



March 7, 2010
Noon-5PM
Atlantic City Convention Center
1 Convention Blvd. - Atlantic City, NJ 08401

All tables will be draped in white linens. Pipe and drape will also be white.

February 22, 2010

Electric Cost -\$85.00 Payment must be made to the AC Convention by 2/22

Door Prize - Descriptions must be emailed to Jamie by 2/22

Souvenir Bags- Coupons and small items for bags must be dropped off to The Press by 2/22

Electrical Information

Electrical Outlets- Electrical service is **NOT** included with your exhibit space fee. If you need electric, payment must be sent directly to the AC Convention Center. The cost for 1000 watts is \$85.00, if payment is received by Monday 2/22. This includes an outlet with an extension cord and power strip. To receive the advance discount, payment must be received by the AC Convention Center no later than Monday February 22 or a late charge will incur. The payment form is attached. Please fill out and send payment and form to

**ACCC Electrical
One Convention Boulevard
Atlantic City, NJ 08401**

You can also fax your completed order form, but the payment still has to be sent to the AC Convention Center. The fax number is (609) 449-2464.

Internet- A non secure Wi-Fi connection is available at the Center for free. However, the connection is not guaranteed. If you are using a credit card machine, it is recommended you purchase an IP address. The order form is attached.

Exhibitor Space

Every exhibitor space is 10' x 10' and carpeted. (The show is being held in a carpeted hall) The space comes with a draped 6' table and 2 chairs. The spaces are separated by pipe and drape. **All supplied linens and drapes will be white.** Feel free to bring your own table covers and decorations.

Set Up Information

Sunday

March 7, 2010

7:30AM-10:30AM

All exhibitors will be unloading at the back docks behind the AC Convention Center. We are asking that you drop and go. This means that you unload your equipment, park and then come back to assemble your booth. You will have approximately 5 minutes to unload your car. To get to the loading ramps take the Expressway into Atlantic City and get off at Exit 1B. This will take you to the back of the AC Convention Center. Continue down Bacharach Blvd until you see the entrance for the loading ramps. Basically, you will be making a U-Turn to enter the loading ramps. All exhibits must be in place and fully assembled by 11:00AM on Sunday March 7, 2009.

Please check in with the exhibitor registration table located right outside the front of the hall before you start setting up. If an exhibitor has not checked in with the registration table by 10:30AM, their table will be removed from the expo. **NO EXCEPTIONS!** You can breakdown immediately after the showcase closes at 5:00PM. **You may not break down before 5PM!! Exhibitors must display their own products or those of companies represented.**

All limousines, trolleys, party buses, golf carts, etc. need to arrive by 9:15AM. Vehicles will be driven in from the loading ramps located in the back of the Center. **Per the fire code all vehicles must have 5 gallons of gasoline or less in the tank and the battery must be disconnected.**

Parking

Exhibitors will pay \$5 for parking, but you must park in the Ohio Ave lot (Lot#149). When you exit the loading dock area, you will be making a right onto Bacharach Blvd. At the 1st light, make a right and the entrance to the Ohio Ave. lot will be to your left. Attached is a placard that must be displayed in your car window to receive the discounted parking rate. Only 2 cars from each exhibitor will get the discounted parking. Below are detailed directions for the lot.

Lot #1: Ohio Ave. Lot: Take the AC Expressway to Exit 1 towards Brigantine. Get off at Convention Center Exit B. This will bring you right onto Bacharach Blvd. Take Bacharach Blvd. to the 1st light which is the intersection of Bacharach and Ohio Ave. Take a Right on Ohio Ave. Continue 1/2 block and the lot entrance is on the left. Another way to the Ohio Ave. lot is as follows: Take the AC Expressway straight into AC without taking any exits. Go straight onto Missouri Ave. Take Missouri Ave. to Arctic Ave. Make a left on Arctic Ave. Take Arctic Ave. to Indiana Ave. Make a left on Indiana Ave. Take Indiana Ave. to Baltic Ave. Make a left on Baltic Ave. Go 1/2 block and the entrance to the Ohio lot is on your right.

