

seattle wedding show®



# VENDOR HANDBOOK

January 27<sup>th</sup> & 28<sup>th</sup>, 2024



Revised 12/20/2023

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## GENERAL SHOW INFORMATION

### LOCATION

Seattle Convention Center  
705 Pike Street, Seattle, WA 98101  
<https://seattleconventioncenter.com/>

### SHOW DATES

January 27<sup>th</sup> & 28<sup>th</sup>, 2024

### MOVE-IN HOURS

Thursday	1/25/24	11 am – 1 pm ( <i>sponsors only</i> )
Thursday	1/25/24	1 pm – 6 pm
Friday	1/26/24	10 am – 6 pm
Saturday	1/27/24	8 am – 10 am
Sunday	1/28/24	9 am – 10:30 am

### PUBLIC SHOW HOURS

Saturday	1/27/24	10 am – 5 pm
Sunday	1/28/24	10:30 am – 4 pm

### SHOW COLORS

Aisle Carpet:	Silver
Back & Side Drapes:	White

### TICKET INFORMATION

\$20.00 plus tax and fees. \$4 discount codes are available.  
Youth under 12 Free

### SHOW MANAGEMENT

PO Box 14579, Mill Creek WA 98082  
425-744-6509 Cell: 425-478-0041  
Howard Jensen [howard@weddingshow.com](mailto:howard@weddingshow.com)  
Pam Jensen [pam@weddingshow.com](mailto:pam@weddingshow.com)  
Website <https://weddingshow.com/>

### SHOW DECORATOR ADVANCE SHIPPING

FERN Exposition Services  
12610 Interurban Ave S. Suite 120, Seattle, WA 98101  
503-228-6800  
[kjohnson@fernexpo.com](mailto:kjohnson@fernexpo.com) or [Sduggar@fernexpo.com](mailto:Sduggar@fernexpo.com)  
<https://www.fernexpo.com/>

### SCC EXHIBITOR SERVICES

Contact Exhibitor Services at  
<https://seattleconventioncenter.com/exhibitor-services>  
206-694-5015  
Services include electrical, air/water/drain, internet, phone,  
catering, and food services Audio Visual

### FASHION SHOWS

Saturday	Noon & 3 pm
Sunday	1:30 pm

### MOVE-OUT

Sunday	4:30 pm – 9:00
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# DIRECTIONS, PARKING, AND TRANSPORTATION

**The Convention Center is a cash-free facility**

## PARKING

<https://seattleconventioncenter.com/parking-garage-information>

## TRANSIT

<https://seattleconventioncenter.com/getting-here>

## MOVE-IN

### Move-In Times

Thursday	11 am to 1 pm (Sponsors Only-Loading Dock Only)
Thursday	1 pm to 6 pm
Friday	10 am to 6 pm
Saturday	8 am to 10 am - <i>All exhibits must be set up and ready by 10:00 am Saturday!</i>
Sunday	9 am to 10:30 am

## BRING YOUR CARTS

Please bring carts to expedite your move-out. The Convention Center has a limited number of flatbed carts available on a first-come, first-serve basis.

## MOVE-IN OPTIONS

**Hand Carried Freight Information & Directions:** <https://seattleconventioncenter.com/hand-carried-freight>

**Option 1: South Hand-Carried Freight / Small Vehicle Access** ([Google Maps](#)) 1400 8<sup>th</sup> Ave, Seattle  
Follow the signs to the Hand Carried Freight area in the main garage. Clearance is 6'5". Vehicles exceeding this height consider option 2 or 3.

**Option 2: North Hand-Carried Freight** ([Google Maps](#)) 1509 9<sup>th</sup> Ave, Seattle  
Exhibitors must use alley entrance between Pike Street and Pine Street. Clearance at this entry is 9'8". Vehicles exceeding this height must schedule deliveries through the loading dock. **(North Hand Carried Freight will not be open on Saturday)**

**Option 3: Loading Dock / Oversized Vehicle Access** ([Google Maps](#)) 1315 Hubbell Place, Seattle  
Space at the loading dock will be set aside for exhibitors who wish to carry their materials into the exhibit hall but have vehicles too large for the Hand-carried Freight parking area. **You must schedule a time before January 11, 2024, to access the loading dock. Complete request form at:** <https://weddingshow.com/loading-dock-schedule>. The loading deck height is 48" high and will be reserved for tractor-trailers and large panel trucks. Loading dock directions: <https://seattleconventioncenter.com/media/130/download>

### **Option 4: Advance and Direct Shipments**

Exhibitors who have a freight service delivering their display or products should refer to the Show Decorator link for the Freight and Material Handling order form. <https://www.fernexpo.com/>. The Convention Center does not accept vendor freight and does not provide pallet jacks or a forklift.

