SHOW FACTS

Springfield Bridal Expo Better Living Center / Big E Fairgrounds West Springfield, MA January 10-11, 2026



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.

EXHIBIT HALL CARPET

Aisles will be carpeted in Tuxedo. Booth carpet is available for rental, please see page 4 of this kit.

DISCOUNT PRICES

In order to receive the discounted rates listed in this manual, we must receive your order by: Friday, December 26, 2025. Order online (see page 2) and save the 8% Administrative Fee.

SHOW SCHEDULE:

Exhibitor Move-In:

Friday, January 9, 2026 from 9:00am - 10:00am (LIMOS ONLY) Friday, January 9, 2026 from 10:00am - 6:00pm (GENERAL MOVE IN) Saturday, January 10, 2026 from 8:00am - 10:00am (GENERAL MOVE IN)

Show Hours:

Saturday, January 10, 2026 from 11:00am - 4:00pm Sunday, January 11, 2026 from 11:00am - 4:00pm

Exhibitor Move-Out:

Sunday, January 11, 2026 from 4:00pm - 9:00pm



ONLINE ORDERING

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 (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, December 26, 2025.

Floor prices apply after that date.

The Storefront will close on Friday, January 2, 2026.

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 (Vis	a/ Master Card 3 dig	jit # on back, Amex 4 digit # o	on front):
CARDHOLDER'S NA	ME:		
CARDHOLDER'S SIG	NATURE:		DATE : H CARDHOLDER'S BILLING ADDRESS
CARDHOLDER'S SIG	NATURE:		H CARDHOLDER'S BILLING ADDRESS
CARDHOLDER'S SIG	BELOW	MUST MATC	DATE :
CARDHOLDER'S SIG	BELOW	MUST MATC	DATE : H CARDHOLDER'S BILLING ADDRESS Booth #: Authorized by:
CARDHOLDER'S SIG	BELOW	MUST MATC	DATE : H CARDHOLDER'S BILLING ADDRESS Booth #: Authorized by: Signature:
CARDHOLDER'S SIG	BELOW	MUST MATC	DATE : H CARDHOLDER'S BILLING ADDRESS Booth #: Authorized by:

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, December 26, 2025 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

	CARPE	ΓING		
QTY	Carpet Size	Advance	Floor	Subtotal
		165.00	203.00	
	9' x 20' Carpet	285.00	386.00	
	9' x 30' Carpet	428.00	545.00	
	9' x 40' Carpet	519.00	668.00	
Carj	pet Color: Gray Blue Red Black			e)
Boo	SPECIAL CUT	CARPET	ING ×3.66=	
	oth Size: ft. x ft.= CARPET PA	ADDING	X 0.00	
Воо	th Size:ft. xft.=_	sq. ft.	x 2.85=	
	SKIRTED	TABLE	S	
Skirt Co	lors: Gray Blue Red Black White G	reen Burgund	y (circle choice))
QTY	Table Size	Advance		Subtotal
	2' x 4' x 30" high	99.00	120.00	
	2' x 6' x 30" high	120.00	133.00	
	2' x 8' x 30" high	133.00	144.00	
	2' x 4' x 40" high	119.00	131.00	
	2' x 6' x 40" high	137.00	161.00	
	2' x 8' x 40" high	154.00	184.00	
	UNSKIRTED	TABL	ES	
QTY	Table Size	Advance	Floor	Subtotal
	2' x 4' x 30" high	60.00	63.00	
	2' x 6' x 30" high	63.00	67.00	
	2' x 8' x 30" high	77.00	82.00	
	2' x 4' x 40" high	716.00	84.00	
	2' x 6' x 40" high	775.00		
	2' x 8' x 40" high	86.00	97.00	
	<u> </u>	1		

CHAIRS									
QTY		Advance	Floor	Subtotal					
	Upholstered arm chair	50.00	65.00						
	Black Bar Stool w/ foot rest	65.00	84.00						
	Tubular folding chair	26.00	32.00						
	Upholstered bar stool	160.00	205.00						
	Padded side chair	42.00	52.00						
,	SPECIAL DRAPE	RY/SK	IRTIN	IG					
Drape C	colors: Gray Blue Red Black White C	Green Burgur	ndy (circle choic	e)					
QTY		Advance	Floor	Subtotal					
	Aluminum Rail Per Linear Foot	7.11	8.28						
	8' high drapery Per Linear Foot	9.55	11.75						
	3' high drapery Per Linear Foot	9.55	9.90						
	13'-long table skirting	80.00	98.00						
	ACCESSO	RIES							
QTY		Advance	Floor	Subtotal					
	Clothes Tree	80.00	108.00						
	Easel (Tripod Display)	61.00	65.00						
	Garment Rack	97.00	139.00						
	Panelboard	200.00	278.00						
	Pegboard	224.00	311.00						
	Stage (4' x 4' all heights up to 36")	136.00	168.00						
	Stage (4' x 4' w/ carpet & skirt)	163.00	211.00						
	Stanchion Post	67.00	86.00						
	Stanchion Belt	6.15	8.75						
	Waste Basket	21.00	27.00						

- ORDER SUMMARY -

Subtotal: \$
6.25% Sales Tax: \$
8.00% Admin Fee: \$
Grand Total: \$

Advance price deadline: Friday, December 26, 2025. 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:	



DIGITAL GRAPHICS AND SIGNS

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

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

LX	Round length and width up to	Square Feet
Square X	\$11.20 per Sq. Ft. Dis or \$16.71 per Sq. Ft. Sta	= □ □ Total

In order to receive discounted price, order must be received by Friday, December 26, 2025.