Ordering Additional Exhibit Booth Furniture/ Equipment

All additional furniture needs must be coordinated with Atlantic Expo. The additional furniture forms are attached or you can contact them at (609) 272-1600.

Selling Merchandise on the Exhibit Floor

You can sell merchandise and take orders for your products or services provided that they are consistent with the product/ services description listed on your exhibitor form. If you sell products which are taxable in the State of New Jersey, you have the responsibility for adhering to the NJ State Taxation codes and be authorized to collect Sales Tax in the State of New Jersey. Your Tax I.D. number must be in your possession at the Expo. If you have a Tax I.D. number in another state, the NJ Division of Taxation will provide you with a Temporary I.D. number. Call the NJ Division of Taxation Customer Center at (609) 292-6400 or go online – www.state.nj.us/treasury/taxation (Tax Registration Forms) and acquire a NJ-REG application.

BLISS Souvenir Bags

Each bride will receive a BLISS souvenir bag when they walk through the door. If you would like to add a coupon or a small item, please drop off 1000 to The Press no later than Monday, February 22.

Door Prizes

Door prizes will be given away throughout the day and the winner will pick them up at the corresponding booth. We will not accept coupons as door prizes. Coupons can be given away at your booth. A door prize must have a value of at least \$50. A detailed door prize description needs to be emailed or faxed to Jamie (jhoagland@pressofac.com 609.272.7475) no later than Monday, February 22. A schedule of when the door prizes will be given away will be emailed to all exhibitors before the show.

Fashion Show

There will be a fashion show on the stage approximately half way through the show with fashions from our sponsors. However, we will have a “roaming” fashion show all day long. All formal wear exhibitors are encouraged to bring models to showcase their merchandise. Models are allowed to walk around the exhibit floor all day long. A roaming fashion show allows the buyer to inspect the merchandise up close and ask the model questions about how something fits and feels. Also, those in attendance are never taken away from the exhibitors by being moved to a different part of the room. The Center does have a “green room” where the models can change and do their make up. Dresses can also be stored here. There will be limited access to the “green room.” If you would like permission to use this area, please call Jamie.

If your booth display includes something out of the ordinary please contact Jamie at (609) 272-7324, so the appropriate accommodations can be made. Since this is a union building, we have to be extra careful so there are no surprise fees.

Helpful Hints on Getting the Most Traffic to Your Booth:

Make sure your booth is aesthetically pleasing and looks full!

A 10x10 space that only has a table looks boring! Bring colorful table coverings and get inventive on how to fill your space. Visit thrift shops and yard sales for fun and goofy “space fillers.” Booths that look good get more visitors.

Create a reason for someone to stop by!

It could be someone singing, free samples, demonstrations- anything out of the ordinary. Buy a cheap prepackaged snack and slap a sticker on it that says, “Compliments of Your Company. Visit us online at www.yourcompany.com or call 609-555-5555.”

Signage!

The little sign that comes with your booth is not enough! Make sure people can easily see the name of your company.

Be friendly and dress well!

Stand outside your booth with a smile and invite people to stop by. Make sure to wear attractive clothing that isn't dated.

Use Social Media to create excitement about your booth!

Use Twitter and Facebook to create excitement about your booth before the show.



Exhibitor Name Badge Request

Deadline for receiving all name badge requests is March 3, 2010. Exhibitors who have not registered their employees by this date will pay the gate admission price of \$5 per person the day of the show. Each exhibitor can have 4 employees per table. (If you have 2 tables you can have 8 employees.)

Badge Pickup: Name Badges are to be picked up at the Exhibitor Registration Table, which will be located outside of Hall A. They will not be mailed out in advance.

Fax this form to (609) 272-7475

Or mail to:

The Press of Atlantic City
Jamie Hoagland- BLISS
1000 W Washington Ave
Pleasantville, NJ 08232

From: _____ **Requested By:** _____
(Company Name) (Company Representative)

The following people will be working at our exhibit booth during the BLISS Bridal Showcase.

- 1. _____ 2. _____
- 3. _____ 4. _____
- 5. _____ 6. _____
- 7. _____ 8. _____

Door Prize Description:

My Booth Display Includes: