

**Bridal Extravaganza, Inc.
Exhibitor and Sponsor Terms & Conditions**

Bridal Extravaganza, Inc. Exhibitor and Sponsor Terms & Conditions

These are the terms and conditions (the “Agreement”) that govern your attendance at or participation in the Bridal Extravaganza Show (referred to herein as the “Show” or the “Event”). By registering for the Bridal Extravaganza Show, you are agreeing to these terms, which form a legally binding contract between Bridal Extravaganza, Inc. (“Show Host & Sponsor”) and the registered exhibitor, sponsor, or participant (“Exhibitor/Sponsor” or “you”). If you are registering on behalf of another party, it is your responsibility to ensure that such party is aware of these terms and accepts them; by completing the registration, you are warranting that you have made the party aware of these terms and that they have accepted these terms.

1.0 Exhibitor/Sponsor Cancellation Policy

IF AN EXHIBITOR OR SPONSOR CANCELS AT ANY TIME, FOR ANY REASON, THE EXHIBITOR OR SPONSOR WILL BE RESPONSIBLE FOR THE ENTIRE EXHIBITOR OR SPONSORSHIP FEE. THERE ARE NO REFUNDS.

2.0 Payment Terms & Fees

2.1 Full payments for all Exhibitors/Sponsorships are due at the time of registration or as outlined by the promotional offer (if available). If such payments are not received, your registration is subject to automatic cancellation, and your booth will be released for resale with no compensation owed to you. Please note if your registration is canceled due to non-payment, you may be prohibited from booking Exhibitors/Sponsorships in the future at Bridal Extravaganza, Inc.’s sole discretion. Bridal Extravaganza, Inc. is not responsible for any errors made due to late payment.

2.2 Standard Payment Plan: 50% due at the time of purchase. The remaining balance is due 30 days prior to the show date. If such payments are not received, your registration is subject to automatic cancellation, and your booth will be released for resale with no compensation owed to you.

2.3 Customized Payment Plan: A \$50 per transaction, non-refundable fee is charged for customized payment arrangements. If agreed-upon payment plan payments are not received, your registration is subject to automatic cancellation, and your booth will be released for resale with no compensation owed to you.

2.4 Fees: A 3% non-refundable processing fee will be applied to all purchases made by ACH, debit, or credit cards.

3.0 Exhibitor/Sponsor Requirements

3.1 Unethical or Non-Compliant Marketing. Bridal Extravaganza, Inc. reserves the right to deny admission to anyone who, in Bridal Extravaganza’s sole discretion, engages in or is reputed to engage in unethical or non-compliant marketing practices.

3.2 Booth Allocation Policy. Bridal Extravaganza, Inc. understands that you might have or manage several different businesses. However, you may only promote one business per booth. You must purchase a minimum of one (1) standard booth space for each company you promote.

3.3 No Suitcasing Policy. “Suitcasing” refers to the practice of attending a trade show but “working the aisles” from a suitcase or briefcase, soliciting business from other

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attendees and exhibitors. The only legitimate place to interact with customers or sell merchandise or services during expo hours is within a contracted exhibit space on the show floor. Exhibitors/Sponsors are encouraged to protect their investment and report any violations to Bridal Extravaganza, Inc. management. Attendees observed soliciting business in the aisles or other public spaces or in another company's booth will be ejected from the Event and may be banned from future events at Bridal Extravaganza, Inc.'s sole discretion.

3.4 Booth Specs. The minimum booth space per business is 8' x 8'. All dimensions and locations shown on the floor plan are believed but not warranted to be accurate. Management reserves the right to make modifications per fire code and safety, to develop easy access within the show, and to establish vendor limitation zones and possible show expansions. Booth specifications, including booth placement, will be communicated via email approximately six (6) weeks before the show dates.

3.5 Booth Set-Up and Tear-Down. A penalty of \$500 will be charged to exhibitors who dismantle a booth before the end of the event.

3.6 Registered Lead List. Bridal Extravaganza, Inc. provides eligible exhibitors with a Registered Leads List in PDF format, available to those who have either included it in their purchase plan or bought it separately. This list is intended strictly for promoting the exhibitor's own business. Any form of reproduction, partial or full, or distribution of the list to other companies or individuals is strictly prohibited. Exhibitors who fail to comply with the show's regulations will not receive the list. Violation of this agreement will result in fines over \$5,000 and potential legal costs.

3.7. Automatic Renewal. If you have agreed to the Automatic Renewal Program, this agreement will renew and provide similar booth space at the next show. Bridal Extravaganza, Inc. will contact you prior to collecting payment.

3.8 Children. Children are prohibited from entering the Facility, showroom floor, docks, and/or loading in/loading out areas during set up and tear down.

4.0 Limitation of Liability; Disclaimer of Damages

4.1 Bridal Extravaganza, Inc. and the Facility assume no liability for any loss, damage, or injury to any property of the Exhibitor or to any of its officers, agents, employees, or contractors, whether attributable to accident, fire, water, theft, or any other cause whatsoever.

