

# SHOW FACTS

## Westchester Wedding & Bridal Expo Westchester County Center, White Plains, NY January 28, 2024



Westchester Bridal Expo, Westchester County Center, January 28, 2024

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### BOOTH EQUIPMENT

Each 10' x 10' booth space includes one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 7"x44" booth ID sign. Show colors are black and white.

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### EXHIBIT HALL CARPET

The Exhibit Hall is not carpeted. Booth carpet is available for rental, please see pg 4.

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### DISCOUNT PRICES

In order to receive the discounted rates listed in this manual, we must receive your order by:  
**Friday, January 12, 2024. Order online (see page 2) and save the 8% Administrative Fee.**

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### SHOW SCHEDULE:

#### Exhibitor Move-In:

Saturday, January 27, 2024 from 10:00am - 6:00pm  
Sunday, January 28, 2024 from 8:00am - 10:00am

#### Show Hours:

Sunday, January 28, 2024 from 11:00am - 4:00pm

#### Exhibitor Move-Out:

Sunday, January 28, 2024 from 4:00pm - 9:00pm\*  
\*All exhibitors must move out by 9pm on Sunday.



# ONLINE ORDERING

Westchester Bridal Expo, Westchester County Center, January 28, 2024

**Looking for an easier way to place you order?  
Tired of faxing or emailing forms?**

**Try our fully PCI-Compliant Online Ordering System!**

Simply request an online login by emailing [info@demersexpo.com](mailto:info@demersexpo.com) (please specify show name and date). We will then create an online login and notify you of this via email.

All products and services offered in this Exhibitor Services Kit are available on our online storefront.

**Using our online storefront saves you an 8% administrative fee!  
Orders placed via email or fax will be assessed this fee.**

**Last day to receive discount pricing is Friday, January 12, 2024.  
Floor prices apply after that date.  
The Storefront will close on Friday, January 19, 2024.  
No Online Orders after that date.**



# CREDIT CARD AUTHORIZATION

To have orders charged to a credit card account, please complete the information requested below and return this form with your order(s). Credit Card orders are subject to credit approval. Event site balances or charges for outstanding labor or miscellaneous items not previously paid will be charged to your credit card account.

CREDIT CARD:      VISA      MasterCard      AMEX  
ACCOUNT NUMBER: \_\_\_\_\_  
EXPIRATION DATE: \_\_\_\_\_  
SECURITY CODE (Visa/ Master Card 3 digit # on back, Amex 4 digit # on front): \_\_\_\_\_  
CARDHOLDER'S NAME: \_\_\_\_\_  
CARDHOLDER'S SIGNATURE: \_\_\_\_\_      DATE : \_\_\_\_\_

## ADDRESS BELOW MUST MATCH CARDHOLDER'S BILLING ADDRESS

Company Name: \_\_\_\_\_      Booth #: \_\_\_\_\_  
Card Billing Address: \_\_\_\_\_      Authorized by: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_      Signature: \_\_\_\_\_  
Phone: \_\_\_\_\_      Fax: \_\_\_\_\_      Date: \_\_\_\_\_  
Email Address: \_\_\_\_\_

## CREDIT AND PAYMENT POLICY

The Credit Card Authorization section above must be completed and accompany all credit card orders.  
Please notify your company representative of the following:

- All orders must be paid in full and/or credit card authorization (above) be on file with your order(s) before services are rendered.
- There will be no invoicing. Purchase Orders are not a form of payment.
- Payment for orders mailed to Demers in advance can be made by company check, money order or credit card.
- Event site orders can be paid by cash or charged to a credit card.
- International exhibitors must prepay all services in U.S. Currency.
- Items ordered, delivered to booth, then cancelled, will not be refunded.
- Other refund requests will not be considered unless exhibitor makes request of Demers prior to the close of the event.
- Exhibitor is responsible for the cost of repair or replacement if equipment is lost, damaged or stolen while being rented.
- Payment must be received by **Friday, January 12, 2024** for discount pricing to apply.
- Orders received without payment will be assessed a late fee.

By submitting this credit card authorization, you knowingly authorize Demers to charge your credit card for any service rendered under the terms and conditions stated in this Exhibitor Kit. You also knowingly authorize your show-site representative to sign for charges on your behalf.

