



Greetings Bridal Professionals!

*Midwest Events & Advertising Inc offers the only nationally accredited, local bridal show in SD! We invite you to participate in the Mitchell Bridal Showcase to be held at the Love Every, Event Venue (Former Ramada Hotel) Sunday, May 7th, 2023. You definitely get what you pay for when it comes to our shows! We put your booth rent to work for you by advertising in a BIG WAY! **Space is LIMITED; apply today!***

- WHERE:** Love Every, Event Venue (Former Ramada Hotel)  
1524 W Havens Ave, Mitchell, SD 57301
- SHOW HOURS:** **Sunday, May 7, 2023 @ 12pm-3pm**
- SET-UP:** Early Set up - Saturday (5/06/23) 1pm to 6 pm and Sunday (5/07/23) 8am -11:30am  
\* **Must Check-In by 11:00am**
- DEADLINE:** **April 26th, 2023.** Late entries will only be accepted if space is available with an additional fee of + \$50.00. Applicants will be notified by email to event to confirm reservation details.
- BRIDES LIST:** We may provide a list of brides that attended the event upon request to those who have booths at the show.
- 2023 SHOW SPONSORS** If you would like more information on becoming a Show sponsor please contact our office. It is exclusive to one vendor per category. All Show sponsors will receive a Double Booth, Promotions on all print ads, radio ads and Online advertising.
- PAYMENT:** **Applications without payment will not be considered and your space will not be reserved until full payment is received.** Event placement is determined in the order your application is received.
- PRIZES:** All vendors must provide SD Bride with a Giveaway prize worth \$25-\$100 for the show.
- SHARING:** Due to limited space and booths, we do not allow any business to share booth space. If you would like to be placed next to a partnered business please let our staff know.
- TAX RATE:** The tax rate is 6.5% (state + city tax).
- CARD FEE:** We no longer charge any fees for payments made via credit card
- REFUNDS:** None after acceptance. Any applications that are not accepted will be returned with payments.

# South Dakota Bride 2023 Mitchell Bridal Show

**May 7th, 2023**

Company:	Contact Name:
Address:	City/State/Zip:
Phone:	Contact Cell Phone: <i>(required)</i>
Email <i>(required)</i> :	
Website:	Fax #:

Description of wedding supplies and/or services:

<b>SPECIAL REQUESTS</b> (these are not guaranteed):	<h2 style="margin: 0;">Booth Space Options &amp; Add On Fees</h2>
	Booths are assigned based on time application/ payment is received. Each 8' x 10' booths receives an 8' black & white-skirted table and black-draped backdrop.
	<b>Main Hall Single Booth Area (10'w x 8'd) + 1 Table - \$150</b>
	<b>Main Hall Double Booth Area (20'w x 8'd) + 2 Tables - \$225</b>
	<b>Main Hall Triple Booth Area (30'w x 8'd) + 3 Table - \$300</b>
<input type="checkbox"/> Check this box if you wish to substitute your 8' table(s) for 6' tables(s). You will NOT be able to switch tables at the show.	<b>Single Limo + Single Booth Area (15'w x 8'd) + 1 Table - \$200</b>
<input type="checkbox"/> Check this box if you do not need any linens or skirting for your table(s).	<b>Double Limo + Single Booth Area (15'w x 8'd) qty 2 + 2 Tables - \$275</b>
	<b>Show Sponsor Double Booth + Banner + Electric + All Ads - \$450</b>
<input type="checkbox"/> Check this box if you do not need any tables or linens in your booth.	Corner/ End Booth - \$50
	Electricity (\$65 day of the show) - \$25
	Cocktail Table(s), Each (limited qty) - \$20
	Additional 8' Table w/ Linens & Skirting, Each - \$25
	Additional 6' Table w/ Linens & Skirting, Each - \$25
	Additional 8' Round w/ Linens & Skirting, Each - \$25
<b>PAY BY CHECK</b> Please make all checks payable to: Midwest Events Inc	SUBTOTAL DUE =
Mail Application/ Payment to:  Midwest Events INC 709 Trojan Ave, Hartford, SD 57033	Early Sign Up Discount (Sign up before 4/15/23) Save \$50 -
	SUBTOTAL DUE =
	Sales Tax (6.5%) +
	SUBTOTAL DUE =
	<b>TOTAL BALANCE DUE =</b>
<b>PAY BY DEBIT/ CREDIT CARD</b> All vendors who choose to pay via Credit Card will be sent a secure payment link with a copy of their invoice.	
	<b>MAKE ALL PAYMENTS TO: <u>MIDWEST EVENTS INC</u></b>
	Describe the gift certificate(s) or item(s) you will be contributing for <b>BRIDAL SHOW DOOR PRIZES?</b> <i>These must be provided with application or delivered within 3-5 business days.</i>

*If you wish to pay via Credit Card – We will send you a Invoice with Payment Link allowing you to pay securely and get instant receipts.*

Total Balance Due: \$ \_\_\_\_\_ Billing Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Billing Address: \_\_\_\_\_

