

ToMa Enterprise - Brandon Bridal Expo & Fashion Show
ToMaEvents.com - BrandonBridalExpo@gmail.com



“AN INTIMATE WEDDING AFFAIR”

June 23, 2019 - 12pm to 4pm

Hilton Garden Inn Tampa East/Brandon

10309 Highland Manor Drive, Tampa, Florida, 33610

ABOUT US

ToMa Enterprise was created by **María Ortiz**, a former Fashion Model, Choreographer & Production Coordinator with an extensive background in bridal show promotions, and **Tony Montana**, an on-air host and radio personality of WMNF 88.5 FM, distinguished in his own right both on and off the air.

Both María and Tony have over 40 years of entertainment experience. Although they have separately held professional successful and distinctive careers, they are now combining their expertise to produce the first ultimate bridal event of this kind with many future dates to follow.

ToMa Enterprise’s vision is to create an opportunity for this area to become acquainted and come together as a community. Come share this venture with us in bringing Brides and Grooms-to-be, and their bridal parties together to meet wedding specialists and merchants in the bridal industry, all of whom can help create their dream wedding with an unrivaled experience and memories to last a lifetime. This exciting opportunity will also allow these wedding professionals to expand their businesses by offering targeted exposure to potential new customers.

After much planning, dedication and devotion to commitment, ToMa Enterprise is ready to present this unique spectacular to the Brandon community, an event unlike any other.

Hilton Garden Inn – This modern hotel is conveniently located in Tampa East/Brandon, with easy access from and to I-4 and I-75. Innovation and Convenience is what you will find at the Hilton Garden Inn. The Hilton Garden Inn Tampa/East Brandon will provide the perfect setting for a truly beautiful wedding ceremony and reception in lavish style.

Featured Charitable Organization

Is it possible to give back to the community while also having fun?

ToMa Enterprise wants to raise awareness and funds for hungry families in needs in our community. In each of our ToMa Enterprise Events, we will promote a well-rounded variety of charitable organizations and therefore highlight them for public awareness and potential donations. Thousands are making a difference. You can too. Let’s discover your community’s Charity needs and join us in helping raise the awareness while having fun at the Brandon Bridal Expo. We thank you in advance for taking action, and raising the hopes of the families in need in our community.

ToMa Enterprise has selected E.C.H.O. of Brandon (Emergency Care Help Organization) as the featured charity organization for this event. Echo is “Bridging the gap between crisis and stability.”

Established in 1987, the Emergency Care Help Organization (E.C.H.O.) of Brandon is a non-profit community emergency food and disaster relief organization. Families who are having trouble making ends meet are given food, clothing, and household items assistance.

ECHO’s Mission is to end hunger in southeastern Hillsborough County. Immediate hunger is addressed through a fully stocked food pantry. Each individual served through the pantry receives at least 20 pounds of food. Long-term hunger is alleviated through stability programs such as a vibrant job skills training program, GED instruction, and financial literacy resources.

Please visit our Website ToMaEvents.com for further information.

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VENDOR / EXHIBITOR'S INFORMATION

Thank you for your interest in participating in the **ToMa Enterprise** Brandon Bridal Expo 2019 held at the Hilton Garden Inn Brandon / Tampa East located at 10309 Highland Manor Drive Tampa, FL 33610. This event will be held on June 23, 2019 and is run solely on the contributions of your booth entry fee. That booth entry fee will cover all advertising and other costs involved in planning and putting together this event. We are looking forward to a fabulous event and many happy brides, Grooms-to-be, their wedding parties, as well as our vendors/exhibitors.

You are invited to join **ToMa Enterprise** in association with the Hilton Garden Inn Brandon / Tampa East and bridal vendors / exhibitors from the Tampa Bay Area and we are excited to have your participation for this initial event and hope to continue for many years into the future. Please find us on Facebook under Brandon Bridal Expo & ToMa Enterprise and help us spread the word!

By participating, you will reach engaged Brides and Grooms-to-be, families, wedding attendants, and other parties interested in the industry services. Use every available minute to take advantage of this great marketing opportunity. Showcase your company, products and services, meet other wedding professionals, display your specialty products/services, and offer samples of your brand. All vendors will receive a list of registered attendees within 30 days after the event, work the leads after the show and get your name out to the community. It is the single most effective marketing tool for showcasing your specialized goods and services. Your presence at our shows will connect you with registered attendees' one on one and plays an important role in the bride and groom's selections for their dream wedding. This intimate setting will provide a more comfortable and natural connection with couples. Having time to browse the booths, to visit with vendors / exhibitors' one on one, and allow the bride to gather ideas which will take the stress out of planning for a memorable day.