**PAYMENT MUST BE INCLUDED WITH ALL ORDERS**



# STANDARD FURNISHINGS

Westchester Bridal Expo, Westchester County Center, January 28, 2024

CARPETING				
QTY	Carpet Size	Advance	Floor	Subtotal
	9' x 10' Carpet	155.00	191.00	
	9' x 20' Carpet	268.00	363.00	
	9' x 30' Carpet	403.00	513.00	
	9' x 40' Carpet	489.00	629.00	

Carpet Color: Gray Blue Red Black Emerald Green (Circle Choice)

SPECIAL CUT CARPETING				
Booth Size:	ft. x	ft.=	sq. ft. x	3.45=

CARPET PADDING				
Booth Size:	ft. x	ft.=	sq. ft. x	2.70=

SKIRTED TABLES				
Skirt Colors: Gray Blue Red Black White Green Burgundy (circle choice)				
QTY	Table Size	Advance	Floor	Subtotal

	2' x 4' x 30" high	93.00	113.00	
	2' x 6' x 30" high	113.00	125.00	
	2' x 8' x 30" high	125.00	135.00	
	2' x 4' x 40" high	112.00	123.00	
	2' x 6' x 40" high	129.00	151.00	
	2' x 8' x 40" high	145.00	173.00	

UNSKIRTED TABLES				
QTY	Table Size	Advance	Floor	Subtotal

	2' x 4' x 30" high	56.00	59.00	
	2' x 6' x 30" high	59.00	63.00	
	2' x 8' x 30" high	72.00	77.00	
	2' x 4' x 40" high	67.00	79.00	
	2' x 6' x 40" high	73.00	87.00	
	2' x 8' x 40" high	81.00	91.00	

WOOD TABLE RISERS				
QTY	Riser Size	Advance	Floor	Subtotal

	4' x 10" Undraped	57.00	67.00	
	6' x 10" Undraped	69.00	79.00	
	4' x 10" Draped	79.00	89.00	
	6' x 10" Draped	91.00	101.00	

Wood Table Riser Color is White

CHAIRS				
QTY		Advance	Floor	Subtotal
	Upholstered arm chair	46.00	61.00	
	Black Bar Stool w/ foot rest	61.00	79.00	
	Tubular folding chair	24.00	30.00	
	Upholstered bar stool	150.00	193.00	
	Padded side chair	39.00	49.00	

SPECIAL DRAPERY/SKIRTING				
Drape Colors: Gray Blue Red Black White Green Burgundy (circle choice)				
QTY		Advance	Floor	Subtotal

	Aluminum Rail <small>Per Linear Foot</small>	6.80	7.80	
	8' high drapery <small>Per Linear Foot</small>	9.75	11.75	
	3' high drapery <small>Per Linear Foot</small>	8.50	9.50	
	13'-long table skirting	75.00	92.00	

ACCESSORIES				
QTY		Advance	Floor	Subtotal

	Clothes Tree	75.00	101.00	
	Easel (Tripod Display)	57.00	61.00	
	Garment Rack	91.00	13.00	
	Panelboard	188.00	262.00	
	Pegboard	211.00	293.00	
	Stage (4' x 4' all heights up to 36")	128.00	158.00	
	Stage (4' x 4' w/ carpet & skirt)	153.00	198.00	
	Stanchion Post	63.00	81.00	
	Stanchion Belt	5.80	11.00	
	Waste Basket	19.00	25.00	

**- ORDER SUMMARY -**

Subtotal:	\$	
8.38% Sales Tax:	\$	
8.00% Admin Fee:	\$	
Grand Total:	\$	

Advance price deadline: Friday, January 12, 2024. All items are for rental for the duration of the show only. Items ordered, delivered to booth, then cancelled, will not be refunded. Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the show. Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented. Rental are based on availability. Order early to guarantee what you want is available.

Order online and save the 8% administrative fee.

Company Name:	Booth# (if known):
Address:	Phone:
City/State/Zip:	Date:
Authorized by:	Signature:
E-mail:	

DES-DEMERS EXPOSITION SERVICES, INC. - 151a Park Ave – East Hartford, CT 06108  
 860.882.0003 – Fax 860.579.3976– Email info@demersexpo.com  
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# DIGITAL GRAPHICS AND SIGNS

Westchester Bridal Expo, Westchester County Center, January 28, 2024

## Your presentation is everything!!!

Impress your potential new customer and stand out from your competitors with high impact digital graphics in your booth. Let our team of graphic designers and sign professionals bring your booth to the next level with high impact digital graphics.

The next pages are graphics order forms. Use these forms as a guideline or consult with our graphics team to determine what will be best for your booth.

Contact us at 860.882.0003.



# SIGN & GRAPHICS ORDER FORM

**Westchester Bridal Expo, Westchester County Center, January 28, 2024**

To order your graphics, complete this order form and attach your sign copy or electronic file. Please see artwork guidelines for electronic files on the following page. Note: All graphics are subject to a 100% cancellation charge.

