



THE THRASHER-HORNE CENTER PRESENTS

THE 6TH ANNUAL

# *Clay Bridal* SPECTACULAR



## Exhibitor Information Packet



# Hello there!

We are excited to invite you to be part of our  
**6th Annual Clay Bridal Spectacular,**  
the ultimate event for all things wedding-related!  
This is a fantastic opportunity for you to showcase  
your products and services to a captive audience of  
engaged couples and wedding enthusiasts.

The 6th Annual Clay Bridal Spectacular will be  
held on **February 11, 2024** at the  
**Thrasher-Horne Center** on the campus of  
St. Johns River State College. We are expecting a  
large turnout of soon-to-be-wed couples looking  
for the perfect vendors to help them create  
their dream weddings. By participating in the expo,  
you will have the chance to connect with  
potential clients, build relationships with other  
wedding professionals, and showcase  
your unique offerings.





# Why Exhibit With Us

As an exhibitor, you will have a booth or display area to showcase your products and services. This is a chance to create a visually stunning display that will grab the attention of visitors and showcase your skills and expertise. We encourage exhibitors to be creative and make their displays as engaging and interactive as possible.

We will also provide you with ample marketing opportunities to promote your participation in the expo, including social media promotion, email blasts, and website mentions. Attendees will have an opportunity to participate in our Grand Prize Giveaway by collecting a signature from every vendor at the expo and submitting their **Expo Passport**. This is a chance for you to gain valuable exposure for your business and attract new customers.

Don't miss this opportunity to be part of our timely wedding event to promote your company for the 2024 Spring and Fall season. To register your interest and learn more about how you can participate, please contact us.



# How It Works

## 01 COMPLETE EXHIBITOR REGISTRATION FORM

Please complete the [online exhibitor registration form](#).

## 02 PAY EXHIBITOR FEES

Once your application is approved, you will receive an invoice with a link to make your payment. Additional services can be added later, up to December 15th.

## 03 SUBMIT YOUR BUSINESS LOGO

You will be asked to submit your business logo file and business contact information so that it can be included in the show passport.

## 04 RECEIVE YOUR WELCOME PACKET

Once your registration is confirmed, you will receive your booth assignment and welcome packet containing important information about the expo.



## COMMUNICATION

### CONTACT DETAILS

(904) 276 - 6897  
conferencecenter@thcenter.org  
283 College Dr.  
Orange Park, FL 32065

### OFFICE HOURS

M - F 8:00am - 5:00pm

### WEBSITE

[thcenter.org/claybridalexpo](http://thcenter.org/claybridalexpo)

### SOCIAL MEDIA





# What You'll Get

1

## Your Booth

Each exhibitor will receive your choice of 5x10' or 10x10' exhibition booth with table and chairs.

2

## Pipe and Drape

Each exhibition booth will include Pipe and Drape that will be assembled prior to your arrival.

3

## Mailing List of Guests Attendance

All exhibitors will receive a mailing list of all guests that registered and attended the expo.

4

## Complimentary Wi-Fi

Exhibitors will have complimentary access to our Vendor Wi-Fi.

5

## Social Media Coverage

We do weekly vendor spotlights on our social media pages, that include a link to their Facebook page and/or website.

6

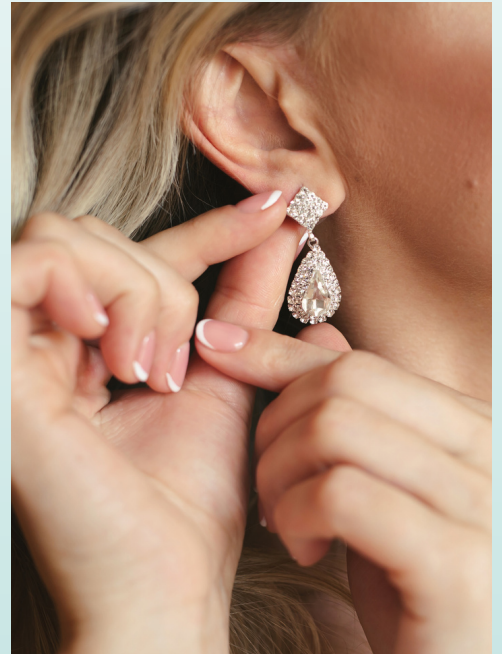
## Listing on the Thrasher-Horne Website

All exhibitors will be listed on the event page of our website including your business name and a link to your website or social media.

7

## Complementary Tickets for your Clients

Exhibitors will receive five complimentary tickets to distribute to their clients. Tickets will be issued upon request and must be picked up on site prior to the event.



