

THE 36th ANNUAL SPRINGFIELD BRIDAL EXPO -JANUARY 10-11, 2026- BIG E, W. SPRINGFIELD, MA,
BETTER LIVING CENTER – HOME OF THE BIG E

LOCATION: BETTER LIVING CENTER, EASTERN STATES EXPOSITION, 1305 MEMORIAL DR.,
W. SPRINGFIELD, MA. 01089. PHONE 413-737-2443. JENKS PRODUCTIONS 860.365.5678/ (800) 955-7469.
OR DENNIS JENKS (860) 912-1297, CHARMAGNE HARRIS (860) 918-0891, MICHELLE VILLAR (860) 209-4729

EXHIBIT INFO WILL BE AVAILABLE AT WWW.JENKSPRODUCTIONS.COM SCROLL TO EXHIBITOR INFO, **CLOSER TO THE SHOW.**

HOURS: SET UP: FRIDAY, JANUARY 9 - 9AM-10AM: **VEHICLES ONLY** MOVE-IN USE GATES 9

FRIDAY, JANUARY 9, 10AM - 6PM: GENERAL MOVE IN

LIMOS/ VEHICLES FUEL TANK 1/2 FULL, BATTERY DISCONNECTED AND TAPE SHUT

CHILDREN 12 + UNDER NOT ALLOWED ON SHOW FLOOR DURING MOVE-IN/OUT

VENDOR PARKING: SHOW DAYS USE GATE 9 FOR PARKING AT SHOW **\$5 PARKING FEE ON SHOW DAYS ONLY.**

Without parking credentials vendors will be expected to pay at the gate.

Link for Pre-Purchase Vendor Parking Credentials -

<https://ticketing.thebige.com/Admissions/Default.aspx?GroupPromoCode=BRIDALEXPOPARKING>

MOVE OUT: SUNDAY, JANUARY 11, 4PM - 8PM - NO MONDAY HOLDOVERS! NO EXCEPTIONS!

SHOW HOURS: SATURDAY, JANUARY 10, 11AM - 4PM **SHOW DAYS USE GATE 9 FOR PARKING AT SHOW**
SUNDAY, JANUARY 11, 11AM - 4PM **PARKING: \$5 PARKING FEE ON SHOW DAYS ONLY**

INSURANCE CERTIFICATES REQUIRED:

JENKS PRODUCTIONS, LLC & EASTERN STATES EXPOSITION- (BETTER LIVING CENTER) NAMED AS ADDITIONAL INSURED

(Email to cathy@jenksproductions.com or fax to 860.365.5751)

Jenks Productions, LLC 205 East High Street East Hampton, CT 06424

Eastern States Exposition-The Better Living Center 1305 Memorial Drive West Springfield, MA 01089

ELECTRICITY: (OPTIONAL) A FLAT FEE OF \$85.00 WILL BE ASSESSED FOR ELECTRICAL SERVICE. IF YOU HAVE NOT ORDERED ELECTRICITY, PLEASE FILL OUT THE ENCLOSED FORM IF YOU NEED ELECTRICITY. **ALSO, BE SURE TO BRING EXTENSION CORDS & POWER STRIPS, AND ADAPTOR BARS WITH YOU.** ALL CONNECTIONS MUST BE THE THREE PRONGED GROUNDED PLUGS, PER THE MASSACHUSETTS FIRE MARSHALL.

***LITHIUM BATTERIES*-STRICTLY PROHIBITED & ENFORCED BY THE FIRE MARSHALL.**

**** ELECTRICITY IS NOT INCLUDED WITH THE BOOTH! ****

DISPLAY & DECORATING: A BOOTH SIGN, (1) 6' DRAPED TABLE, 2) FOLDING CHAIRS – IF PRE-ORDERED - , AN 8' HIGH BACK CURTAIN AND 3' HIGH SIDE CURTAINS ARE INCLUDED IN THE BOOTH FEE AND PROVIDED BY **DEMERS EXPO SERVICES, 151A PARK AVE, EAST HARTFORD, CT 06108, 860-882-0003, CHRISTINA@DEMERSEXPO.COM** FAX 860-761-0070. ADDITIONAL TABLES, CHAIRS & ELECTRICITY ARE NOT INCLUDED IN THE BOOTH COST! QUESTIONS ON RENTALS, PLEASE CALL DEMERS AT 860-882-0003. SHOW COLORS – BLACK & WHITE DRAPE /TUXEDO CARPET