This is a free event for the brides, Grooms-to-be, bridal parties and their families.

The Bridal Fashion Show will have a combination of wedding dresses, bridal party fashions and formal wear, bouquets, in addition to hair stylist & make-up artist.

Our Advertising Campaigns Includes: Radio, local print publications, intense internet promotions, and postcards placed at appropriate retail locations, social media campaigns and much more.

To maximize your booth registered attendees:

- ❖ Mail, email or give out invitations or post cards to your clients and prospective brides to the Brandon Bridal Expo & Fashion Show.
- ❖ Make sure your employees are well informed of the show dates and times.
- ❖ Post Brandon Bridal Expo & Fashion show signs or flyers in your store.
- ❖ Offer specials to those that mention they saw the Brandon Bridal Expo info on your social media post.
- ❖ Call your prospective clients and brides and invite them to visit your company at your booth.
- ❖ Send out a press release to any bridal database you might have.
- ❖ Put the Brandon Bridal Expo banner on your web site and on your social media accounts inviting your clients and prospective brides to attend the show.
- ❖ Put a message on your voice-mail promoting the show.

Brandon Bridal Expo hopes that you will decide to exhibit at our shows. Our goal is to not only host a great show for the brides and Grooms-to-be and give them an unforgettable experience, but also to help our vendors/exhibitors grow. That is a win-win-win for all of us. Give us a call at 813-836-5185 if you have any questions, comments or concerns. Thank you for your interest and look forward to working together on the Brandon Bridal Expo the first of many shows.

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BOOTH SPACE

To showcase the Hilton at its best ToMa Enterprise is offering our vendors / exhibitors the chance to enjoy the spaces available both inside the ballroom and outside in the beautiful open Terrace. This is an opportunity to distinguish yourself from your competitors through your creative displays.

Your actual booth placement depends on availability & location of similar currently registered vendors / exhibitors. We place according to date and time of receipt of the COMPLETED & fully executed agreement which includes payment in full at which time booth assignment and participation confirmation will be made. Although we will do our best in making sure our vendors / exhibitors are appropriately placed, floor plan is subject to change without prior notice.

There will only be approximately 30 spaces. Secure your booth early as availability is very limited. All vendors / exhibitors are required to donate a door prize with a minimum value of \$50. These are to be free and clear gifts, not tied to any purchase. The door prize must NOT require the winner to make a purchase of exhibitor product and or services to redeem. Offering a discount of a purchase DOES NOT QUALIFY as a door prize. The winner is a potential customer, we suggest using this opportunity to meet and talk with this winner. Prizes may be combined into a Grand Prize package at the producer's discretion. Door prize information is due upon receipt of agreement. No exhibitors may register for any prizes. Door Prize must be presented to ToMa Enterprise personnel before doors open to the public.

Vendor/Exhibit Package:

Spaces in the Brandon Bridal Expo include the following:

- A. Listing and Company Description (200 characters) in the **Brandon Bridal Expo Program guide.**
- B. Listing and Company Description (300 characters) in the **Toma Enterprise Mobile App.**
- C. Listing and Company Description (500 characters) in the **ToMaEvents.com Website.**
- D. Listing and Company Description (500 characters) in the **Brandon Bridal Expo Facebook Page.**
- E. Listing and Company Description (500 characters) in the **Toma Enterprise Facebook Page.**

ALL individual 8x6 booth space rentals includes, 6' foot table covered & skirted with two chairs. Please indicate your booth rental selections accordingly:

- ___ Ballroom single booth (8'x6') \$300.00
- ___ Ballroom double booth (16'x6') \$500.00
- ___ Terrace booth (8'x10')
- ___ Terrace double booth (8'x20') \$400.00
- ___ Beginner Booth: 30-inch round High-boy table 3'x 4' Terrace space \$150.00
- ___ Sorry we cannot attend, but please add our company flyer/postcard to the Brides Bags for \$40.00 (per 100 flyers) does not include any other advertising.

All agreements must be finalized and all flyers / postcards must be submitted by May 1, 2019 mail to: ToMa Enterprise P.O. BOX 582 Seffner FL 33583

Door Prize donated will be a _____

I would like to donate a cash prize of \$_____ in lieu of a wedding related prize.

