



twice inspired™

Give your wedding a new beginning.™



Be Twice Inspired Wedding Sale™

An easy way to consign, sell and buy new & gently used wedding items.

ABOUT

The Be Twice Inspired Wedding Sale is a seasonal event in which recent brides within your community can consign and sell their new and gently used wedding items to upcoming brides. This event not only gives the public the opportunity to save money on the growing costs of planning a wedding, but to bring a little extra money to those who have wedding items taking up valuable storage space. A shopper can find great deals on all types of wedding items while learning about available resources within the local wedding community. All in a great shopping atmosphere.

Formerly known as the Boise Wedding Consignment Sale, the Be Twice Inspired Wedding Sale started as a one day event in Boise, ID in April of 2008. The sale's popularity quickly grew and by the third sale in February of 2009 it had quadrupled in size and lengthened to two days.

SHOPPERS

The Be Twice Inspired Wedding Sale is an ideal shopping event for any bride getting married. Only the highest quality of items are accepted into the sale and sold for unbelievable prices. Shoppers have saved up to 50% on designer gowns and up to 75% on a variety of decorations and wedding supplies. No other wedding event combines the savings, variety, and ease of shopping *all in one location*.



October 2009



February 2009



twice inspired™

THE POWERHOUSE EFFECT

VENUE + BRIDES + SHOPPING = SUCCESS!

The Powerhouse Event Center in Boise, ID partnered with Be Twice Inspired Wedding Sale for an extremely successful February 2009 sale. The Powerhouse General Manager, Alex Kiesig, realized the sale as a potential marketing opportunity...to directly reach hundreds of brides at one time while they were in the facility!

Alex saw that with minimal effort he could provide brides with a sneak-peak as to how an event can be set-up, show-off their catering services and highlight the venue's great ambiance it has at night. And best of all...he could sell some of his extra wedding decorations from within his inventory that were no longer in use.

"BY HOSTING THE BE TWICE INSPIRED WEDDING SALE WE WERE ABLE TO PROVIDE BRIDES WITH AN ALL-INCLUSIVE SNEAK-PEAK INTO OUR SERVICES. DURING THE SALE WE PERFORMED MORE TOURS OF THE FACILITY THAN WE HAD ALL YEAR. THE POTENTIAL FOR BUSINESS WAS SEEN IN THE ABILITY TO TARGET OUR MAIN AUDIENCE WHILE THEY WERE IN THE SHOPPING MODE.

YOU CAN'T GET THIS TYPE OF EXPOSURE FROM A TRADE-SHOW. I HIGHLY RECOMMEND PARTICIPATING IN THIS WEDDING SALES EVENT, YOU WON'T BE DISAPPOINTED."

Alex Kiesig

POWERHOUSE
event center



www.powerhouseevent.com

In conjunction with the continual marketing efforts of the wedding sale coordinator, this two day sale produced the best results the sale has ever seen. This was much in part to the combined efforts of the sale coordinator and the Powerhouse. Here are a few keys to its success:

- The Powerhouse continually emailed their contact list for the promotion of the sale.
- The Powerhouse provided free appetizers and champagne for all shoppers & their guests during the Pre-Sale event on Friday evening.
- No-Host bar for those who wanted to purchase additional beverages.
- The Powerhouse encouraged their preferred vendors to participate in the sale to highlight their businesses.
- The Be Twice Inspired Wedding Sale dates were added to the Powerhouse marketing calendar for distribution at local wedding shows.

If you are interested in participating in the next Be Twice Inspired Wedding Sale let's discuss how it can be a great business opportunity for you! Have a few ideas as to how the sale can even more successful? Email sara@betwiceinspired.com

VENDORS

Wedding vendors are also a very important part of a successful sale. By participating you will have the unique opportunity to meet with brides in a shopping atmosphere. What other marketing opportunity do you have to meet with hundreds of brides one-on-one while they are ready to spend money on quality services and great deals?

Show off your business by providing these brides with a taste of what they would experience by using your services. This is not a trade-show, but an opportunity for those eager to expand their clientele and catch brides while in the shopping mood.

The next sale is **January 22-23, 2010 at the Powerhouse Event Center:**

Pre-Sale Event: Jan. 22: 5:00 pm - 9:00 pm

An evening of shopping with hors d'oeuvres and champagne provided by the Powerhouse. Admission \$2.00 per person.