## NO CHILDREN DURING MOVE-IN

No children under 16 will be allowed on the loading dock, hand-carried freight, or in the exhibit hall during move-in and move-out hours. This is a Convention Center rule and is strictly enforced by their security staff.

# MOVE-OUT

Sunday \*4:30 pm to 9 pm

\* The Show ends at 4 pm, but the show decorator needs ½ hour after closing to remove aisle carpet.

## MOVE-OUT OPTIONS

<https://weddingshow.com/s/moveout.pdf>

You must read the Convention Center Move-Out Instruction sheet that will be placed in your booth Sunday morning. The Convention Center has stringent rules concerning move-out.

### *Option 1: South Hand-Carried Freight (Maximum Vehicle height 6'5", no trailers)*

The Convention Center will open the South hand-carried freight area and provide a limited number of flatbed carts after the aisle carpet has been removed in the exhibition hall. It takes about 30 minutes to remove the carpet.

### *Option 2: North Hand-Carried Freight (Maximum Vehicle height 9'8", no trailers)*

NO VEHICLES WILL BE ALLOWED TO ENTER NORTH-HAND-CARRIED FREIGHT WITHOUT A PASS ISSUED BY THE DOCK MASTER. Because of the limited space available at North-Hand-Carried freight vehicles cannot be parked while move-out is in progress. Exhibitors must load their vehicles immediately and leave the area available for others. To receive a pass, all materials must be packed, ready to load, and stored inside your booth space at which time you may contact the Dock Master (in the bright red jacket) to obtain a pass, which will allow your vehicle access North-Hand-Carried freight.

### *Option: North Hand-Carried Freight & Loading Dock (Oversized Vehicle and trailers)*

NO VEHICLES WILL BE ALLOWED ON THE LOADING DOCK RAMP WITHOUT A PASS ISSUED BY THE DOCK MASTER. Because of the limited space available at the Loading Dock, vehicles cannot be parked while move-out is in progress. Exhibitors must load their vehicles immediately and leave the dock available for others. to receive a pass, all materials must be packed, ready to load, and stored inside your booth space at which time you may contact the Dock Master (in the bright red jacket) to obtain a pass, which will allow your vehicle access up the truck ramp.

## **NO CHILDREN DURING MOVE-OUT**

No children under 16 will be allowed on the loading dock, hand-carried freight, or in the exhibit hall during move-in and move-out hours. This is a Convention Center rule and will be strictly enforced by their security staff.

# RULES AND GUIDELINES

## WEDDING-ORIENTED PRODUCTS ONLY:

The Seattle Wedding Show is proud it only allows purely wedding-related vendors. The show management has established a policy that only wedding-oriented products can be displayed. Products or services that are not directly or indirectly used for the planning of a wedding or wedding-related events will not be permitted in the show without approval by show management.

## SUBLET AND COMBINED EXHIBITS:

Under the terms of your "Participation Agreement," exhibitors cannot sublet or combine any portion of their exhibit space without written approval from show management.

## DISPENSING OF ADVERTISING MATERIALS:

No exhibitor will be allowed to distribute literature or merchandise outside their exhibit area. Exhibitors may only display signs and dispense literature and advertising materials about their contracted business and service. Show Management will remove any materials related to companies or persons not contracted with the show and eliminate the offending Exhibitor from future shows. Additionally, prize/ raffle boxes not directly affiliated with an exhibitor are not allowed.

## OCCUPANCY OF BOOTH SPACE

Your exhibit space must be staffed during the advertised show. Only the Exhibitor's goods and services contracted with the show can be exhibited in the booth space. Any exhibits not staffed during show hours will be fined and may not be accepted as exhibitors in future shows.

