



Promotional Marketing Assistance
exhibit show professionals

Cordially Invites you to participate in our Spring

Bridal Show

February 18th & 19th, 2012

**At Summit Mall
Akron (Fairlawn), Ohio**

Exhibitor Benefits

- * **Meet with Hundreds of Brides to Be**
- * **Expand your customer base**
- * **Build product awareness**
- * **Sell Products and Services**
- * **Target Marketing**
- * **Networking Opportunities**

**Ask About Our
Additional Services:
Graphic Design, Print &
Website Solutions**



SUMMIT MALL

Akron (Fairlawn), Ohio

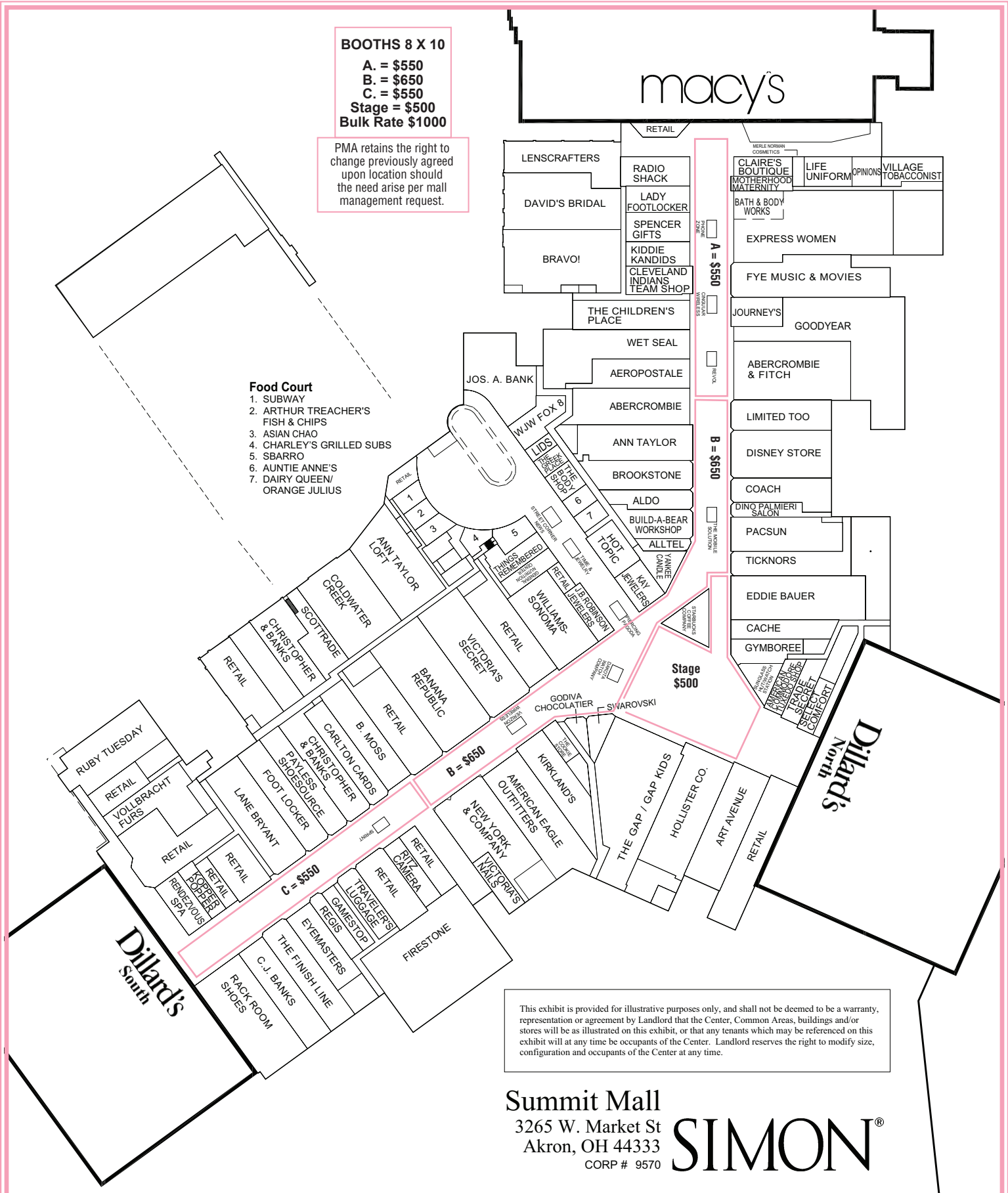
BOOTHS 8 X 10

A. = \$550
 B. = \$650
 C. = \$550
 Stage = \$500
 Bulk Rate \$1000

PMA retains the right to change previously agreed upon location should the need arise per mall management request.

Food Court

1. SUBWAY
2. ARTHUR TREACHER'S FISH & CHIPS
3. ASIAN CHAO
4. CHARLEY'S GRILLED SUBS
5. SBARRO
6. AUNTIE ANNE'S
7. DAIRY QUEEN/ ORANGE JULIUS



This exhibit is provided for illustrative purposes only, and shall not be deemed to be a warranty, representation or agreement by Landlord that the Center, Common Areas, buildings and/or stores will be as illustrated on this exhibit, or that any tenants which may be referenced on this exhibit will at any time be occupants of the Center. Landlord reserves the right to modify size, configuration and occupants of the Center at any time.

