

2026 EXHIBIT LICENSE CONTRACT

Questions? Mobile: 312.823.0232 | Office: 847.428.3320

Signature Events Group, Ltd. / Bridal Expo, Inc | 400 River Ridge Drive, Elgin, IL 60123

Company: _____ Contact Person: _____

Address: _____ City/State: _____ Zip: _____

Title: _____ Phone: _____ Cell: _____

Type of Service: _____ E-mail: _____

Client Signature: _____ Date Sent: _____ Received: _____

(I state that I am authorized to enter into contracts on behalf of my company. By signing this contract in pen, type face or electronic signature you agree that you are entering into a binding agreement subject to the rules and provisions on both the front and rear side of this page including payment for the services rendered.)

CONTRACTS ARE NON-CANCELABLE.

A 50% DEPOSIT PER SHOW REQUIRED.

BALANCE DUE 30 DAYS BEFORE SHOW DATE.

Credit Card Number _____ Exp. Date _____ Security Code # _____

Authorized Credit Card Signature _____ Zip: _____ Date _____

\$300 The Brides Bag*: Your Brochures Handed to Brides

\$600 Beginner Booth*: 5' x 4' space with (1) 30-inch High-boy table.

\$1200 Single Booth: 10' x 8' space with (1) six-foot clothed table.

\$1500 Double Booth: 18' x 8' space with (2) six-foot clothed tables.

\$2200 Triple Booth: 22' x 8' space (3) six-foot clothed tables.

*In The Bride's Bag and Beginner options exclude access to the lead list.

NOTES

Check Any Additional Booth Services You Need & Enter Subtotal.

Electric: \$75 _____ **8' Tall Drape:** \$75 _____

Extra 6' Table: \$90 _____ **Extra High Boy:** \$90 _____

Attendee List: \$200 _____ **SUBTOTAL:** \$ _____

ENTER YOUR CHOICES IN EACH COLUMN			BOOTH COST	EXTRA SERVICES	TOTAL	DEPOSIT	BALANCE
Sun	1/11	Hyatt Hotel, Schaumburg	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	1/18	Embassy Suites Hilton, Naperville	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	1/25	Marriott Hotel, Hoffman Estates	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	2/1	Georgios, Orland Park	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	2/22	DoubleTree, Oak Brook	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	3/8	Marriott Hotel, West Waukesha	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	3/22	Marriott Hotel, Chicago O'Hare	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	4/12	Hyatt Hotel, Schaumburg	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	4/19	Georgios, Orland Park	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	4/26	Marriott Hotel, Hoffman Estates	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	5/3	Marriott Hotel, West Waukesha	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	5/17	Embassy Suites Hilton, Naperville	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	6/7	Marriott Hotel, Chicago O'Hare	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	6/14	Marriott Hotel, Schaumburg	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	6/28	Georgios, Orland Park	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sun	7/26	Embassy Suites Hilton, Naperville	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
TOTAL \$			\$ _____	\$ _____	\$ _____	\$ _____	\$ _____