# Booth Options and Additional Services:

<b>10' x 10' Booth</b>	<b>5' x 10' Booth</b>
<b>\$450</b>	<b>\$300</b>

## Electrical Hook Up

Access to an electrical outlet at your booth to power your displays or other equipment. (Only available at designated booths.)

**\$50**

## Parking Spot

Transportation vendors can set up their vehicle for display in reserved parking spots for their vehicles.

**\$150**

## Extra table at Booth

Additional 3' round cafe table or high-boy for your booth. (Limited availability)

**\$15**



# Additional Marketing Opportunities:



## Banner Advertisement on E-mail Blasts

One ad at the bottom of the four emails prior to the expo.

\$100

## Ad Spot in the Expo Brochure

Print advertising spots in our brochure that is given to every attendee. Various sizes available.

See Next  
Page for  
Pricing

## Print-At-Home Ticket Ad

Business ad displayed on every print-at-home ticket purchased by attendees prior to the expo. (Limited Availability)

\$125

## Bridal Bag Insert

Ability to add gifts or other marketing material to our Bridal Swag Bags given to every attendee. (Approval required.)

\$50

## Sponsorship Opportunities

Various Sponsorship Opportunities available.  
Contact us for more info on Sponsorship Packages.



# Expo Brochure and Passport Print Advertisement Options:

If you are looking for an additional opportunity to stand out at our 6th Annual Clay Bridal Spectacular, you may want to consider the print advertising opportunities in our **Bridal Spectacular Brochure and Passport**.

Our Bridal Spectacular Brochure and Passport is distributed to **every attendee** as they enter the event, making it an effective way to generate leads and increase brand awareness.

## Rates:

Full Page .....	\$200
1/2 Page .....	\$100
1/4 Page .....	\$50
1/8 Page .....	\$35

## Ad Sizes:

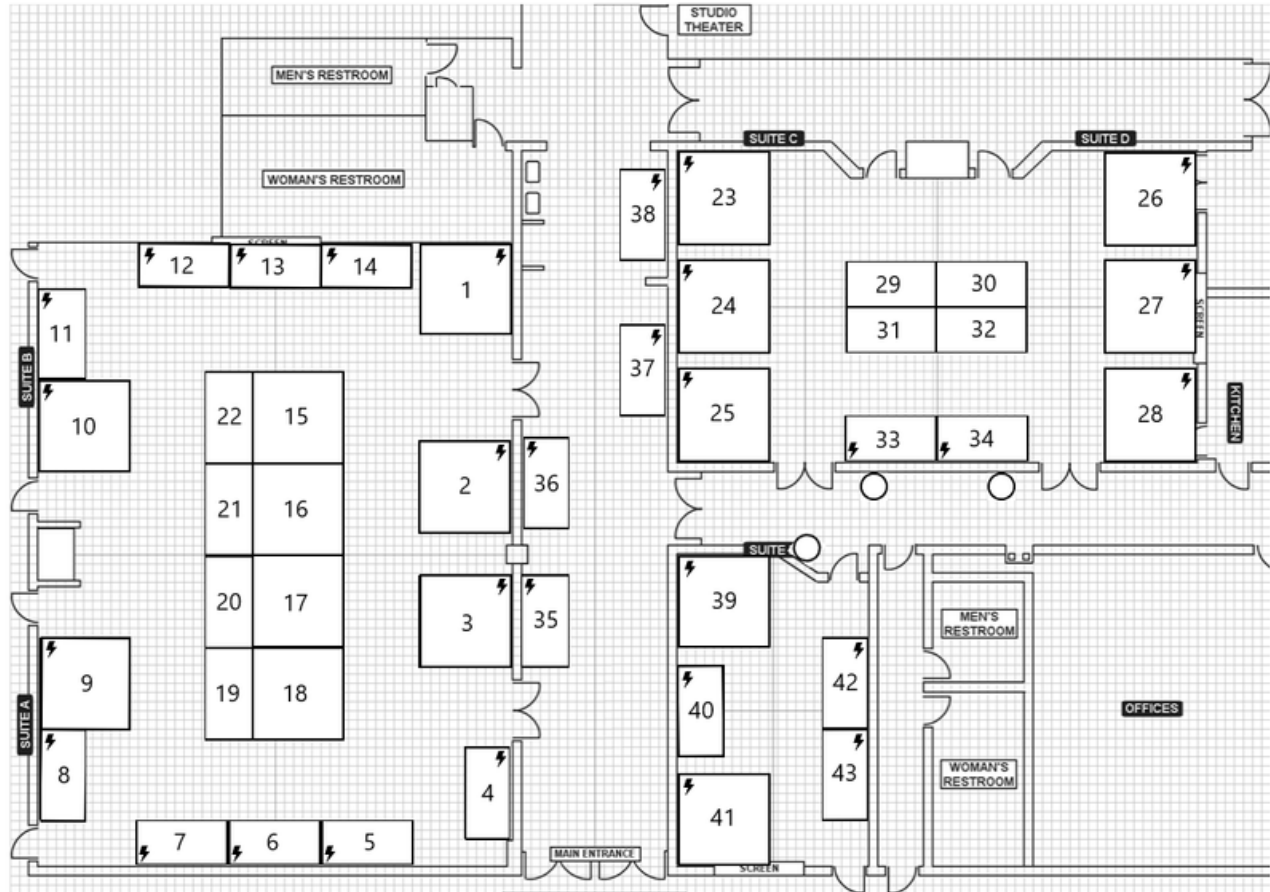
Full Page .....	8.5" x 5.5"
1/2 Page .....	4.25" x 5.5"
1/4 Page .....	4.25" x 2.75"
1/8 Page .....	2.75" x 2.125"