Summit Mall

3265 W. Market St
 Akron, OH 44333

CORP # 9570

SIMON®

**Sign-up Today
for PMA's Spring**

Bridal Show

Saturday, February 18th & Sunday, February 19th

Exhibit Spaces Start at \$550 – First Come, First Serve

Booth Setup – Friday, February 17th at 9:30^{pm}

Exhibit Space Includes:

- * 8'x10' Booth Space with Electrical Access
- * 1 Fully Skirted Table and 2 Chairs
- * Complete Bridal Registration List
- * Fashion Show at 2:00 pm. Sat. & Sun.
- * Acknowledgement in Show Program
- * Networking Opportunities

For exhibit space please call

Kelly at 330.952.1208

Cell 216.262.8077

www.exhibitshows.com



**Call to get details on
GRAB BAG'S**





Summit Mall Bridal Show February 18th & 19th, 2012

Exhibitor Agreement

Promotional Marketing Assistance, Inc. is hereafter referred to as Producer.

_____ is hereafter referred to as Exhibitor.
(Your Company Name)

Exhibitor hereby agrees to participate in a Bridal Show Exhibition being promoted by Producer at The Summit Mall Bridal Show on February 18th & 19th, 2012 and further agrees to pay Producer the following fees:

Section A	Section B	Section C	Title Sponsorship \$1500	Sponsorship \$1000
\$550	\$650	\$550		
I would like to participate in the Bridal Grab Bag			Yes	No
*additional \$35.00 fee				
NON- REFUNDABLE				

TERMS AND CONDITIONS

1. Producer has a binding commitment to promote the Bridal Show Exhibition at the above specified location.
2. Producer may solicit other Exhibitors in the same category as Exhibitor to participate in the Bridal Show Exhibition.
3. Producer will reserve approximately an 8 X 10 space in above specified location for the Exhibitor's use in section chosen by Exhibitor.
4. One 8-foot skirted table, company sign, optional electrical, two chairs, and complete bridal registration list are included in the Exhibitor's fees. Additional skirted tables available at a charge of \$45.00 each - No. of additional tables needed
5. Exhibitor is responsible for erecting, supplying, and staffing the Exhibition Space specified above, and is subject to the rules and regulations of PMA Inc. and Summit Mall Bridal Show.
6. **Exhibitor will pay the sum of \$_____, with (50%) \$_____ deposit due at the time of signing this agreement** and balance of \$_____, due within two weeks prior to show date.
7. Payment is due upon the terms specified above. Producer is not obligated to refund any part of the exhibitor's fee for any reason after signing this Agreement. **If for any reason payment is not made in full within two weeks of the show date, Exhibitor agrees that the Producer may charge their _____ (Visa, MasterCard, and/or Discover Card) for the full amount due to the Producer.** Exhibitor further agrees to pay all attorney fees, collection fees, court costs, interest and any other expense incurred by Producer to enforce the terms of this contract against the Exhibitor.
8. **Exhibitor's Bridal Grab Bag literature is to be received by PMA, Inc. (5861 Jonathan Court, Medina, Ohio 44256) at least two weeks prior to the show date.** A Maximum of 3 different pieces of marketing material will be accepted. If Exhibitor fails to get literature to PMA, Inc. at least two weeks prior to show date, Exhibitor's literature is NOT guaranteed to be in the Bridal Grab Bags.
9. Exhibitor is responsible for providing a **Bridal Registration gift valued at a minimum of \$25.00** (Discounts off services are not accepted) Bridal Registration lead list will not be supplied to Exhibitor without gift donation.
10. Producer retains the right to change the show dates and/or location specified above.
11. All signs will be uniform and professionally done, no handwritten signs of any kind.
12. Exhibitor will not sublet, share, re-assign space, or pass out another company's literature.
13. Producer has right to remove and or ban Exhibitor for just and reasonable cause at any time during the show.
14. Pipe and drape backdrops are **not** included, however PMA, Inc. can provide such to Exhibitor at an extra charge.
15. Backdrop or display units must be approved by PMA, Inc. prior to set up, and PMA, Inc. and Summit Mall assume no liability for Exhibitor equipment.
16. PMA, Inc. and Summit Mall assume no liability for the criminal actions of third parties to any Exhibitor or Exhibitor's equipment.
17. Exhibitor is required to carry liability insurance.



Summit Mall Bridal Show February 18th & 19th, 2012

Exhibitor Agreement Continued

Company Name _____ Product/Service _____

Address _____ City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Emergency Contact _____ Emergency Phone Number _____

Authorized Customer Signature _____

By: (Print Name and Title) _____ Date _____

Authorized Signature of PMA Inc. Agent _____ Date _____

By: (Print Name and Title) _____ Date _____

Exhibitor agrees to provide Producer a credit card number. Exhibitor further agrees that if they do not pay Producer the balance of fees due within two weeks prior to show date, Exhibitor gives Producer permission to put the balance of their fees on said credit card. Initial here:

Make checks payable to PMA Inc.
P.O. Box 926
Medina Ohio 44258

TOTAL AMOUNT \$ _____ DEPOSIT OF \$ _____ DATE _____ CHECK # _____

V-M/C-D # _____ EXP. _____ THREE DIGIT SECURITY # _____

NAME ON CREDIT CARD _____