## EARLY DISMANTLE OF EXHIBIT

Exhibitors who begin to tear down or move out before 4:00 pm Sunday will be subject to a fine of \$500 and potential elimination from future shows.

## AISLE RESTRICTIONS

No exhibit can obstruct the aisles, encroach on neighboring booths, or operate its presentation, causing interference, annoyance, or endangerment to other exhibitors or visitors. This restriction applies to but is not limited to the volume of PA systems, persons, musical instruments, or any device with a sound that might be objectionable to Show Management. Exhibitors, agents, employees, and business invitees may only conduct business within their assigned exhibit space. Here is a link for more information on display rules. <https://weddingshow.com/s/guidelinesforboothdisplay.pdf>

## MICROPHONES, AMPLIFICATION, & PA SYSTEMS

No exhibitor is allowed to use a microphone, music amplification, or PA system in their display area.

## SOUND

Video equipment and disc jockey sound systems must be placed toward the back of the exhibit space. Exhibitors are asked to monitor their noise levels from video and disc jockey sound systems and are kept to a level that does not interfere with others. The use of sound systems or equipment producing sound is an exception to the rules, not a right. Show management reserves the right to determine at what point the sound interferes with others and must be discontinued.

## TAPE

The use of single-sided or double-stick foam tape, cellophane tape, or masking tape is prohibited on any surface of the Convention Center.

## DEFACEMENT OF CONVENTION CENTER

Decorations may not be affixed to any surface in the building. No holes may be drilled, cored, or punched into the building. Samples may not include stick-on decals or lighter than air balloons.



## HEIGHT RESTRICTIONS

All exhibits must not exceed 8' in height. If you plan to exceed 8' in height or cover your booth with a tent or fabric, you must fill out the booth display variance form posted on our website at <https://weddingshow.com/s/heightrestrictions.pdf>. Please refer to the show floor plan for the maximum height restriction for your booth location. <https://weddingshow.com/s/floorplan.pdf>. If any part of your booth is approved to exceed the 8' height limit and can be seen from the adjacent aisle way, you will be responsible for back draping with white drapery from the show decorator at your expense.

## SIDEWALLS

Exhibitors are entitled to a reasonable sightline from the aisle regardless of the size of the exhibit space. Exhibitors can only block with displays half of their sidewall or 5' from back to front. No part of your sidewall can exceed 8' in height. The back of sidewalls and displays must also be aesthetically pleasing to neighboring booths. No presentation or product can protrude into the aiseways. If your exhibit does not conform to these restrictions, you must fill out the booth display variance form posted on our website at <https://weddingshow.com/s/heightrestrictions.pdf>.

## SIGNS

Exhibitor identification signs with booth numbers will be provided by show management and must be kept visible within your exhibit space until the show opens. Additional signage is highly recommended by show management. The maximum height for any backdrop is 8' from the floor. If you have received approval from show management for a backdrop that exceeds 8', your maximum backdrop height can be 10' or 12' depending on location and approval.

## EXHIBITOR PRESENTATION (DISPLAY)

The Seattle Wedding Show aims to present the widest variety of wedding-related products and services tastefully and professionally. This includes displays, signage, and personnel. Show Management will contact exhibitors who cannot meet this goal on site or shortly after the show to discuss their presentation for the following year's show. Continued inability to meet show standards will result in the loss of participation in future shows.

## CONSUMER COMPLAINTS

Show management is not a mediator for consumer complaints and will not get involved. Exhibitors who have complaints levied against them by consumers to show management will be contacted by management about the complaint. An exhibitor may lose participation in the show if they receive complaints of unethical business practices or do not provide the service or product they promoted.

## FOOD SAMPLES

ARAMARK has exclusive food and beverage rights within the Seattle Convention Center. Therefore, exhibitors may distribute sample food and beverage products only after completing the food sample authorization form. Authorization form and regulations: <https://weddingshow.com/s/aramark.pdf>

## HEALTH DEPARTMENT

You must meet Health Department food preparation and distribution regulations. For information: <https://weddingshow.com/s/healthdept.pdf>

## HEALTH DEPARTMENT PERMITS

Contact the King County Health Department for information on preparation and serving. You may also need to purchase a demonstration permit. For information call: King County Health at 206-263-8255

## GARBAGE

It is your responsibility to remove your garbage before, during, and after the show. There is a dumpster and recycle area on the loading dock. Please do not leave debris in the aisles. You are also responsible for emptying your wastebasket provided in your exhibit space during show hours. The show decorator will empty the wastebasket on Saturday evening IF you leave your wastebasket at the front of your booth.