## Premium Ad Spots:

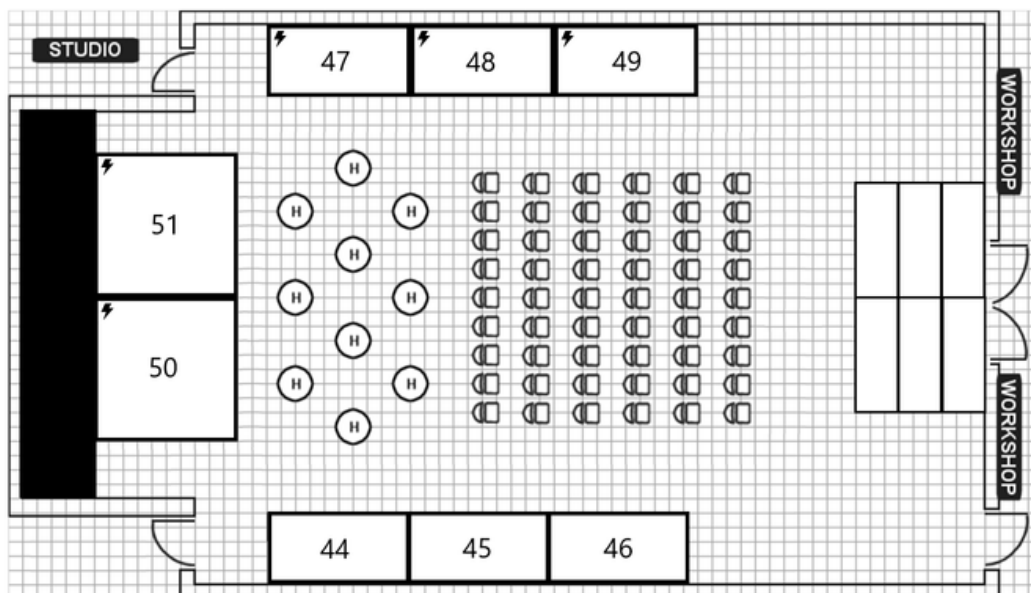
Full Page (Outside Front Cover)* .....	\$300
Half Page (Outside Back Cover, Above Passport Info Card) .....	\$200



# Conference Center Map



# Studio Theater Map



⚡ Booths with Electrical Hookup

# FAQ's

## How do I sign up to become an exhibitor?

Please visit our [online registration form](#) and complete the exhibitor application. Once your application is approved, you will receive an invoice to pay your deposit.

## What is the deadline to register?

Early bird and Returning Vendor registration forms must be received by November 1st in order to receive the discounted rate. The final deadline to submit a registration form is December 8, 2023.

## Are there category limits?

Yes, there are category limits for this show. This ensures a greater ROI for vendors, while giving brides and grooms a great variety. Direct marketing companies are limited to one vendor spot per show.

## How is the show advertised?

The Clay Bridal Spectacular is advertised in local magazines and publications, paid social media campaigns, direct mail, posters, flyers, e-blasts, internet ads. The expo is also advertised on the [THcenter Website](#) and is displayed on our Marquee sign located on College Drive in Orange Park, FL.

## Can I share a booth?

Only one business is allowed per booth space. Additional businesses must submit a separate registration form and be approved in order to exhibit.

## What is your cancellation policy?

All payments made are final, and no refunds of payments or deposits will be issued. In the event that the Expo is cancelled, a credit will be issued that can be used for a future show.



# Register Now to Save!



Vendors that register by November 1, 2023 will qualify for a 15% discount on their booth rental.

Returning vendors will qualify for a 20% discount on their booth rental and will have first choice of their booth selection, if registered by November 1, 2023.

All remaining registration applications must be submitted by December 8, 2023.



REGISTER NOW

CONTACT US