# Liability Waiver & Release Form

(Must be returned with application form)  
May 7th, 2023 Mitchell Bridal Show

1. PAYMENT BY DEBIT/ CREDIT CARD will be made through a secure payment link sent via email. At no time will this information be shared.
2. VENDOR MUST LEAVE if asked for any reason, and to remove any item(s) that do not meet show standards, or that were not disclosed on the application. We reserve the right to refuse service for any reason including any type of conflict of interest.
3. SETUP TIMES are strictly enforced. Vendors are not allowed to setup beyond designated times and will not be permitted to setup once the show begins. Vendors that show up late without prior arrangements with us will forfeit their space and are not eligible for a refund. Setup times are subject to change and you will be notified in advance of such changes.
4. BRIDES LIST Midwest Events & Advertising Inc. will provide a list of brides with complete contact information for any company or person who purchases a booth at the Mitchell Bridal Showcase. This list may be used to contact those brides to sell your products and/or services. You may not send materials that appear to be in conjunction with our show, sponsors, SDBride.com or any branch of our company. However, you may reference that you received the list from us. This list may not be shared with other companies who were not in attendance at this event and is not to be duplicated or distributed in any way. It is the property of Midwest Events & Advertising Inc. and Mitchell Bridal Showcase. This list may not be used to promote any competing bridal show, bridal print publication or bridal website. **Any person choosing to violate this agreement and the confidentiality of the list will be responsible for liquidated damages in the amount of \$5000.00 per incidence. Upon providing proof of this violation your company will be billed immediately for the \$5000.00.**
5. STORAGE OF MATERIALS during the Mitchell Bridal Showcase must be confined within the area assigned to you. Plan for storage within your area when designing the configuration of your booth area. Booth space will be limited to the designation that you pay for. You are not allowed to store any of your materials at venue prior to the show! We are not responsible for any materials brought prior to the show or left behind after the show.
6. MUSIC can be provided by SD Bride Staff only. Exhibitors are not allowed to play music in their booths. This is distracting for brides and exhibitors. If you have to be asked more than once to turn off such music, we reserve the right to ask you to leave.
7. VENDORS ARE RESPONSIBLE for transporting and placing their own booths. Labor to erect booths will not be provided.
8. NO VENDORS OR THEIR REPRESENTATIVES shall conduct themselves in a manner offensive to general standards of decency or good taste. SD Bride reserves the right to screen all booths and exclude inappropriate items. In the event of inappropriate behavior, the booth will be forced to close and all fees will be forfeited.
9. CORKAGE FEE Any exhibitor serving samples of alcohol will be responsible for paying a corkage fee and/ or purchasing a special one-day
10. WHEN VACATED, booth space must be left clear of paper, packing materials and other refuse. Do not discard cartons or packing materials anywhere in the show area. These items must be stored in your vehicle and taken with you upon departure. Vendors are responsible for providing their own garbage receptacles.
11. POWER is available at an additional \$25 per standard outlet or \$65 day of the show. All vendors must provide their own extension cords for hook-up. A special tag will be given at check-in to those who paid for electricity. Any booth found using electricity without paying will be billed \$65 at the show.
12. PROOF OF INSURANCE It is hereby agreed to and understood that all exhibitors will carry the necessary insurance covering pictures, objects and any and all other property and items displayed by the exhibitor, all persons working for the exhibitor in the Love Every, Event Center or anywhere on that property during the SD Bride Bridal Showcase on May 7th, 2023 and hereby exonerates Midwest Events & Advertising, Inc., the SD Bride Bridal Showcase sponsors, workers, volunteers, models or any other helpers from any injuries, damages or losses while setting up, attending, transporting to or from the event, or anytime during or in conjunction with the SD Bride Bridal Showcase.
13. ADVERTISING DISTRIBUTION: We reserve the right to distribute our advertising publications such as the South Dakota Bride Wedding Guide and the SD Bride show program. All other bridal print publications such as *Sioux Empire Bridal Planner* and *Sioux Falls Brides* may not be distributed at our events, as they are a conflict in interest for our company.
14. NON-SUFFICIENT FUND PAYMENTS will be charged to the vendor, an additional \$50 fee plus any other fees incurred by SD Bride or Midwest Events & Advertising Inc from the bank. Vendor is also responsible for any fees incurred by means of collecting, including third party collection agencies.
15. NO REFUNDS will be processed once your application and payment has been received. In the event of bad weather, an act of God, or any unforeseen occurrences that could cause a postponement, rescheduling or cancellation of the event, vendors are not entitled to a refund. Vendors unable to setup during a rescheduled date forfeits their booth rent. Our general policy is that the event will occur, rain or shine. We do reserve the right to assess this on a case-by-case basis.
16. FAILURE TO COMPLY to these terms and conditions by any vendor will not be allowed to set up or will be shut down for the duration of the show and will forfeit all associated permits and show fees. AGREEMENT BY signing this form, the applicant acknowledges having received and fully read the application and agrees to abide by all rules, terms and conditions surrounding SD Bride.

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By signing this form, the applicant acknowledges having received and has fully read the application and agrees to abide by all rules and regulations pertaining to this event.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_