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**

MASSACHUSETTS FIRE CODE: PLEASE BE AWARE THAT THE MASS FIRE MARSHALL WILL BE CHECKING EACH BOOTH FOR FIRE RETARDANT DISPLAY MATERIALS SUCH AS CARPET, TABLE COVERINGS. TENTS, ETC. SHOULD YOU HAVE QUESTIONABLE MATERIALS, THEY WILL HAVE TO BE SPRAYED WITH A FIRE-RETARDANT SPRAY. **TENTS – MUST DISPLAY FIRE RETARDENT TAG OR HAVE APPROPRIATE VERIFICATION PAPERWORK.**

NOTICE! PER THE FIRE MARSHALL: THE SHOW CLOSES AT 4PM SUNDAY. NO ONE WILL BE ALLOWED TO DISMANTLE OR REMOVE ANY PORTION OF THE BOOTH UNTIL THAT TIME. **AS LONG AS THERE IS PUBLIC IN THE BUILDING, IT IS YOUR OBLIGATION BY CONTRACT TO PRESENT A FULL AND COMPLETE DISPLAY UNTIL THE SHOW IS OFFICIALLY CLOSED.** YOUR COOPERATION IS APPRECIATED! VEHICLES 1/2 (10 GALLONS) OR LESS, BATTERIES DISCONNECTED + TAPE. KEYS TO SHOW MANAGEMENT-SECURITY. SEE FORM FOR MORE DETAILS.*PLEASE REVIEW ALL FIRE REGULATIONS INCLUDED* ***LITHIUM BATTERIES*-STRICTLY PROHIBITED & ENFORCED BY THE FIRE MARSHALL.**

TEMPORARY FOOD ESTABLISHMENT PERMIT APPLICATION:

ALL VENDORS WHO WILL HAVE FOOD THERE NO MATTER WHAT IT IS, **MUST APPLY.** (ANYTHING WITH JUST MENUS OR PICTURES IS NOT LICENSABLE WITH US.) **DEADLINE DECEMBER 10 – HARD DEADLINE!**

HERE IS THE LINK FOR PEOPLE TO APPLY: [HTTPS://WESTSPRINGFIELDMA.VIEWPOINTCLOUD.COM/CATEGORIES/1073](https://WESTSPRINGFIELDMA.VIEWPOINTCLOUD.COM/CATEGORIES/1073)

< SELECT TEMPORARY FOOD ESTABLISHMENT PERMIT APPLICATION

CONTACT: CRISTAL SKURA (413) 495-1816 (ADMIN. ASST. HEALTH DEPT., TOWN OF WEST SPRINGFIELD, MA)

SECURITY: SECURITY WILL START FRIDAY NIGHT. NO ONE WILL HAVE ACCESS TO THE BUILDING AFTER CLOSING HOURS. **EXHIBITORS MAY ACCESS THE BUILDING ONE-HOUR PRIOR TO SHOW TIME, AND DURING THE MOVE IN & OUT.** NEITHER MANAGEMENT NOR THE EASTERN STATES EXPO CAN GUARANTEE EXHIBITORS AGAINST LOSS OF ANY KIND. PLEASE SEE YOUR INSURANCE AGENT ABOUT OFF PREMISE COVERAGE (SEE BELOW).

SMALL OR VALUABLE EXHIBIT MATERIALS SHOULD BE PUT AWAY OR COVERED AT NIGHT. **PER EASTERN STATES NO BALLOONS MAY BE HANDED OUT DURING THE SHOW.**

SHOW PROGRAM: THE SPRINGFIELD REPUBLICAN WILL PUBLISH THE SHOW PROGRAM AS A SUPPLEMENTAL INSERT THURSDAY JANUARY 8, 2026 PLEASE SEE ATTACHED FLYER FOR DETAILS. JANUARY 2, 2026 HARD DEADLINE TO PLACE AN AD OR FOR FURTHER INFORMATION CONTACT- COLEEN DUNN 413-735-1689 or CDUNN@REPUB.COM

EXHIBITOR BADGES: EXHIBITORS ARE ALLOWED SIX (6) BADGES PER EXHIBITOR. THESE ARE GOOD FOR BOTH DAYS OF THE EXPO.

VIP GUEST PASSES: EACH EXHIBITOR IS ENTITLED TO FOUR (4) VIP GUEST PASSES, WHICH ARE ENCLOSED. THESE ARE FOR CLIENTS, FRIENDS & FAMILY. EACH TICKET WILL ADMIT ONE PERSON, ONE TIME ONLY.