The Wedding Sale: Jan. 23: 11:00 am - 4:00 pm

A full day of shopping for only the highest quality wedding items. Last two hours 50% off all red tag items! Free Admission.

Make sure sign-up now to reserve a Vendor table for the upcoming sale. Included with your \$175 table reservation:

- 6' Skirted table with white linens
- 1 Chair
- Electricity
- Your logo on www.betwiceinspired.com with a link to your web-page
- Your logo on ALL e-newsletters sent out by Be Twice Inspired with click-thru tracking (Over 1,300 emails sent out with each email blast)
- The opportunity to present a short (15 min.) presentation about wedding tips and/or your business on Saturday Jan. 23 during the Wedding
- 10 Passes for Free Admission to the Pre-Sale Event
- \$25.00 Off of reservation fee if you have gently-used wedding items you'd like to consign.

If you are interested in participating please contact Sara Harris by January 15, 2010. Space is limited and reservations are made on a first-come first-serve basis. Included within this brochure is a the Vendor Reservation form. To ensure reservation please return with payment via mail or email.



"Thank you again for having me participate in the Be Twice Inspired Wedding Sale. I think you do a fantastic job for your vendors and you always have great deals for soon-to-be brides.

*Regards,
John P."*

"I found a couple of great items for my wedding, and I found a great place to sell some of the things from my wedding once it's over! The items I picked up seem to be truly unique and beautiful, and I'm excited to see them at the big event!

Briana B."

Be Twice Inspired
Wedding Sale, LLC.

Sara Harris, Owner

14135 W Comisky
Boise, ID 83713

Phone: 208-631-1429
sara@betwiceinspired.com
www.betwiceinspired.com



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CONTRACT FOR VENDOR TABLE SPACE

Business Name: _____ Contact Name: _____

Address: _____ Website: _____

City: _____ State: _____ Zip: _____ Email Address: _____

Primary Telephone: _____ Other Telephone: _____

Product/Service Description (must be provided): _____

TABLE SPACE RENTAL

Included: Rental of table space for length of Be Twice Inspired Wedding Sale

6 ft. Skirted Table

1 Chair (Additional chairs available at no extra cost)

Electricity (Must provide own extension cords & share electrical outlets with neighboring vendors)

Vendor Logo placed within www.betwiceinspired.com with link to vendor's website

Logo included within all e-newsletters (list size of over 1300 brides)

15 minutes of presentation time on Sat. Jan. 23 during the Wedding Sale.

10 FREE Passes to Friday evening Pre-Sale Event Jan. 22

Price: \$175.00 (\$25.00 discount if you have wedding items to consign, please contact Sale Coordinator for more information)

DEPOSIT POLICY: Full payment must accompany signed contract.

- Table placement will be made upon the type of product/service and at the Sale Coordinator's discretion.
- Table space will not be assigned until payment in full has been received.

CANCELLATIONS: Full refund will be granted if space rental is cancelled by January 15, 2009. No refund will be given thereafter.

PAYMENT

Make checks payable to:

Be Twice Inspired Wedding Sale, LLC.

(All returned checks subject to a \$30.00 fee)

Please email or mail this completed agreement with payment to:

Sara Harris, Sale Coordinator,
14135 W Comisky
Boise, ID 83713
sara@betwiceinspired.com

Check Visa MasterCard Discover

Card #: _____

Exp Date: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

CCV# (3 or 4 digit security code): _____

AGREEMENT

We hereby acknowledge that we have read and understand the Vendors Rules and Regulations for the Be Twice Inspired Wedding Sale. No agreements or understandings whether written or oral, not contained in this contract or the Vendor Rules and Regulations will be binding upon the parties unless such an agreement is in writing and signed by an authorized representative of the Be Twice Inspired Wedding Sale.