## DIGITAL GRAPHICS

Demers Expo can provide the finest state-of-the-art digital graphic reproduction available on the market today. Capabilities include full-color spectrum, photo-quality, high-resolution digital printing in any size for banners, easel signage, and more.

## PRICING GUIDE

<input style="width: 50px; height: 20px;" type="text"/>	L	X	<input style="width: 50px; height: 20px;" type="text"/>	W =	<input style="width: 50px; height: 20px;" type="text"/>	Square Feet
Round length and width up to nearest foot						
<input style="width: 50px; height: 20px;" type="text"/>	Square Feet	X	\$10.50 per Sq. Ft. Discount Price or \$15.75 per Sq. Ft. Standard Price	=	<input style="width: 50px; height: 20px;" type="text"/>	Total

In order to receive discounted price, order must be received by **Friday, January 12, 2024**.  
**Minimum order per graphic 6 sq. ft.**; Double sq. ft. for double-sided graphics; File conversion, retouching, cloning or color correcting may incur additional labor charges (Demers will advise of charges before work is performed).  
**Please call an Exhibitor Sales Specialist for price quotes on graphics over 80 sq. ft.**

## BACKING MATERIAL

<b>Standard:</b> <input type="checkbox"/> Foam Core <input type="checkbox"/> PVC Fluted <input type="checkbox"/> Vinyl Banner	<b>Upgraded:</b> (additional 15% charge) <input type="checkbox"/> Sintra <input type="checkbox"/> Gator Board <input type="checkbox"/> Plexi
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**If backing material is not selected, PVC Fluted will be used.**

## SIGN LAYOUT

<input type="checkbox"/> Vertical <div style="border: 1px solid black; padding: 2px; font-size: x-small;">The quick brown fox ran over the steep hill.</div>	<input type="checkbox"/> Horizontal <div style="border: 1px solid black; padding: 2px; font-size: x-small;">The quick brown fox ran over the steep hill.</div>	<input type="checkbox"/> Designer to decide <div style="border: 1px solid black; padding: 2px; font-size: x-small;">The quick brown fox ran over the steep hill.</div>
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## SPECIAL INSTRUCTIONS

Please indicated the file name that will be e-mailed or uploaded to our FTP (see next page)

<input style="width: 50px; height: 20px;" type="text"/>	Total X	<input style="width: 50px; height: 20px;" type="text"/>	8.38% Sales Tax	+	<input style="width: 50px; height: 20px;" type="text"/>	8.00% Admin Fee	=	<input style="width: 50px; height: 20px;" type="text"/>	Grand Total
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If you will be ordering more than one sign, please use one order form per graphic/sign.

**Order Online and Save the 8% Administrative Fee**

Company Name:	Booth# (if known):
Address:	Phone:
City/State/Zip:	Date:
Authorized by:	Signature:
E-mail:	

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 860.882.0003 – Fax 860.579.3976– Email info@demersexpo.com  
 www.demersexpo.com



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# ARTWORK & FILE GUIDELINES

DES-Demers Expo will provide you with the best possible quality graphics for your event or exhibit. You can assist us in that effort by providing digital art files using the guidelines listed below. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

## PREFERRED SOFTWARE AND FILE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs:

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW

The Following Files can be submitted for graphic reproduction:

- EPS and AI
- TIF
- PDF
- JPG

Vector formats are best to use. When using vector based formats include all fonts, or convert fonts to outlines or paths

File types that cannot use to reproduce high quality graphics include:

- GIF files
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

## HOW TO SEND ARTWORK

- Artwork files that are of acceptable resolution as listed above will typically be too large to send via email. Files may be shared via online file sharing with program of your choice, saved and sent via overnight delivery on either a CD-ROM or a DVD, along with the hard-printed proof copy. (Floppy disks and zip drives are not a good option for sending large graphics files.)
- Files may also be uploaded to DES-Box Files. Please contact Demers at 860-882-0003 to obtain access.
- If your artwork files are below 6 megabytes they can be e-mailed to [info@demersexpo.com](mailto:info@demersexpo.com).





# MATERIAL HANDLING ORDER FORM

Westchester Bridal Expo, Westchester County Center, January 28, 2024

**Materials must be shipped in advance to the Demers Warehouse.** Exhibitor is responsible for making prepaid inbound and outbound shipping arrangements. Collect shipments or shipments billed to Demers will not be accepted. All shipments must be consigned to Demers and all material handling services must be prepaid. Demers Material Handling Services include receiving shipments, providing delivery to booth, storage of empty packing materials, and return of outbound shipments to the loading dock.

