Corner: \$1,500

Booths include back drop and side rails,
draped table, chairs, company ID plaque
and breakfast for exhibitors.

A P P L I C A T I O N F O R E X H I B I T S P A C E
24th Annual Bridal & Beauty Expo and Greater Reno Women's Expo
Grand Sierra Resort — October 3, 2021

The Exhibitor named below agrees to lease space from Lockett Inc. (hereafter referred to as Management) according to the terms and conditions contained in this application.

Application must be filled out in its entirety. Incomplete forms will be rejected.

Space requested is (1st Choice) # _____ (2nd Choice) # _____ (3rd Choice) # _____

and size will be _____ x _____ (PLEASE NOTE: 2nd and 3rd choices **MUST** be specified.)

I want to participate in: ☐ FREE Tabletop Design Gallery ☐ FREE Photographer Gallery ☐ FREE VIB Lounge Display

Please describe below your display(s) and list franchise and brand name merchandise:

The lease amount for the above described space shall be:

Space Rate \$ _____

Electrical \$ _____

City Fee \$ **\$30.00**

GRAND TOTAL \$ _____

Total to be PAID as follows:

Standard 50/50 deposit: Check # _____ \$ _____
(50% deposit upon execution of this agreement)

Check # _____ \$ _____
(50% balance due, 30 days prior to show)

City Business License # _____

Complete this portion when paying with credit card.*

☐ **VISA** ☐ **MasterCard** ☐ **AMERICAN EXPRESS**

CREDIT CARD NUMBER _____

EXPIRATION DATE _____

NAME AS IT APPEARS ON CARD _____

SIGNATURE _____

AMOUNT AUTHORIZED _____

***When paying with credit card,
payment MUST be made in full.**

Make checks payable to: Lockett, Inc.

ELECTRICAL SERVICE FEES ARE NOT INCLUDED IN BOOTH FEES:

Exhibitor Electrical Requirements:

\$150.00 per 500 watt outlet. \$150 x _____ (number of outlets) = \$ _____ TOTAL DUE ☐ No electrical needed.

Other Specifications: _____

Management reserves the right to make booth changes for the good of the show. Floorplan is subject to change without notice.

Booths are leased on a first come, first served basis held by deposit only.

Failure to make payment as specified shall entitle Management, at its option, to place exhibit on an unassigned status.

 **The exhibitor has read and understands the terms of participation in the show.** _____ (Please initial) 

EXHIBITOR COMPANY NAME _____

ADDRESS / CITY / STATE / ZIP _____

PHONE #S _____

BUSINESS

EMERGENCY (required)

FAX

EMAIL

WEBSITE

FACEBOOK

CONTACT PERSON _____

APPLICANT SIGNATURE _____ DATE _____

LOCKETT INC. SIGNATURE _____ DATE _____

Please review your application. Is it filled out completely? Thank you.



P.O. Box 20693 • Carson City, NV 89721 • (775) 882-2222 • Fax (775) 882-2204
Shirley @RenoBridalShow.com • www.RenoBridalShow.com

A P P L I C A T I O N F O R E X H I B I T S P A C E

24th Annual Bridal & Beauty Expo and Greater Reno Women's Expo

Grand Sierra Resort—October 3, 2021

1. SCHEDULE

SET UP	Saturday, October 2	2 p.m. - 8 p.m.
SHOW HOURS	Sunday, October 3	11 a.m. - 4 p.m.
TAKE DOWN	Sunday, October 3	4 p.m. - 9 p.m.
	Any items left in the building after 9 p.m. will be left at exhibitor's risk and may incur labor and storage fees.	

2. BOOTHS

All booths will be provided draping and small name sign. Electrical service fees are not included in booth fees and must be pre-ordered and prepaid to Lockett, Inc. prior to show setup or a late fee of \$205 per 500 watts will be in effect.

Decorative items may be obtained through the decorating contractor. Exhibitor packages with additional information regarding the contractors will be sent to the exhibitor prior to set up.

Exhibits may not exceed 8' in height at back and 3' on the sides. The Good Neighbor Policy is in effect in regard to all exhibit components including height and content. Management reserves the right to have any part of an exhibit removed should it be considered illegal, objectionable or unsuitable. No voice amplification allowed without written approval of management.

In island displays of 20' x 20' or larger, two-sided professional prepared signs may be hung from the ceiling by the decorating contractor. Additionally, all freight and express shipping questions and water access requirements should be arranged through the decorating contractor. These services are available at an additional charge.

Space is to be used solely for Exhibitor named on this contract. Exhibitor will not sublet or assign any portion of booth space without written consent of Show Management. Business cards, flyers, brochures, signage, photos, magazine, or other items promoting a company/ product not named on this contract or officially exhibiting, will not be allowed in the booth or any other area of the show. If this occurs without written permission from show management, exhibitor named on contract agrees to pay the cost for a booth in the amount up to \$1,375 plus a penalty fee of \$350 for each occurrence, as liquidated damages, plus reimburse show management for any concessions made to any other exhibitor(s) to satisfy any market category violations, etc. that may have resulted by the violation of this rule.

3. LEASE AGREEMENT

Should exhibitor not occupy leased space prior to show opening management will retain any deposits paid and exhibitor remains liable for any balance due. Any display in booth space not paid for in full by close of show will be placed in storage until contract balance and storage fees are paid in full.

Cancellation must be made in writing to Lockett, Inc. If such cancellation is received 30 days prior to show, management shall be entitled to retain or collect 50% of the exhibitor's total contract obligation.

No refunds will be made if cancellation notice is received later than 30 days prior to show and management shall be entitled to collect 100% of the exhibitor's total contract obligation. Any refunds will be paid after the conclusion of the Bridal and Beauty Expo.

Management shall not be held liable for any damages or expenses incurred by exhibitor in the event show is delayed, interrupted or not held as scheduled. If the show is not held due to reasons beyond control of management, management may retain an amount paid by the exhibitors to defray expenses already incurred.

Any licenses required to do business in Reno, Nevada, shall be obtained by the exhibitor.

4. SECURITY

A 24-hour security service will be provided. Management accepts no responsibility for lost, stolen or damaged items. No items will be allowed to leave the building until after the close of the show unless accompanied by a dated receipt.

Exhibitors are requested to show passes to enter building. Passes may be obtained at exhibitor registration booth only.

LIABILITY

5. Show management nor the Grand Sierra Resort accepts liability at any time for loss, damage, or injury occurring in or to the exhibit or its occupants. The exhibitor is responsible entirely for the exhibit space leased to him and shall not damage or mar any part of the building. The exhibitor agrees to reimburse he management or Grand Sierra Resort for any loss or damage due to the exhibitor's activities. If insurance is desired by the exhibitor, he must obtain it.

6. All exhibitors must comply with city ordinances and regulations including but not limited to the Fire Marshal and Grand Sierra Resort codes.

7. Exhibitor agrees to abide by any decision made by the management for the good of the show.

WE LOOK FORWARD T WORKING WITH YOU AND EXPECT THAT ALL OF OUR EXHIBITORS WILL CONDUCT THEMSELVES IN A PROFESSIONAL, POSITIVE AND COOPERATIVE MANNER.

**If vendor shares his list with any person, persons, entities
or organizations there will be a fine of \$1,000.00.**