LICENSE & CONTRACT RULES, TERMS AND CONDITIONS

- 1) Signing of this contract constitutes that this agreement is a legal and binding contract for both the company and person obtaining exhibit space. Company or Person is defined as "Exhibitor." For and in consideration of the fees specified, The Signature Events Group (hereinafter referred to as "Show Management" or "SM") grants Exhibitor a revocable license to occupy space in Bridal Expo Chicago/Milwaukee (hereinafter referred to as "Show"). Said license may be revoked at the discretion of SM if SM has reason to believe that the Exhibitor has a place of business located at a site with other companies that compete with SM or the Exhibitor's services, products, or values would negatively impact our brand. It is expressly understood and agreed that the purpose of this Exhibit License Contract is to provide for each party's mutual benefit and promote each party's successful business operations. Any act by Exhibitor that is not considered to be in furtherance of this goal shall be deemed a satisfactory reason for SM to revoke the license hereunder.
- 2) For the convenience of the Exhibitor, SM will accept submission of this agreement by electronic signature. The parties agree that, if a signed copy of this agreement is transmitted by electronic signature, the electronic signature shall be deemed to be an original document & fully enforceable thereas.
- 3) All deposits are to assure your space, are non-refundable or transferable, and the balance of the entire contract is also due even if Exhibitor cancels the show or does not arrive on location at the contracted show unless the license is revoked by SM pursuant to Section 1 hereof. If payment in full is not received according to the terms, SM, may terminate this agreement. Exhibitors whose checks are returned for Non-Sufficient Funds will be charged an additional \$75.00.
- 4) The Exhibitor agrees and undertakes to indemnify and hold harmless SM, its agents, contractors, officers, sponsors, and employees from and against all claims, damages, actions, liability, losses and expenses in connection with loss of life, personal injury, and property damage occasioned wholly or in part by any act of omission or fault of the Exhibitor or attending public. The Exhibitor also acknowledges that SM does not assume any responsibility whatsoever for any property of the Exhibitor and that the Exhibitor will take whatever steps it deems necessary to protect its staff and personal booth contents. Insurance of booth contents and personnel is recommended. SM does not maintain insurance covering the Exhibitor's property and personnel.
- 5) The attendee list provided to the Exhibitor may not be disclosed, coopted, copied, or duplicated in any manner and shared with third parties. SM solely owns the list and will be monitored to prevent unauthorized use. Third parties' unauthorized use of the attendee lead list causes significant damage to SM, but the amount of damage would be extremely difficult to determine. Therefore, SM may at its option, pursue an action to enjoin the use or seek judgment at law for \$5000 for each unauthorized use, such being the agreed and stipulated damage amount by each party. Exhibitors who purchase "Beginner Booths" may not buy the attendee list.
- 6) Exhibitor agrees that SM may list the Exhibitor in show promotional materials and use photography or video taken at the show for publicity purposes without compensation to Exhibitor.
- 7) SM shall not be held responsible or liable when any show is cancelled, and such cancelled is caused directly or indirectly from fire, flood, earthquake, or other acts of God, strikes, lockouts, terrorist attacks or governmental warnings, other labor difficulties, acts of the public enemy riots, insurrections, governmental regulations, adverse weather conditions, or any other cause or events beyond the control of SM. SM will use its best effort to reschedule the contracted show. SM shall not be liable for booth fees or any other loss or damage associated with canceling or rescheduling the event.
- 8) Except as explicitly provided otherwise in this agreement, should SM fail to hold the show as herein provided or to furnish to Exhibitor the space herein described or to refuse acceptance of a contract after it has been submitted, SM shall refund to Exhibitor all amounts paid hereunder and Exhibitor shall accept such refund as complete settlement and discharge of Exhibitor's claims and demands. Show dates and locations are subject to change. If a change occurs, Exhibitor shall have the option of participating at the new show date or receiving a full refund.
- 9) Table sharing is prohibited unless preapproved in advance. Only the named Exhibitor on the contract shall be exhibiting or disseminating information. If SM finds this to not be true, then the named Exhibitor and its company will be liable for an additional table space-charge based on the single booth rate of the show and/or required to immediately leave the show.
- 10) All matters and questions not covered within this agreement are subject to the decision of SM. Should Exhibitor be in breach of any provision hereunder and SM elects to enforce such provision, then SM, in addition to any damages or relief awarded, shall be entitled to receive interest at the rate of 1.5% per month from the date of breach, plus all expenses incurred in the enforcement of the terms hereof, including, but not limited to, reasonable attorney's fees, court costs and all other expenses, whether or not litigation is filed. All parties shall agree that jurisdiction, venue, and choice of law shall be in Kane County, Illinois.
- 11) The promotional and instructional information provided by SM to Exhibitor is accurate as of its publication date; however, SM reserves the right to change or modify details of the show without notice. SM may issue additional rules as it deems necessary for the orderly presentation of the show. Any rule may be amended at any time by SM provided that such amendment shall not substantially diminish the rights or increase the liability of Exhibitor. This agreement shall represent the entire agreement between Exhibitor and SM. SM shall not be bound by any representation or understanding not expressly set forth in this agreement. No provision of this agreement shall be modified except by the written mutual consent of the parties.
- 12) If any clause of this 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.



BEGINNER BOOTH Space measures 5' x 4'

\$600 Includes 1 Highboy & Linen

Contains: 1 bar style highboy table measuring 36" wide x 42" tall. All signs and booth materials must fit within this space. Comes with one black table cloth that covers table.

Lead list not available for Beginner Booths.

ADDITIONAL OPTIONS



\$75 8' Tall Drape



\$75 Electrical Hookup



\$200 Data Base of Brides



\$300 The Brides' Bag Program



Extra 6' Tables or High Boy Tables **\$90 each**