4.2 Bridal Extravaganza, Inc. gives no warranties in respect of any aspect of the Event or any materials related thereto or offered at the Event and, to the fullest extent possible under the laws governing this Agreement, disclaims all implied warranties, including but not limited to warranties of fitness for a particular purpose, accuracy, timeliness, and merchantability. The Event is provided on an "as-is" basis. Neither Bridal Extravaganza, Inc. nor its affiliates accept any responsibility or liability for reliance by you or any person on any aspect of the Event or any information provided at the Event.

4.3 Except as required by law, neither Bridal Extravaganza, Inc. nor its affiliates shall be liable for any direct, indirect, special, incidental, or consequential costs, damages, or losses arising directly or indirectly from the Event, or any other aspect related thereto or in connection with this Agreement.

4.4 The maximum aggregate liability of Bridal Extravaganza, Inc. for any claim in any way connected with, or arising from, the Event or this Agreement, whether in contract,

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tort, or otherwise (including any negligent act or omission), shall be limited to the amount paid by you to Bridal Extravaganza, Inc. under this Agreement to be an Exhibitor/Sponsor for the Event.

5.0 Indemnification

5.1 Exhibitor/Sponsor agrees to indemnify, defend and hold harmless Facility and Bridal Extravaganza, Inc., its affiliates, and their respective employees, directors, officers, and agents from any and all liabilities, losses, damages, costs, and expenses (including reasonable attorneys' fees) (collectively, "Losses") due to, arising from, or in connection with any third-party claim, suit, judgment or proceeding (a "Claim") alleging: (i) any breach by Exhibitor/Sponsor of this Agreement; (ii) any wrongful conduct committed by Exhibitor/Sponsor pursuant to or in performance of this Agreement; or (iii) that any Exhibitor/Sponsor content or practice violates the intellectual property or proprietary rights of a third party, are defamatory or obscene or violate any law or other judicial or administrative regulation.

5.2 Exhibitor/Sponsor will not enter into any settlement that adversely affects Bridal Extravaganza, Inc.'s rights or interests without the prior written consent of Bridal Extravaganza, Inc.'s show management.

5.3 For clarity, the Exhibitor/Sponsor is liable for any damage caused to Facility floors, walls, or columns, or to standard booth equipment, or to other Exhibitors' property. Exhibitor/Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment, and other property brought into the Facility and shall indemnify, defend, and hold harmless the Facility, its owners, affiliated companies, agents, servants, and employees under this Agreement.

6. Subleasing

Exhibitors may not sublease their space and must be exhibiting property for products or services related to the Exhibitor's Name. Sublease in this use includes renting, sharing, donating, or in any way allowing another company or person to display or advertise in an Exhibitor's space.

7.0 Miscellaneous

Bridal Extravaganza, Inc.'s failure to exercise any right provided for herein shall not be deemed a waiver of any further rights hereunder. Bridal Extravaganza, Inc. shall not be liable for any failure to perform its obligations hereunder where such failure results from any cause beyond Bridal Extravaganza, Inc. Show Management's reasonable control. If any provision of this Agreement is found to be unenforceable or invalid, that provision shall be limited or eliminated to the minimum extent necessary so that this Agreement shall otherwise remain in full force and effect and enforceable.

This Agreement is not assignable, transferable, or sub-licensable by you without the prior written consent of Bridal Extravaganza, Inc. show management.

No agency, partnership, joint venture, or employment is created as a result of this Agreement, and you acknowledge that you do not have any authority of any kind to legally bind Bridal Extravaganza, Inc. in any respect whatsoever.

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Bridal Extravaganza, Inc. can alter and/or amend these terms at any time. Please refer to www.bridalextravaganza.com for more information.

Marketing Policy

8.1 Consent for Marketing and Promotional Materials. By agreeing to be a vendor at the Bridal Extravaganza, you consent to receive marketing and promotional materials related to the show. This may include, but is not limited to, updates about the show, promotional opportunities, and other relevant information that can enhance your experience and success at the event.

8.2. Email and/or SMS Communications. Email and/or SMS will be the primary and official means of communication for all matters related to the Bridal Extravaganza. We will use the email address and/or mobile phone number you provided at the time of registration for all official communications.

8.3. Types of Communications. You can expect to receive the following emails: updates about show logistics and schedules, opportunities for additional exposure and promotions, information about workshops, networking events, and other ancillary activities, notifications about future shows and events, and other marketing-related content.

8.4 Opt-Out Policy. We respect your right to control the information you receive. Therefore, you may opt out of receiving marketing and promotional materials anytime. To opt-out, email info@houstonbe.com with the subject line "Unsubscribe." Or click the "unsubscribe" link at the bottom of our emails or reply "Stop" to our SMS messages/

8.5. Changes to Marketing Policy. Bridal Extravaganza, Inc. reserves the right to modify this Marketing Policy anytime. We will notify vendors of any significant changes through email or an announcement on our official website.

9.0 Governing Law

This Agreement shall be solely governed by the laws of Harris County, Texas.

A party that substantially prevails in an action brought under this Agreement is entitled to recover from the other party its reasonable attorneys' fees and costs.

By purchasing a booth, you agree to these terms and conditions.