

# The 2010 BALLINA Bridal BEXPO *at the Ballina RSL Club*

Dear Exhibitor,

The 2009 Ballina Bridal Expo proved to be one of our most successful and largest to date with 92 Exhibitors on show, there was something for every bride to be.

Over 650 visitors were received through the Ballina RSL Club doors on the day, with over \$2,600.00 raised for the Charity of the Day ('Working for Youth') – a project of the Combined Services Clubs of Ballina Shire.

The 2010 Ballina Bridal Expo, now in its 10<sup>th</sup> year, is to be held on the first floor of the Ballina RSL Club and the Grant Street Car Park (Expo on Richmond) adjacent to the Richmond River on Sunday, March 14, 2010.

The event provides a valuable marketing opportunity to those in 'the business of weddings' who are situated in the Northern Rivers regions, and South East Queensland. Ballina RSL Club will be strongly promoting the 2010 Bridal Expo through various channels, including television, regional press, radio, our own, Club Life Newspaper and website linkages. *\*Note: The earlier we receive your booking confirmation & payment, the earlier we will be able to post your business details on our Bridal Expo Web Feature – to be accessed on [www.ballinarsl.com.au](http://www.ballinarsl.com.au) and [www.baybrides.com.au](http://www.baybrides.com.au) also highlighted in regional press advertisements/features. Get in early to maximise promotional exposure for your business!*

The 2010 Ballina Bridal Expo will run from 9.30am to 3.30pm, with fashion parades and entertainment provided throughout the day. All exhibition areas will feature live entertainment to enhance the overall event atmosphere. To close the day's events we will again schedule the Bridal Expo Fantasy Garden Wedding from 3.30pm – 4.00pm.

## **SITE FEES 2010 (Fees remain the same as in 2009)**

### **Stand in the Auditorium - \$375 incl. GST**

Equipment: 2.5metre x 2.5metre partitioned site, including fascia board for you to display your business name, 4 point power board and a spotlight.

### **Stand in Rooms 1 – 4 & the Multi Purpose Room - \$275 incl. GST**

Equipment: Floor space measuring 2.1metres x 2.1metres

### **Car Space Only - Outside (for wedding cars) - \$235 incl. GST**

### **Car Space & Stand in Auditorium - \$410 incl. GST**

### **Car Space & Stand in Rooms 1 – 4 or Multi Purpose Room \$310 incl. GST**

## **ALL EXHIBITORS WILL RECEIVE:**

- ❖ One table and two chairs (if required). All exhibits will have access to power. (Expo on Richmond – Limited)
- ❖ A light lunch for up to two people.
- ❖ Exhibitors Retreat (Tea & Coffee available all day in the Boardroom - Exhibitors only area)
- ❖ A copy of all event attendees who registered in the major prize draw on the day forwarded to you within 21 days of the Bridal Expo.
- ❖ Your business listing in the event program inclusive of telephone number, fax number,
- ❖ Website and email address. (This information must be supplied by the Exhibitor at the time of booking.)
- ❖ Exhibitors only gathering in the Anchorage Lounge at 4.00pm – Beverages supplied

## SETTING UP

All areas will be available from 8.00am on Saturday, March 13 for set up purposes. Access is available through the Grant Street Loading Bay *only*. Please do not load in through the Club's Foyer. Once in the Loading Bay, use our lift to transport your items to the first floor. All equipment must be unloaded through the loading bay of the club by 3.00pm. As trolleys are limited, we advise, where possible exhibitors supply their own.

On Sunday March 14, access will be available again through the Loading Bay from 7.00am. All unloading must be completed by 8am. All sites are to be ready for operation by 9:00am.

Exhibitors loading in are asked to park in front of the club's entry doors and not within the cordoned "Expo on Richmond" site.

No nails, screws or double sided tape shall be affixed to any part of the facility. All fire equipment and fire doors shall remain accessible at all times.

All exhibitors are requested to leave their sites in a clean and tidy condition with all masking tape, rubbish etc removed from your site by 4pm Sunday, March 14.

## PAYMENT

To secure your sites please complete the attached Booking Form and return it with your payment prior to 5.00pm on **Friday February 12, 2010**.

A Tax Invoice/receipt will be forwarded to you once you're booking form and payment has been received. Your lunch vouchers will be at your site on the day of the Expo.

Ballina RSL Club holds insurance policies to cover public liability and our normal security procedures will be in place, however all goods for sale or display are submitted at owner's risk and Ballina RSL Club will not be responsible for any goods lost, stolen or damaged in any way.

Should you need to cancel your booking your deposit will be automatically refunded provided the cancellation is made prior to **Thursday February 26, 2010**. After that date refunds will be at the discretion of the Ballina RSL Club's Organising Committee of the 2010 Ballina Bridal Expo.

We look forward to welcoming you as an exhibitor to the 2010 Ballina Bridal Expo and trust you will be able to join us in what has become known as a most successful event - one that really does produce new weddings business.