## RESTOCKING SUPPLIES

If you need to replenish supplies during the show, be aware of access hours for hand-carried freight and the loading dock; otherwise, these areas may be closed.

## STORAGE

Storage of crates, large boxes, or materials too large for your booth is available through our show decorator. Make arrangements by calling **503-228-6800**, or visiting the FERN desk during move-in.

## IN BOOTH STORAGE

You cannot store flammable materials behind backdrops or drapes. Materials such as flyers & brochures must be kept under your table as long as your table is 18" away from an ignition source (I.E., electrical power).

## NO CHILDREN DURING MOVE-IN AND MOVE-OUT

No children under 16 will be allowed on the loading dock, hand-carried freight, or in the exhibit hall during move-in and move-out hours. This is a Convention Center rule and will be strictly enforced by their security staff.

## LEADS ACQUIRED BY EXHIBITOR

The exhibitor agrees that leads acquired at the show are for the sole use of that Exhibitor. These leads must be kept confidential and may not be sold to a third party or used to promote non-exhibitors of The Seattle Wedding Show or any other event. There will be a \$3,000.00 fine for each non-authorized use of the Exhibitor List. Refer to the contract Terms and conditions for more information.

<https://weddingshow.com/s/TermsandConditions.pdf>

## PETS

No Pets are allowed, but service animals are welcome during move-in and move-out or show hours. Service animals are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, seizure alerting, and or performing other tasks. Service animals are working animals, not pets.

# VENDOR BADGES AND CONDUCT

## VENDOR BADGE PROCEDURE:

- All exhibitors must provide a list of personnel working in their booth during the show. The deadline is January 12, 2024. Please complete the form for EACH person working in your booth. <https://weddingshow.com/name-badge-form>
- Badge quantity will vary depending on booth size.
- The badges will be available for pick up on Thursday and Friday at the information booth and Saturday and Sunday at exhibitor check-in by the show entrance.
- Personnel will be required to show their badge to gain entrance to the show.
- We will not provide a pass to anyone we deem not prepared to work in a booth.
- Badges are used for entrance on both days.
- Badges are designed to be worn by vendors when at the Seattle Wedding Show.
- If you lose your badge or need additional badges, visit the information booth or vendor check-in.
- You do not need a Vendor Badge on move-in days.
- If you enter through hand-carried freight or the loading dock on show days, please pick up your vendor badge in the lobby at Vendor Check-in.
- Badges will not be personalized. They are used to gain entrance and to identify vendors.

## DRESS CODE

We require all exhibitors to be dressed business casual or better. Business attire is preferred to help create a more attractive show.

## SMOKING POLICY

The Convention Center is a smoke-free facility. Smoking is allowed in Freeway Park or on the street.

## CONDUCT

You and your staff should always be courteous to your neighboring exhibitors and attendees. Your staff can only do business from within your exhibit space. Do not stand in the aisle.

## CONFLICTS

If you have a conflict with an exhibitor or attendee, please contact show management at our information booth. Show management and security are in radio contact with the information booth and will respond immediately.

*Show Management will contact exhibitors who do not follow these guidelines to discuss their conduct for future shows. Continued inability to meet show standards will result in the loss of participation in future shows.*

## SECURITY

The Convention Center has 24-hour security, and the show will be securely locked after show hours. The Convention Center and Show Management are not responsible for theft or breakage that could occur in your booth. However, we advise exhibitors to take the following safety precautions:

Do not leave your booth unattended, including arriving before the show opens and not leaving the show until the show is closed. Valuables that can easily be put into a pocket or purse should be put away or covered each night before leaving. For more information on Display Guidelines Rules and Regulations, visit <https://weddingshow.com/s/guidelinesforboothdisplay.pdf>

# EXHIBIT SPACE INFORMATION

Show Decorator

FERN Exposition Services

12610 Interurban Ave S, Seattle, WA 98101

Phone: 503-228-6800 [kjohnson@fernexpo.com](mailto:kjohnson@fernexpo.com) or [Sduggar@fernexpo.com](mailto:Sduggar@fernexpo.com)