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

Standard:	Upgraded: (additional 15% charge)
☐ Foam Core ☐ PVC Fluted ☐ Vinyl Banner	☐ Sintra ☐ Gator Board ☐ Plexi

If backing material is not selected, PVC Fluted will be used.

SIGN LAYOUT







to decide

L

SPECIAL INSTRUCTIONS

Please in	dicated the file name that will be or uploaded to our FTP (see ne		
Total X	6.25% + Sales Tax	8.00% Admin F	Grand Total

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:	



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 Al
- 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.



MATERIAL HANDLING ORDER FORM

Materials can be shipped in advance to the Demers Warehouse **only**. 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: Springfield Bridal Show

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, December 26, 2025.

Rate: \$87.00 CWT (100 lbs.) per shipment; weights are rounded to the next 100 lbs; minimum charge 2 cwt per shipment.

<u>Double Stacked Freight:</u> 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.

<u>Special Handling:</u> Any material not crated or properly packaged will be subject to a handling fee of 75% of the total drayage charges.

Overtime: See rate sheet on page 9.

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 11.

Outbound Shipments:

- Exhibitors who have freight going outbound after the event must complete a bill of lading with Demers office (info@demersexpo.com).
- 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, ABF Freight, to take their shipment(s) at the close of the event for no additional material handling fee if drayage was paid on the inbound.
- All outbound shipments from show site will incur a \$1.39 per pound charge for outbound handling, a minimum outbound charge of \$95.00 will apply. Exhibitors must have printed pre-paid labels (FedEx/UPS). Shipments will return to the DES warehouse and be available for carrier pick up beginning Wednesday, January 14, 2026. (Warehouse hours M-F 8:30am-3:30pm, excluding holidays) Exhibitors are responsible for scheduling carrier pick 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 ROUND UP TO NEAREST 100 lbs		CWT Minium Charge 2 CWT		SUB TOTAL CHARGES	APPLICABLE OVER TIME CHARGES ADD 25% OT PER OCCURENCE	ESTIMATED CHARGES
SHIPMENT 1			lbs.	÷ 100 =		Х			
SHIPMENT 2			lbs.	÷ 100 =		Х			
SHIPMENT 3			lbs.	÷ 100 =		Х			
SHIPMENT 4			lbs.	÷ 100 =		Х			

LATE SHIPMENT(s) to DES Warehouse

Order Online and Save the 8% Administrative Fee

6.25% Service Fee \$

8.00% Admin Fee

\$25.00 per cwt

TOTAL ESTIMATED CHARGES \$

\$100.00 Minimum Charge

Company Name:

Address:
Phone:

City/State/Zip:

Authorized by:
E-mail:

Booth# (if known):

Date:

Signature:



MATERIAL HANDLING RATE SCHEDULE

Rate Classifications

- **Crated** Material that arrives as a single shipment on a dedicated truck that is skidded and/or crated or in any type of shipping container that can be unloaded at the dock with no additional handling required.
- Special Handling material delivered in such a manner that it requires additional handling, such as (but not limited to) shipments that are loaded by cubic space, ground loading/unloading, stacked or constricted space loading/ designated piece loading/unloading, alternate delivery location, loads mixed with pad wrapped material, carpet/pad, multiple shipments, pad wrapped shipments, uncrated shipments, no documentation)including weight tickets), and inaccurate or missing weights which require shipment to be re-weighed on the dock. Shipments loaded in this manner require additional time, equipment and/or labor. Courier type companies such as Fed Ex, UPS or DHL, airfreight and local cartage companies, POVs and company trucks are included in this category due to their delivery procedures.
- **Uncrated** Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.
- **Small Packages** A shipment of any number of pieces with a combined weight not to exceed 25lbs that is received on the same day, from the same shipped and

delivered by the same carrier.

- **Double Stacked Freight** - All trucks and trailers must be floor loaded. Trucks & trailers must be loaded in a manner that a single forklift can remover 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.

Additional Fees May Apply

- Off-Target: Direct shipments that do not arrive on the date or time assigned.
- Late to Warehouse Fee: Shipments arriving after *Friday*, *December 26*, 2025.
- Early Shipment to the Warehouse: Any shipment arriving prior to Wednesday, December 10, 2025
- Refer to previous page regarding availability of warehouse for outbound shipments.
- Non-LTL Shipments Returned to Warehouse: Shipments returned to the warehouse at the close of the show will be charged an additional fee of \$1.35 per lb or \$95 minimum for outbound handling.
- Any freight left on the show floor without a DES Bill of Lading will be assessed a minimum 1-hour labor charge and it will be shipped out with the house carrier at the exhibitor's expense to the last known address from the inbound bill of lading.