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VENDOR / EXHIBITOR REGISTRATION FORM

Business Name: _____

Name (as it should appear in program guide); _____

Contact Person: _____

Type of Business: _____

Address: _____

City: _____ State _____ Zip Code _____

Business Phone Number: _____

Cell Phone Number: _____

Email Address: _____

Website: _____

Facebook: _____ Instagram: _____ Twitter: _____

The Brandon Bridal Expo accepts all major credit cards, cash, PayPal and business/personal checks.
Payment can also be on line at ToMaEvents.com

CREDIT CARD AUTHORIZATION

Payment Amount _____

_____ Credit Card _____ Check number # _____ Cash

Name on Card _____

Card # _____ Expiration Date _____ cvv _____

Billing address _____

City _____ State _____ Zip _____

If you are paying by Credit Card you are authorizing **ToMa Enterprise** to process the above indicated card for your payment on: Date _____

Signature (required) _____

Make Check Payable to:
ToMa Enterprise
PO BOX 582
Seffner, FL 33583
813-836-5185
813-659-0742-F

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TERMS AND CONDITIONS

The following terms and conditions for this agreement are to maintain a safe, organized and profitable Bridal Expo for all. Please contact ToMa Enterprise at [813-836-5185](tel:813-836-5185) if you have any questions, comments or concerns.

NO EMPTY BOOTH - DON'T LET AN EMPTY BOOTH BECOME A MISSED OPPORTUNITY. Please have continuous staff on hand throughout the entirety of the show. Packing up early looks unprofessional, and there are always couples who come in at the very end. If you abandon your booth during the bridal show, you'll miss out on the "quiet time" to speak one on one with the couples who are still browsing.

BOOTH SHARING is PROHIBITED - It is not permitted to display cards, brochures, banners or literature of other companies, other than your own. If you have two businesses, please coordinate that before completion of your agreement.

EXCLUSIVITY - There is no exclusivity in this show. There is a possibility that others in your industry may promote the same or similar products and services.

CANCELLATION - of your booth once your completed agreement has been received and processed by ToMa Enterprise will result in a forfeit of any monies paid. Failure to occupy exhibit space shall not relieve Vendor/exhibitors of fees due nor obligations under this agreement.

PAYMENTS - Fees must be paid by date(s) specified in this agreement. Fees not paid when due shall result in termination of this agreement. All payments are nonrefundable and nontransferable. Vendors/exhibitors shall pay a fee of \$35 if any check presented for payment is returned by bank. Set up will not be permitted until fees are paid in full.

UNLOADING AND SETUP - Set-up time: will begin at 8:00 am to 11:30 am. Doors open to the public at 12:00pm. All booth fees are non-refundable and it is the responsibility of the vendor to arrive at the Bridal expo and allow enough time for proper booth setup. Unload and then park your vehicle in the designated parking area. Please park furthest from the doors to allow our guest the closer parking spots. There is no forklift available; all items must be hand carried or hand carted in. Then start your set-up at your booth.

BREAK DOWN - The show will run from 12:00pm to 4:00pm. We ask that you do not break down your booth until the show is over at 4:00pm. We understand that it will be a long day but we respectfully again ask that you do not break down until the show has ended, registered attendees do walk the booths in the final minutes.

YOUR COMPANY NAME - Verify that your company name is correct, it will be listed as you have stated in the "Company Name" field on the agreement unless ToMa Enterprise is otherwise notified in writing.

RESTRICTIONS - ToMa Enterprise reserves the right to restrict any displays that distracts because of method of operations, appearance or interfere with other Vendors/Exhibitors, noises or use of amplifying equipment that we consider objectionable in your booth space. Balloon popping is not permitted

BOOTH DISPLAYS - All advertising materials brought in by the vendor/exhibitor must be in good taste and presented in a professional manner. It is prohibited to attach anything to the walls, columns, windows or fixtures of show facility. All erected displays for the show must be free standing and may not exceed the boundaries of booth space. Please feel free to exhibit samples, photos, pamphlets, business cards, literature or any other appropriate items need to best showcase your business. All outside carpet or flooring must be taped down and secured prior to opening. Booth space occupied shall be left in the same condition as at the time when first occupied.

BOOTH PLACEMENTS - Exhibit booths are assigned by ToMa Enterprise according to category and completed agreement and full payments. Booth requests will be taken into consideration by ToMa Enterprise, but are never guaranteed. If you desire to be placed by a friend or specific business and if the agreement can be returned simultaneously you will have a better chance of being placed side by side, however other factors go into placement. All efforts will be taken to assign the booth size and location placement of vendors/exhibitors request, however, ToMa Enterprise will reserve the right to alter the show floor plan and/or relocation. Vendor/exhibitor shall agree that ToMa Enterprise will not be held responsible for any loss or damage suffered by said reason of relocation.