**ADVANCE SHIPPING ADDRESS**  
*Please use enclosed labels on all pieces*

**TO:** Name of Exhibitor & Booth Number  
**FOR:** Westchester Bridal Expo  
c/o Demers Exposition Services, Inc.  
151A Park Ave  
East Hartford, CT 06108

Demers Warehouse will receive shipments and provide up to 30 days storage prior to the event. Loose materials will not be received at Demers Warehouse. Shipments may be received weekdays (excluding holidays) between 8:30am – 3:30pm.  
**Deadline to receive advanced shipment without a late fee: Friday, January 12, 2024.**  
**Rate: \$82.00/CWT** (100 lbs.) per shipment; weights are rounded to the next 100 lbs; minimum charge 2 cwt per shipment.  
**Double Stacked Freight:** All trucks and trailers must be floor loaded. Trucks & trailers must be loaded in a manner that a single forklift can remove freight without the assistance of j-bars or similar equipment to remove crates from trucks or trailers. Trucks or trailers that are loaded as mentioned will receive a 25% surcharge on drayage costs.  
**Special Handling:** Any material not crated or properly packaged will be subject to a handling fee of 75% of the total drayage charges.  
**Overtime:** Included in Rate Pricing.  
**Late Shipments:** Items received at the Advance Warehouse after the Deadline Date will be charged a late fee of \$25.00 per cwt (\$100.00 minimum applies), plus additional fees if special transportation is required.  
**Non-Payment:** Shipments received without a completed Material Handling form and full payment will be assessed a late payment fee of \$25.00 per cwt, (\$100.00 minimum applies).  
**Insurance Liability:** By shipping to above address exhibitor agrees to terms and conditions of the attached LIABILITY AND INSURANCE BULLETIN on page 10.

**Outbound Shipments:**

- Exhibitors who have freight going outbound after the event must complete a bill of lading at the Demers Service Desk.
- All shipping costs must be paid for by the exhibitor with either pre-paid shipping labels or "collect" charge terms.
- Exhibitors can make arrangements with the designated show carrier at the Demers Service Desk to take their shipment(s) at the close of the event for no additional material handling fee if drayage was paid on the inbound.
- Shipments left on the show floor without having turned in their outbound bill of lading to the Demers Service Desk, will be forced out through the designated show carrier at the exhibitor's expense.
- Outbound shipments from show site will incur a \$1.35 per pound charge for outbound handling, a minimum outbound charge of \$95.00 will apply. Exhibitors must have printed pre-paid labels (FedEx/UPS).
- Any freight left on show floor without a DES Bill of Lading will be assessed a minimum 1-hour labor charge, actual charge to be determined.
- Empties may take up to one hour to return at the close of the show.

PLEASE COMPLETE THE FOLLOWING:	CARRIER	# PIECES	SHIPMENT WEIGHT	X RATE per 100 lbs.*	MINIMUM CHARGE/SHIPMENT*	ESTIMATED CHARGES	
SHIPMENT 1			lbs.	\$82.00	\$164.00	\$	
SHIPMENT 2			lbs.	\$82.00	\$164.00	\$	
SHIPMENT 3			lbs.	\$82.00	\$164.00	\$	
SHIPMENT 4			lbs.	\$82.00	\$164.00	\$	
<b>LATE SHIPMENT(s) to DES Warehouse</b>				\$25.00	\$100.00 Minium Charge	\$	
						8.38% Service Fee	\$
<b>Order Online and Save the 8% Administrative Fee</b>						8.00% Admin Fee	\$
<b>TOTAL ESTIMATED CHARGES</b>							\$

Company Name:	Booth# (if known):
Address:	Phone:
City/State/Zip:	Date:
Authorized by:	Signature:
E-mail:	

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# SHIPPING LABELS - ADVANCE

Copy and use this label for Advanced Shipment to Warehouse.  
Please have shipment(s) arrive by  
**Friday, January 12, 2024** avoid the late fee.