Overtime

- Overtime is Monday through Friday prior to 8:00am and after 4:30pm; all day Saturday and Sunday.
- Overtime will be applied to all freight received at or moved from the warehouse and/or show site during above listed times at a rate of 25% per occurrence.
- The show schedule is set by show management and the venue. Your shipment is moved into or out of show site on overtime due to scheduling beyond Demers control.



Demers

SHIPPING LABELS - ADVANCE

Copy and use this label for Advanced Shipment to Warehouse. Please have shipment(s) arrive by

Friday, December 26, 2025 avoid the late fee.

	RUSH!	D E S
TO:		F
	EXHIBITING COMPANY Please write exhibiting company's name in this box	R
	Springfield Bridal Show	E
	BOOTH NUMBER(s) Please write Booth # in this box if you know it at time of shipment	G
	c/o Demers Exposition Services, Inc. 151A Park Ave East Hartford, CT 06108	T
Carrie	r	
Numb	Springfield Bridal Show Better Living Center	oieces

MATERIAL HANDLING INSURANCE LIABILITY TERMS AND CONDITIONS

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 material 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 the time of our actual pick-up from exhibitor's booth and corrections made where discrepancies occur. The Exhibitor retains the right to remain with its designated freight at the exhibit location until the freight is picked up and physically loaded by Demers or its authorized agents at the conclusion of the event. Demers will guarantee the accuracy of the piece count as indicated on the Bill of Lading (BOL) only if the Exhibitor or its authorized representative is physically present to verify and confirm the count at the exact time of the Demers pickup. In the event the Exhibitor or its representative departs prior to the freight pickup, Demers shall proceed with the pickup and will make necessary, unilateral adjustments to the shipping documents, including the BOL, to reflect only the actual pieces found in the booth or staging area; the Exhibitor expressly understands and agrees that in such an instance, Demers shall take no responsibility for the initial piece count noted on the documents and the Exhibitor waives any claim related to piece count shortages.

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 shipment) of the terms and conditions set forth in this bulletin.

By requesting or accepting assistance from Demers in the movement, handling, transportation, or storage of freight, materials, or goods of any kind ("Goods"), it is hereby acknowledged and agreed that Demers' total liability for loss, damage, theft, delay, or any other claim relating to such Goods shall be limited to the cost stated in the Material Handling Terms & Conditions, unless alternative arrangements have been mutually agreed upon in writing prior to the commencement of such services. The Exhibitor's acceptance of these Terms and Conditions shall be deemed effective immediately upon Demers' handling or movement of any Goods on behalf of the Exhibitor.

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!

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

Display Labor

These craftsmen crate, uncrated 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

avoid estimated labor charges.

Rates: per person/per hour

ADVANCE PRICE \$144.24 \$216.36 \$192.32 \$288.48

Advance Pricing Deadline: Friday, December 26, 2025

			I	INS	STALLA1	ΓΙΟΝ	L	ABOR				
	Demers Exposition			you	r exhibit will b	oe com	olete	ed at our discretion	prior	to show opening. TI	ne ch	arge for this service is 30% of
mergency		accor on, or a minim	um 01 \$00.00					Phone:	Phone:			
isplay Cor	ntact:							Phone:				
	Exhibit	or Supervised La	bor - Supervisor m	ust o	check-in at the	e Deme	rs S	Service Desk to pick	-up la	bor.		
upervisor	Contact:							Phone:				
	Date Start No. of X Approx. Hr Per Laborers						=	Total Hours	@	Hourly Rate	=	Estimated Total Cost
				×			=		@		=	
				×			=		@		=	
	If you elect Demer	s Supervised Labor	to assemble your	disr	olay the	l D	EM	ERS Supervision	30%	or \$60.00 Minimu	m	
	display must have	complete explicit in	structions. Any boo	oth i	without					8% Admin Fe	e	
	specialty labor or i				00010 101					Tota	al	
				DIS	SMANTL	E LA	В	OR				
			abor - Dismantle of						at the	close of the show.	The o	charge for this service is 30%
mergency		ion labor bill, or a mi	nimum of \$60.00									
									Phone:			
isplay Cor		decall above 6						Phone:				
upervisor		<u>vised Labor</u> - Supe	rvisor must check-ii	n at	the Demers S	ervice	Jesi					
upervisor	Contact.		Γ					Phone:				
	Date	Start Time	No. of Laborers	х	Approx. I Per Labo		=	Total Hours	@	Hourly Rate	=	Estimated Total Cost
				×			=		@		=	
				×			=		@		=	
						D	EM	ERS Supervision	30%	or \$60.00 Minimu	m _	
										8% Admin Fe	e	
										Tota	al	
Comp	pany Name:							Booth# (if kno	wn):			
Addre	ess:							Phone:				
City/S	State/Zip:						1	Date:				
Autho	orized by:						1	Signature:				
E-ma	 ail:						\exists					