DOOR PRIZE - All vendors / exhibitors are required to donate a door prize with a minimum value of \$50. These are to be free and clear gifts, not tied to any purchase. The door prize must NOT require the winner to make a purchase of exhibitor product and or service to redeem. Offering a discount of a purchase DOES NOT QUALIFY as a door prize. The winner is a potential customer, we suggest using this opportunity to meet and talk with this winner. Prizes may be combined into a Grand Prize package at the producer's discretion. Door prize information is due upon receipt of agreement. No exhibitors may register for any prizes.

LIABILITY FOR DISTRIBUTION OF EDIBLE ITEMS - Distribution of food, cake, drink or other ingestible items is subject to approval by ToMa Enterprise and subject to any rules or restrictions set forth by the show facility. Exhibitors who distribute ingestible items agree to assume all liability, and indemnify and hold harmless ToMa Enterprise and show facility, and representatives of the same, for damage or injury, which might ensue by reason of such distribution. Alcoholic beverages may NOT be sold, but may be given free of charge (in sample size) to any attendee with proper identification.

LIABILITY AND INDEMNIFICATION - ToMa Enterprise and show facility, nor its representatives, shall be responsible for the personal safety of the vendor/exhibitor or its representatives neither from injury, damage nor for the safety of the property of the vendor/exhibitor from theft. Vendor/exhibitor waives all claims of every kind against ToMa Enterprise and show facility, and representatives of the same including, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury or death, and any other act or failure to act of ToMa Enterprise and show facility, Exhibitor agrees to indemnify and hold ToMa Enterprise and show facility harmless from all claims, including expenses, costs, and attorney's fees, by Vendor/Exhibitor, Vendor/Exhibitor's agents, employees, or by any other person, arising out of any act or omission in any way related to Vendor/Exhibitor's participation in the show, whether negligent or not. ToMa Enterprise makes no guarantees in the event the Show is delayed, interrupted or not held as scheduled and does not guarantee a specific turnout or leads from registered attendees attending the Bridal expo. ToMa Enterprise recommends that you personally bring in your fragile and breakable items yourself to ensure their security accordingly; you are ultimately and solely responsible for any loss, theft, or destruction of your goods. ToMa Enterprise Bridal Show Expo and show facility will not be held liable for any loss, theft or damages of any items.

GOVERNING LAWS - This agreement shall be governed by the laws of the State of Florida. It is the vendors and/or participants' sole responsibility to comply with all Federal, State and Local Laws and Regulations applicable to their business.

NO SOLICITATION PERMITTED - Any registered attendees that come in and walks booth to booth soliciting their business are "free loaders" and are people that should have purchased a booth. This is not permitted. Furthermore, it is not fair to you, the exhibitors who paid to have a booth at the show. Please report any person or persons to ToMa Enterprise and we will deal with the situation.

UNFORESEEN CIRCUMSTANCES - In the event of any acts of God, fire, adverse weather, disasters, strikes, terrorism or any other emergencies or unforeseen circumstances that may prevent the show from being held. ToMa Enterprise will be held harmless if they need to reschedule the event to another day and /or relocation. All s will be honored and shall be binding to the new date and/or location.

PROMOTIONAL MATERIALS - Vendors/Exhibitor agrees that ToMa Enterprise may list the Vendors/Exhibitors in show promotional materials and use photography or video taken at the show for publicity purposes without compensation to Vendors/Exhibitor. TOMA ENTERPRISE reserve the right to use any images or footage captured in our events for promotional use purposes.

NON-DISCRIMINATION - The Exhibitor has a policy of no illegal discrimination based on race, gender, identity & expression, ethnicity, sexual orientation, disability, immigration status, religion, and age.

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By signing this agreement or by having same signed by your company representative you are acknowledging his or her, or their authority to do so and hereby assume liability, and binds the above business to this agreement, Terms and Conditions and amounts stated herein. Should any clause of the agreement is found to be invalid or unenforceable, the remainder of the agreement shall continue in full force and effect without regard to the invalidated clause.

By returning this signed agreement to ToMa Enterprise with your payment, you are stating that you have read, understand and agree to ALL of the Terms and Conditions written above regarding The Brandon Bridal Expo & Fashion Show, June 23, 2019

Company Name: _____

Company-Representative (Print): _____ Title: _____

Signature: _____ Date: _____

ToMa Enterprise Representative:

Approved by: _____

Print: _____ Date: _____