

*The Original*  
**WEDDING EXPO™**  
*The Most Trusted Expo in New England*

**Bridal Gown Sale**

Show producer: Robert Chevalier of Chevalier Associates, Inc.

E-mail: [Robert@chevalierassociates.com](mailto:Robert@chevalierassociates.com). Cell: 508-868-0219. Fax: 508-770-0065

The bridal gown sale at The Original Wedding Expo is one-stop bridal gown shopping. Brides-to-be are able to try on and buy, right on the Expo floor!

Plan to display no less than 75 bridal gowns. The more selection, the more chances to sell!

Each bridal shop will receive a display/dressing room area. Approximate size of the space is 40' wide by 20' deep.

The space is carpeted and includes no less than five pipe & drape dressing rooms with coat racks and mirrors.

Chevalier Associates will provide 6' high bridal gown display racks. A basic company sign will be hung on the pipe & drape in addition to dressing room numbers. One 6' draped table will be provided.

During show hours, the bridal gown sale must be staffed at all times by the participating shop. Chevalier Associates assumes no financial responsibility for lost or stolen merchandise.

What is required of you?

- Bridal shop is responsible for the transportation of all gowns to the Expo and removal at closing.
- Bring rolling racks to transport gowns and to use as extra display racks, if needed.
- Be prepared to sell on the show floor. Have payment processing forms, receipt book, etc.
- Wireless internet is available for a fee.
- Bring extra gown bags to provide to the bride with her gown.
- Identify the sold gowns somehow so that security can identify easily. We suggest a brightly colored sticker or yarn attached to the gown bag.