HOTEL: THE FOLLOWING HOTEL OFFERS A SPECIAL RATE FOR EXHIBITORS. PLEASE IDENTIFY YOURSELVES AS EXHIBITORS OF JENKS PRODUCTIONS, INC. SPRINGFIELD BRIDAL EXPO.

****SHERATON SPRINGFIELD Monarch Place Hotel** (413) 263-2009 LOCATED OFF I-91 IN SPRINGFIELD –
Call for Rates DBL/SGL + Tax & Parking

COMPANY POLICY!!!!!! IMPORTANT! - ALL BOOTH FEES MUST BE PAID IN ADVANCE BY DECEMBER 19 2025.

CALL CATHY TO RECEIVE **NEW ONLINE PAYMENT LINK**: 860.365.5678 – EMAIL: CATHY@JENKSPRODUCTIONS.COM

ANY PAYMENTS RECEIVED AFTER DECEMBER 19 MUST BE PAID VIA THE MAP DYNAMICS ONLINE PAYMENT LINK OR IN THE FORM OF A CERTIFIED CHECK, CASH OR MONEY ORDER, NO EXCEPTIONS! A STATEMENT IS ENCLOSED FOR YOUR CONVENIENCE. WE ACCEPT ALL MAJOR CREDIT CARDS. JUST FILL OUT THE FORM BELOW!

VISIT US ONLINE AT www.jenksproductions.com

36th ANNUAL SPRINGFIELD BRIDAL EXPO 2026
BOOTH/ELECTRIC PAYMENT - LIST ORDER FORM - EXHIBITOR BADGE LIST

BOOTH/ELECTRICAL PAYMENT (DUE BY JANUARY 6)

COMPANY NAME: _____

(1) TABLE, (2) CHAIRS – ONE PER VENDOR IF PRE-ORDERED

YES, I WILL NEED ELECTRICAL SERVICE

BOOTH # _____ (\$85.00 STANDARD 110 OUTLET)

ENCLOSED CHECK FOR **BOOTH PAYMENT** AND/OR ELECTRICAL SERVICE.

PLEASE CHARGE MY CREDIT CARD # _____

AMOUNT AUTHORIZED \$ _____ EXPIRATION DATE: _____ SECURITY CODE _____

(Last 3 digits reverse of card except AMEX – 4 digits center front right)

BILLING ZIP CODE _____ **AUTHORIZED SIGNATURE** _____

CONTACT CATHY TO RECEIVE **YOUR ONLINE PAYMENT LINK**: 860.365.5678 – EMAIL: CATHY@JENKSPRODUCTIONS.COM

INTERNET ACCESS AVAILABLE – CODE AVAILABLE @ SHOW DESK or call (413) 731-5500

BRIDES-TO-BE LIST - *WE HIGHLY ENCOURAGE GENERATING A LEAD LIST WITHIN YOUR BOOTH AS WELL TO GET TARGETED RESULTS*

OUR BRIDES-TO-BE LIST WILL BE EMAILED TO YOU WITH FUTHER INSTRUCTIONS AFTER THE SHOW. IT WILL BE IN EXCEL FORMAT. IF YOU HAVE ANY QUESTIONS, PLEASE FEEL FREE TO CALL 860-365-5678.

***AS A PAYING EXHIBITOR IN OUR BRIDAL SHOWS, IT IS YOUR PRIVILEGE TO RECEIVE OUR REGISTERED BRIDES – TO – BE LIST. THIS VERY VALUABLE SOURCE OF POTENTIAL BUSINESS IS EXCLUSIVE TO OUR VENDORS AND IS NOT FOR SALE. YOU WILL BE SENT A LINK FOR THE BRIDAL LIST VIA EMAIL. SHARING THIS LIST WITH ANY VENDOR OR BUSINESS WHO DID NOT PARTICIPATE IN OUR SHOWS AND PAY FOR THE PRIVILEGE OF RECEIVING IT, WILL JEOPARDIZE YOUR FUTURE PARTICIPATION IN ANY BRIDAL EXPOS PRODUCED BY JENKS PRODUCTIONS, INC.**

JENKS PRODUCTIONS LLC., 205 EAST HIGH STREET, EAST HAMPTON CT 06424 Call 860-365-5678 OR TOLL FREE 800-955-7469.

[EMAIL THIS FORM TO CATHY@JENKSPRODUCTIONS.COM](mailto:CATHY@JENKSPRODUCTIONS.COM)