**Westchester Bridal Expo, Westchester County Center, January 28, 2024**

# RUSH!

**DES  
FREIGHT**

TO:

**EXHIBITING COMPANY** *Please write exhibiting company's name in this box*

Westchester Bridal Expo

**BOOTH NUMBER(s)** *Please write Booth # in this box if you know it at time of shipment*

**c/o Demers Exposition Services, Inc.**

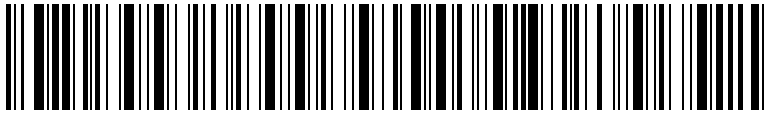
151A Park Ave  
East Hartford, CT 06108

Carrier \_\_\_\_\_

Number \_\_\_\_\_ of \_\_\_\_\_ pieces



Westchester Bridal Expo



Westchester County Center



# LIABILITY AND INSURANCE BULLETIN

Westchester Bridal Expo, Westchester County Center, January 28, 2024

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for damage to uncrated materials, improperly packed materials, or concealed damage.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, theft or disappearance of exhibitor's materials after same have been delivered to exhibitor's booth.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, theft or disappearance of materials before they are picked up from exhibitor's booth for reloading after the event. Bills of lading covering outgoing shipments which are furnished to DEMERS EXPOSITION SERVICES, INC. by exhibitors will be checked at time of our actual pick-up from booth and corrections made where discrepancies occur.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, damage or delay due to fire, acts of God, strikes, lockouts or work stoppages of any kind, or to any causes beyond its control.

DEMERS EXPOSITION SERVICES, INC.'s liability shall be limited to physical loss or damage to the specific article which is lost or damaged, and in any event, DEMERS EXPOSITION SERVICES, INC.'s liability shall be limited to \$0.30 per pound.

DEMERS EXPOSITION SERVICES, INC. shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues, or for any collateral costs which may result from any loss or damage to an exhibitor's materials which may make it impossible to exhibit same.

The consignment or delivery of a shipment to DEMERS EXPOSITION SERVICES, INC. by an exhibitor, or by any other shipper on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this bulletin.

EXHIBITORS REQUIRING ADDITIONAL INSURANCE COVERAGE SHOULD ARRANGE TO PLACE SAME THROUGH THEIR AGENT OR BROKER.



# LABOR ORDER FORM

**ORDER ONLINE AND SAVE THE 8% ADMINISTRATIVE FEE!**

**Display Labor**

These craftsmen crate, uncrate materials, set-up and dismantle exhibits

STRAIGHT TIME 8:00am to 4:30pm, Monday - Friday  
 OVERTIME 8:00am to 4:30pm, Saturday & Sunday  
 4:31pm to 11:59pm, Monday - Sunday  
 DOUBLE TIME 12:00am - 7:59am, Monday - Sunday & all Holidays

**\*Two Hour Minimum per Laborer**

Start time guaranteed only when labor is requested for the start of a working day (8:00am). Labor must be cancelled 72 hours in advance of start time to avoid estimated labor charges.

**Rates: per person/per hour**

<b>ADVANCE PRICE</b>	<b>SHOWSITE PRICE</b>
\$90.64	\$135.96
\$135.96	\$203.94
\$181.28	\$271.92

**Advance Pricing Deadline: Friday, January 12, 2024**

**INSTALLATION LABOR**

**Demers Exposition Supervised Labor** - Installation of your exhibit will be completed at our discretion prior to show opening. The charge for this service is 30% of the total installation labor bill, or a minimum of \$60.00

Emergency Contact:	Phone:
Display Contact:	Phone:

**Exhibitor Supervised Labor** - Supervisor must check-in at the Demers Service Desk to pick-up labor.

Supervisor Contact:	Phone:
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Date	Start Time	No. of Laborers	X	Approx. Hrs Per Laborer	=	Total Hours	@	Hourly Rate	=	Estimated Total Cost
			X		=		@		=	
			X		=		@		=	
DEMERS Supervision 30% or \$60.00 Minimum										
8% Admin Fee										
<b>Total</b>										

**DISMANTLE LABOR**

**Demers Exposition Supervised Labor** - Dismantle of your exhibit will be completed at our discretion at the close of the show. The charge for this service is 30% of the total installation labor bill, or a minimum of \$60.00

Emergency Contact:	Phone:
Display Contact:	Phone:

**Exhibitor Supervised Labor** - Supervisor must check-in at the Demers Service Desk to pick-up labor.

Supervisor Contact:	Phone:
---------------------	--------

Date	Start Time	No. of Laborers	X	Approx. Hrs Per Laborer	=	Total Hours	@	Hourly Rate	=	Estimated Total Cost
			X		=		@		=	
			X		=		@		=	
DEMERS Supervision 30% or \$60.00 Minimum										
8% Admin Fee										
<b>Total</b>										

Company Name:	Booth# (if known):
Address:	Phone:
City/State/Zip:	Date:
Authorized by:	Signature:
E-mail:	

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