



November 2017

Dear Prospective Exhibitor,

The Reading Public Museum is thrilled to announce its **6<sup>th</sup> Annual Masterpiece Weddings Showcase!** The event will take place on **Sunday, September 30, 2018, from 12:00pm to 3:00pm**, in The Museum's Stone Terrace Tent. Please save the date and plan to join us for this fabulous event where **you will have the opportunity to meet the Reading area's engaged couples and their families, as well as network with other Berks County wedding professionals.**

The Showcase is free to all registered couples (pre-registration via [www.readingpublicmuseum.org](http://www.readingpublicmuseum.org) is encouraged). Every attendee is also permitted to bring one guest free of charge. Following The Showcase, all exhibitors will receive a contact list of all engaged couples in attendance. **The first 150 couples will receive a "swag bag"** filled with coupons, special offers, and giveaways from our featured exhibitors. We encourage all exhibitors to include an item in these swag bags to increase your exposure and make the most of your participation in this event. All swag bag items must be dropped off at the Reading Public Museum no later than Friday, September 21, 2018. To showcase your business on an even greater level, we encourage you to **donate a prize for our raffle.** Winners will be announced prior to event closing. We ask that these prizes have an estimated value of at least \$50.

**Some highlights of this year's Showcase include** a FREE honeymoon, courtesy of CK Tours & Cruises, as the grand raffle prize; tours of The Museum's various wedding venues, including our Art Galleries and Neag Planetarium; delicious hors d'oeuvres created by The Museum's preferred caterers; and complimentary champagne for all attendees, among other fun surprises!

**Pre-promotion plans for The Showcase include** The Museum's website and e-newsletters, *Reading Eagle* newspaper, *Berks County Living*, Facebook, Pinterest, and Reading-area billboards, among many other avenues! Advertising for the event is included in your exhibitor fee, as well as a supply of printed 2018 Masterpiece Weddings postcards and posters to display in your place of business or to hand out to your current clients.

**Exhibitor booths are assigned on a first-come, first-served basis and space is limited!** Please complete the attached Application & Agreement and return it to us ASAP. For all questions and concerns, please contact the Event Rental Department at the Reading Public Museum at 610.371.5850 x235.

We hope you will join us for this exciting event, the premier wedding event in Berks County!

Sincerely,

A handwritten signature in blue ink that reads 'Stephanie H. Shaak'.

Stephanie Hafer Shaak  
Vice President, Event and Exhibition Rentals



## Exhibitor Information, Application & Agreement

Date: Sunday, September 30, 2018  
Place: Stone Terrace Tent at the Reading Public Museum  
500 Museum Road  
Reading, PA 19611  
Time of Bridal Fair: 12:00pm - 3:00pm  
Exhibitor Setup: 8:00am - 11:30am  
Exhibitor Tear Down: 3:00pm - 5:00pm

**All 8' x 6' booths include:**

- 1 (6') banquet table + 2 chairs
- 1 ticket for entry to the exhibitor lunch buffet
- Print and web advertising for the event
- Postcards and posters for pre-promotion
- Contact information for all brides in attendance, after The Showcase
- Name and website listing as a participating exhibitor on the Reading Public Museum's "Events" webpage

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### APPLICATION

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Business Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Business Phone \_\_\_\_\_ Event Day Phone \_\_\_\_\_  
E-mail \_\_\_\_\_  
Business Website \_\_\_\_\_

Giveaway to be included in the swag bag?      YES                      NO

(if yes, please provide a brief description of the giveaway. 150 of these giveaways must be given to Museum staff no later than Friday, September 21, 2018)

\_\_\_\_\_  
\_\_\_\_\_

Prize to be raffled off during the event?                      YES                      NO

(if yes, please provide a brief description of the prize and its estimated value)

Check here if you desire an empty booth (no table or chairs).