Yours sincerely,



Vicki Veitch  
Entertainment & Promotions Manager

Phone: 02 6681 9557  
Mobile: 0421 692 530  
Fax: 02 6686 7843  
Email: [v-veitch@ballinarsl.com.au](mailto:v-veitch@ballinarsl.com.au)  
Web site: [www.ballinarsl.com.au](http://www.ballinarsl.com.au)

# The 2010 BALLINA Bridal BEXPO *at the Ballina RSL Club*

## Exhibitor Confirmation Booking Form

Return fax: Attention Vicki Veitch

Return Email: [v-veitch@ballinarsl.com.au](mailto:v-veitch@ballinarsl.com.au)

**Sunday 14 March, 9:30am - 3:30pm** (Please print neatly)

Business Name:.....

Address:.....

Suburb:..... Postcode:.....

Phone No: Business ..... Phone No: Home.....

Fax No: Business.....

Mobile:..... Contact Name:.....

Email:.....

**I would like to book my site(s) in the:** (Please Circle) (Main Stage)  
(Rooms 1 – 4) (Multi Room) (Anchorage) (Expo on Richmond)  
No of Lunch Vouchers required: 1 2 (Please Circle)

**I would like to provide a Lucky Door Prize at the Bridal Expo:  
(Please circle)**

YES If Yes list Prize:- .....

NO

**I would like to participate in the Fashion Parade: (Please Circle)**

YES (please complete attached Expo Fashion Show Booking Form)

NO

*I enclose my cheque made payable to Ballina RSL Club or please charge my  
Credit Card (Bankcard, Visa, Mastercard, American Express, Diners Club)*

Credit Card Number .....Expiry Date .....

Name on Credit Card .....

Signature.....

**Please return this form with your payment prior to 12/02/2010.**

# The 2010 BALLINA Bridal BEXPO *at the Ballina RSL Club*

## FASHION SHOW EXHIBITOR EXPRESSION OF INTEREST & BOOKING FORM

The Ballina RSL Club wishes to extend an invitation to all 2010 Exhibitors, the opportunity to participate in one of the three 2010 Ballina Bridal Expo Fashion Shows.

The fashion shows are of major interest to visitors at the Expo, and an excellent opportunity for all exhibitors to further promote their business to a captured target audience.

The 2010 format is designed to allow more exhibitors to take part in a more structured professional series of shows on the day.

There will be three fashion shows on the day, each business will be delegated a 15 minute time slot at one show only (pending Exhibitor interest). There will be two businesses participating at each allocated time slot. It is the responsibility of the participating business to supply own props, models, hair, makeup and flowers. The event coordinator and the Ballina RSL provide the venue only.

Should your business be interested in participating in the fashion shows on the day, please record your preferred timeslot, Business name, your contact details, Stage music (allow for 15 minutes only) and a business introduction and conclusion. All participating businesses will be introduced according to information supplied, and a short thank you (conclusion) after their 15 minutes on stage.

Music will be supplied by Tim @ Juke Box Jives. Should you have concerns regarding your chosen music, please contact Tim on 1300 727 893 or 0412 734 454 or email [info@jukeboxjives.com.au](mailto:info@jukeboxjives.com.au)

There are two dressing rooms backstage. Once your section of the show concludes, we ask that you vacate the rooms for use by the next business, leaving the rooms clean, neat and tidy.

Timeslots will be allocated on a "first in" basis, with consideration to schedule a diverse and interesting format at all three sessions. That is: to separate businesses to ensure avoiding a conflict of interest at each session.

Fashion Show Booking Forms may be returned no later than Friday February 12, 2010 to allow time to promote the event and the participating businesses.

**Late Booking forms will not be accepted.**

Please fax, post or email your form to:

Vicki Veitch  
Event Coordinator  
2008 Ballina Bridal Expo  
240 - 246 River Street  
Ballina NSW 2478  
FAX: 02 66 86 7843  
[v\\_veitch@ballinarsl.com.au](mailto:v_veitch@ballinarsl.com.au)

2009 BALLINA BRIDAL EXPO - FASHION SHOWS  
 EXHIBITOR EXPRESSION OF INTEREST &  
 BOOKING FORM  
 PLEASE PRINT NEATLY

Time Slot - Main Stage	Business Name	Contact Name	Contact Number
<b>10.30am - 11am</b>			
One Business at 10.30am - 10.45am			
One Business at 10.45am - 11.00am			
<b>12.30pm - 1.00pm</b>			
One Business at 12.30 - 12.45pm			
One Business at 12.45pm - 1.00pm			
<b>2.30pm - 3.00pm</b>			
One Business at 2.30pm - 2.45pm			
One Business at 2.45pm - 3.00pm			

**Business Introduction**

**Business Name:** \_\_\_\_\_

**Business Location:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Preferred Music for your section**

PLEASE PRINT NEATLY

1. \_\_\_\_\_ by \_\_\_\_\_
2. \_\_\_\_\_ by \_\_\_\_\_
3. \_\_\_\_\_ by \_\_\_\_\_
4. \_\_\_\_\_ by \_\_\_\_\_
5. \_\_\_\_\_ by \_\_\_\_\_

Thank you for your participation in the 2010 Ballina Bridal Expo Fashion Shows.  
 Regards

Vicki