There is a complete packet of information from FERN posted online at

<https://www.fernexpo.com/>. Use the FERN ONEVIEW online ordering portal if you require additional goods or services within your booth. **The advanced order deadline is January 5, 2024.**

## PRODUCTS PROVIDED WITH YOUR PARTICIPATION:

### Show Colors

Back Wall Drape:	White	Sidewall Drape:	White
Aisle Carpet:	Silver	Booth Floor:	concrete

Booths are not carpeted. We suggest you bring a floor covering or rent carpet through FERN. (Skybridge is already carpeted)

### Provided Decorator Equipment

Each exhibit area will be provided with an 8' high white back wall drape, 3' high white side rail drapes, one-line 7" x 44" identification sign, and one wastebasket.

### Items provided depending on booth size are as follows:

<u>5' x 10' Booth</u>	<u>10' x 10' Booths</u>	<u>15' x 10' Booths</u>
One 4' Table draped white	One 8' table draped white	One 8' table draped white
One Chair	One Chair	One Chair

*Exhibitors with booths 20'x10' or larger will receive the standard 10'x10' package for every 10 feet of aisle frontage.*

**Exhibitors have the option of replacing the provided table with one 4', 6', or 8' skirted table at no additional charge IF ORDERED BEFORE January 5, 2024.**

### Provided Electrical Service

**One 5 Amp/500-watt outlet is provided per exhibit space, regardless of size.**

## SCC EXHIBITOR SERVICES

<https://seattleconventioncenter.com/exhibitor-services>

206-694-5015

Provided services include the following:

Electrical, air/water/drain, internet, Wi-Fi, phone, catering, food services and Audio Visual

**Discounted advanced order deadline is January 4, 2024.**

# FIRE MARSHAL REQUIREMENTS

The following items are required by the Seattle Fire Marshal's Office for booths at trade shows or otherwise used for display within Seattle city limits.

## FLAME PROOFING

All decorative materials hung vertically must meet the NFPA 701 code. Either by being tagged to ensure it meets the code or with a certificate by a third party that it has been treated with a flameproofing treatment.

*To facilitate verification an item is flame retardant; the following options may be used:*

1. A copy of the Certificate of Flame Resistance for the item may be left in the booth when the vendor does not occupy it. The Certificate of Flame Resistance must indicate the item meets the requirements of either National Fire Protection Association 701 (NFPA 701) and /or the State of California Fire Marshal-approved standard for flameproofing (Note: Certificates of Flame Resistance are valid for one (1) year after which time they must be renewed. (Unless the certificate shows an expiration date stating otherwise or indicates the treatment cannot be removed when laundered)
2. A tag or label affixed to the item indicating it meets either the NFPA 701 and/or The State of California Fire Marshal's approved standard for flameproofing.
3. Only certificates from a third-party certifier or manufacturer of the product(s) are acceptable. Treating the item(s) yourself is no longer permitted.

*The use of oilcloth, tarpaper, sisal paper, nylon, Orlon, and certain other synthetic materials that cannot be made flame-resistant is strictly prohibited.*

*Items that are not accompanied by a valid Certificate of Flame Resistance shall be removed. If the item(s) is unable to be removed from the show floor before the show opening, the show doors may be held, and/or the vendor/exhibitor's booth may be closed!*

## COMBUSTIBLE STORAGE

Combustible storage –repacking material, etc., is prohibited throughout the public assembly area. This includes areas in and behind individual booth spaces. NOTE: Small amounts of brochures and other literature for distribution may be stored under tables but must be 18" away from electrical cords.

*No lit candles will be allowed in any booth at any time.*

*If you need decorative materials or drapes treated, please contact: American Flame Coat **206-786-6094***

They can treat and provide certification of your materials; call for pricing. More information: <https://weddingshow.com/s/americanflamecoat.pdf>

## BOOTH AND DISPLAYS

1. Do not encroach on aisles that border your booth.
2. Fire Extinguishers, Hose Cabinets, Fire Exits, or Fire Alarms cannot be blocked/covered.
3. Storage in your booth is acceptable as follows:
  - a. Boxes, packing materials, and waste must be removed before show opening and throughout show hours.
  - b. All areas are inspected periodically.
  - c. Boxed brochures, products, and sales material storage may be allowed if kept orderly and not stored behind pipe and drape

### EXTENSION CORDS AND PLUGS

1. All extension cords must be a minimum of 14 gauge, three wires, and be grounded.
  - a. Use ties or cable clamps when running the cord.
  - b. Lightweight extension cords or "zip cords" may not be used.
2. Breaker (Power) strips are approved for additional outlet plugs.
  - a. Cube tabs are not allowed.
  - b. Power strips cannot be "daisy-chained"
3. Cords, plugs, and strips must have U.L. labeling.

### TENTING, CANOPIES, OR AWNINGS

Tents, Canopies, awnings, or coverings over a booth require permission from show management. No booth can continuously cover more than 300 square feet. You are required to have a fire extinguisher (2A 10BC minimum U.L. classification) and a smoke detector (at the highest point in the tent) within the booth.

### OPEN FLAME

1. No lit candles are allowed
2. Sterno cooktops do not require a permit, but a fire extinguisher is required in your booth.

### PORTABLE FIRE EXTINGUISHERS

1. It is highly recommended that you have a fire extinguisher for your exhibit. Depending on your exhibit's content, the Fire Marshal may require you to have one.
2. Your fire extinguisher must have a U.L. rating of A, 2A, or 10BC.
3. Your extinguisher must be inspected and serviced annually.

### VEHICLE DISPLAYS REQUIREMENTS

1. Maximum Fuel:  $\frac{1}{4}$  of a tank or 5 gallons, whichever is less.
2. All gas covers shall be taped or have a locking type gas cap.
3. Battery cables shall be disconnected and taped.
4. Vehicles with no fuel gauge or a broken fuel gauge will not be allowed on the event floor unless the Fire Marshal's office gives prior approval.

***Permits or Questions? Please Call the Fire Marshals' Office at 206-386-1450 or visit <http://www.seattle.gov/fire/business-services/special-events>***

*The Fire Marshal will be at the Convention Center during show setup, before show opening, and during show hours to verify all exhibitors are complying.*

# DISPLAY IDEAS

## SIGNAGE

Your signage is a key part of your participation and should show your business name and describe the service or product you provide.

## DISPLAY

Keep displays focused, clean, and not cluttered. Studies show you only have 3.5 seconds to impact a prospective customer as they walk by (Based on a 10' x 10' exhibit space). Highlight your specials and have prices posted. Signage is the most important part of your display. Never block the entrance with your table. Offer samples, demonstrations, drawings, or giveaways.

## STAFF IMAGE

Dress professionally and coordinate your look when having multiple staff members. Your staff should be enthusiastic, well trained, and focused on engaging the public.

## SALES

The Seattle Wedding Show is a selling show. Offer show specials or create incentives to book or buy at the show.

## QUALIFYING LEADS

There will be many wedding parties attending the show and you will be unable to talk to everyone. Be prepared with questions to ask that will help pre-qualify them as a customer.

## BEST-DISPLAYED BOOTH AWARD

Each Exhibitor will receive a ballot on Sunday. You can vote for two exhibitors that you feel best displayed their product or service. There will be a large booth winner (15' or wider) and a small booth winner 10' or narrower. Each winner will receive a \$500.00 booth credit for the 2024 Seattle Wedding Show.

## ADVERTISING AND PROMOTIONAL INFORMATION

The Seattle Wedding Show has an extensive advertising campaign planned for the 2024 event. Public awareness of wedding-related businesses will be high during this time. We recommend you include your participation in your advertising and social media posts during December and January. For example, "*COME SEE US AT THE SEATTLE WEDDING SHOW, January 27<sup>th</sup> & 28<sup>th</sup>, at the Seattle CONVENTION CENTER, BOOTH# 100*". This will promote your business at the show. Wedding Show logos and banners for print or internet use are available to download at <https://weddingshow.com/press>

## LODGING

### Special Lodging Rates for Exhibitors

The Seattle Wedding Show has negotiated a room block for vendors next to the Convention Center at The Sheraton Grand Seattle. <https://weddingshow.com/s/roomblock.pdf>