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## PAYMENT INFORMATION

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### Booth Package

- \$550 – Traditional booth  
**Early Bird Special - \$500**
- \$800 – Double booth (16' x 6'; 2 (6') banquet tables + 4 chairs)
- \$375 – Non-profit booth

### A La Carte Items

- \$50 – Electric
- \$20 – Floor length white linen for table
- \$15 – Additional lunch ticket

**TOTAL:** \_\_\_\_\_

Check Enclosed (made payable to the Reading Public Museum)

Credit Card    Visa        Mastercard    Discover        AMEX

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Security Code \_\_\_\_\_ Signature \_\_\_\_\_

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## AGREEMENT

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- **Masterpiece Weddings Wedding Showcase (hereafter referred to as “The Showcase”) is a rain or shine event.**
- **All exhibitors are required to bring their own extension cords for booths needing electric.**
- **All exhibitors are required to bring their own table linen, unless purchased as an A La Carte Item through the Reading Public Museum (hereafter referred to as “The Museum”).**
- **Exhibitor booths must be completely setup by 11:30am. The Showcase will begin promptly at 12pm.**
- **The Fair ends at 3:00pm. Tear down prior to this time will not be permitted and may result in forbiddance to attend future showcases.**
- Exhibitor décor, signage, banners and the like are not to interfere with neighboring booths.
- **All exhibitors will unload in The Museum’s driveway off Museum Road in front of the tent, and then park their car in the Scottish Rite Cathedral lot and walk down through The Arboretum to return to the tent. Tear down and reloading will occur in reverse order.**
- Horns, bells, alarms, confetti, birdseed, open flame, and fog machines are strictly prohibited.
- Any décor, signage, or banners that require hanging will be permitted at the discretion of Museum staff. Easels, sign holders, or materials to hang signage or banners from your table are strongly encouraged. The Museum will NOT provide personalized signage for each booth.

- The Museum is not responsible for the damage or loss of articles prior, during, or after The Showcase. Exhibitor tear down must be completed by 5pm.
- **Booth space is not reserved until the exhibitor's invoice is paid in full, regardless of whether the contract has been submitted. All applications and payment must be received by Friday, September 14, 2017.**
- Exhibitor agrees not to share booth space with another company or organization, including the display of another business's marketing material.
- Booth space may not be resold or given away to another person or business.
- **The location of each exhibitor's booth is determined by Museum staff and will not be changed under any circumstance.**
- Payment for The Showcase is non-refundable. The exhibitor will not be reimbursed, in full or in part, if he or she can no longer attend.
- **All exhibitors are required to submit a certificate of insurance, which must waive all rights of subrogation against The Museum and must name both the Reading Public Museum and the Reading School District as additionally insured.**
- Exhibitor agrees to hold harmless and indemnify The Museum for any and all claims for bodily injury or property damage arising from The Showcase.
- Exhibitors requesting the non-profit booth rate must supply proof of their 501(c)3 status.
- Exhibitor agrees not to share attendee contact information with other parties.
- The Showcase may be videotaped or photographed by Reading Public Museum staff and/or our Preferred Photographer. By signing this application, the exhibitor consents to the use of faces, names, likeness, trade name, and trademark of the company and its representatives in such photographs and videotapes and the commercial use of such photographs and videotapes.
- Two exhibitor representatives per booth are encouraged to provide proper coverage for meals, breaks, etc. No more than four exhibitor representatives per booth.
- The Museum cannot guarantee a specific number of brides to attend The Showcase. Exhibitors are not entitled to a full or partial refund based on attendance.
- Exhibitors are responsible for complying with all federal and city safety and fire laws. Smoking is prohibited under the tent. All decorations must be flame retardant.

I have completely read the Reading Public Museum's Masterpiece Weddings Exhibitor Information, Application, & Agreement, and understand and agree to its terms and conditions. I also acknowledge all information provided above is correct.

Exhibitor Name Printed \_\_\_\_\_

Exhibitor Name Signed \_\_\_\_\_

Date \_\_\_\_\_

**Please mail, fax, or email this agreement and signed application to:**

Reading Public Museum  
 Attn: Laura Culp  
 500 Museum Road  
 Reading, PA 19611

-OR-

Fax: 610-371-5632

-OR-

[laura.culp@readingpublicmuseum.org](mailto:laura.culp@readingpublicmuseum.org)