

Turf Valley's 32nd Annual

BRIDAL EXTRAVAGANZA

Friday, January 20, 2012

Dear Bridal Exhibitor:

Turf Valley's 32nd Annual Bridal Extravaganza & Overnight Retreat will be on **January 20-21, 2012**. Don't miss the opportunity to be a part of Maryland's longest-running bridal show! Space is filling quickly, and we are only allowing a limited number of vendors in each category.

As an exhibitor at Turf Valley's Bridal Extravaganza you will gain exposure to more than 500 guests, as well as inclusion in our 2011 Bridal Directory, distributed to all Extravaganza attendees and throughout the year to hundreds of brides visiting or requesting information from Turf Valley. As an added benefit, all exhibitors also receive a complimentary attendee mailing list for use in follow-up marketing efforts.

Participating exhibitors will also appear in our online Bridal Directory. Divided into product and service categories, the directory will feature company contact information and an optional link to your website. Agree to host a reciprocal link to turfvalley.com and receive a discount on this added benefit!

As in the past, exhibit space for this ever-growing event will fill quickly, so don't hesitate. Applicants will be placed on a first-come, first-served basis as space permits. To be included in the preferred vendor print directory, **application and full payment must be received by November 18, 2011**.

To secure your booth space, please complete the attached registration form and return it with full payment to: Nicole Hock/Special Events Coordinator, Turf Valley, 2700 Turf Valley Road, Ellicott City, Maryland, 21042. Faxed registrations may be sent to 410-465-7365. To pay by credit card, please complete the enclosed form and return it with your faxed or mailed registration form.

For ticket sales and up-to-date details on the event, please visit www.turfvalley.com. Should you have any questions, please feel free to contact me at marketing@turfvalley.com or 410-423-0812.

Thank you for your continued support, we are looking forward to seeing you at the Bridal Extravaganza in 2012!

Sincerely,

Nicole Hock
Special Events Coordinator
Turf Valley



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SCHEDULE AT A GLANCE

12:00 pm - 4:00 pm	Exhibit Installation*
4:30 pm - 7:30 pm	Bridal Service Displays Open
7:30 pm - 10:30 pm	Exhibit Dismantling
7:30 pm - 8:30 pm	Full Course Seated Dinner **
8:30 pm - 9:30 pm	Bridal Fashion Show

*Vendor set-up begins at 12:00 pm and all exhibitors must be setup by 4:00 pm.
The bridal service exhibits will open promptly at 4:30 pm.
If attendees arrive early, they may be permitted entrance to the exhibits before 4:30 pm.

**To attend the dinner and fashion show, simply note on the registration form how many tickets you would like and include the total amount with your booth payment. Tickets are \$28 each.

EXHIBITOR FEE SCHEDULE

One 8' Skirted Table	\$450
Two 8' Skirted Tables	\$550

ONLINE BRIDAL DIRECTORY

Increase your exposure with an Online Bridal Directory Link

One-year listing in online Bridal Directory	\$100
With reciprocal www.turfvalley.com link***	\$50

***Reciprocal link must be posted by 1/20/12 and remain active until 12/31/12.

APPLICATION AND PAYMENT

must be received by November 18, 2011.

All applicants will be placed on a first-come, first served basis.

FOR MORE INFORMATION CALL 410-423-0812

2700 Turf Valley Road | Ellicott City, Maryland 21042

www.turfvalley.com | 410-465-1500



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Business Name (to be published) _____

Category for Directory _____

Registration Contact _____

On-site Exhibit Contact (if different from registration contact) _____

Address (for vendor information packet) _____

City _____ State _____ Zip _____

Contact Phone (to be published) _____ Fax _____

Email Address _____ Website _____

BOOTH SIZE (check one)

ONE 8' TABLE (\$450) _____

Includes one (1) eight-foot table (8' by 2') with skirting and two (2) chairs.

Electricity _____

(If yes, please supply extension cords. Booths with electricity are limited)

TWO 8' TABLES (\$550) _____

Includes two (2) eight-foot tables (8' by 2') with skirting and four (4) chairs.

Electricity _____

(If yes, please supply extension cords. Booths with electricity are limited)

LISTINGS (1) Event Program includes company name and room location. (2) Print Bridal Directory, distributed throughout the year, to include company name and phone number. (3) Online Directory on www.turfvalley.com, to include company name and phone number. These three listings are included with vendor fees. Enhance your online listing with a web link to your site for \$100 or a reciprocal link for \$50, linking back to www.turfvalley.com, posted by 1/20/12 and remain active until 12/31/12

Link in Online Directory (\$100) _____ With Reciprocal Link (\$50) _____

If you are unable to attend the show, please call for listing options.

Number of tickets to Dinner and Fashion Show _____ x \$23 (discounted vendor price) = \$ _____

Will You be Donating a Door Prize? _____ (\$100 minimum value)

If so, what would you like to donate? _____

Special requests or additional comments: _____

PAYMENT EXHIBITOR REGISTRATION DEADLINE: November 18, 2011

Booth \$ _____

Online Directory \$ _____

Tickets \$ _____

Total \$ _____

Mail or Fax Registration Form & Payment* To:

Nicole Hock / Special Events Coordinator

Turf Valley

2700 Turf Valley Road

Ellicott City, Maryland 21042

Fax: 410-465-7365

*Please make all checks payable to Turf Valley

FOR MORE INFORMATION CALL 410-423-0812

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Cardholder Name (as it appears on face of card):

Billing Address:

Credit Card Type:

Visa _____ MasterCard _____ American Express _____

Other (please specify) _____

Credit Card Number:

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Expiration Date:

Credit Card Verification Number:

We will treat your card information with utmost security. For your own credit card security, we ask you to provide a Credit Card Verification Number (CVN), located on the back of your Visa/MasterCard or front of your American Express Card. Without this number, we are unable to process your transaction.

I hereby authorize Turf Valley to process Exhibitor Registration fees in the amount of \$ _____ to the above account. I agree to hold Turf Valley harmless for any overdraft which may result from this transaction and agree not to dispute this charge with my credit card company.

Signature of Authorized Card Holder:

Date Signed:

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