VENDORS SIGNATURE: _____ **DATE:** _____
(sign here)

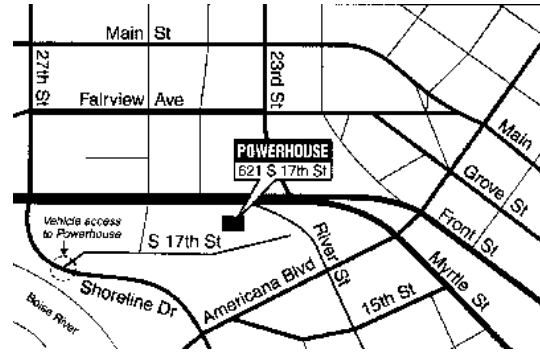
BE TWICE INSPIRED WEDDING SALE INFO

Location:

Powerhouse Event Center
621 S. 17th St.
Boise, ID 83702

Contact:

Sara Harris, Sale Coordinator
sara@betwiceinspired.com
www.betwiceinspired.com
208.631.1429



Check In:

Check in with Sara upon arrival. Your table space will be set-up and ready for move-in.

Set-Up Hours*:

Friday, January 22, 2010: 3:00 pm to 5:00 pm

Sale Hours:

Friday, January 22, 2010: 5:00 pm to 9:00 pm – Pre-Sale Event (Admission \$2.00 per person) with champagne & hors d'oeuvres provided by the Powerhouse.

Saturday, January 23, 2010: 11:00 am to 4:00 pm – Full day (free admission) with last two hours of sale 50% off all red tag items.

Break Down Hours:

Saturday, January 23, 2010: 4:00 pm to 7:30 pm

SET-UP & SALE TIMES MAY BE SUBJECT TO CHANGE. NO NOTICE OF CHANGE WILL BE GIVEN. PLEASE CHECK WEBSITE OR WITH SALE COORDINATOR TO VERIFY SALE HOURS.

****PLEASE BE AT YOUR TABLES BEFORE THE SALE BEGINS EACH DAY. ANY TABLE NOT SET UP BY 5:00 PM FRIDAY WILL HAVE THEIR SPACE REASSIGNED TO ANOTHER VENDOR WITH NO REFUND****

VENDOR RULES AND REGULATIONS FOR SPACE RENTAL

Rules and regulations governing the show have been written to advise vendors of their privileges, restrictions and requirements. Any changes to the rules and regulations must be made prior to the opening of the show. Be Twice Inspired Wedding Sale will be referred to as "BTIWS" in the following:

1. Booth space will be assigned and given priority at the discretion of Sara Harris, Sale Coordinator. Vendor agrees to accept the booth space assigned and further agrees to accept reassignment to create a more effective BTIWS or for safety purposes.

- 2.** Management reserves the right to determine the eligibility of any exhibition not in keeping with charter and purpose of the show.
- 3.** Subletting of table space is prohibited. Two or more firms may not exhibit in a single space unless approved by Sale Coordinator.
- 4.** All aisles must be kept free of equipment, displays, etc.
- 5.** Vendor sales of food and beverage for consumption in the building is prohibited. Samples may be given out of food items less than one ounce.
- 6.** The Sale Coordinator reserves the right to reject any applicant for space at any time, and reserves the right to regain possession of any space by refunding to the applicant or vendor the amount paid for the space.
- 7.** All labor necessary in setting-up or removing exhibits must be supplied by vendor.
- 8.** Vendors are to have tables set-up and ready before the sale unless prior approval is given by BTIWS.
- 9.** All exhibits must remain intact until the close of the sale.
- 10.** The decision of the Sale Coordinator must be accepted as final in any disagreement between vendors or in the decision to remove from the show any vendor or his representative performing any act or practice which, in the opinion of the management, is objectionable.
- 11.** All matters not covered in these conditions are subject to the decision of the Sale Coordinator.
- 12.** Electrical extension cords must be provided by vendor.
- 13.** BTIWS assumes no liability including but not limited to the following: BTIWS is not responsible for anything that may be lost, destroyed, damaged or stolen and will be held harmless for any injury, death, or damage that may occur to a vendor, his or her employees, agents or property, or for loss as a result of theft, fire, accident or any other cause. Note: If requested by sale management, vendors/participants must sign a release of liability form. Vendor agrees to protect, save and hold BTIWS and/or any person, organization or corporation for whom BTIWS contracts to serve as show management and/or facility forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the vendor or others, as well as to strictly comply within applicable terms and conditions in the contract agreement between the facility and BTIWS regarding the wedding sale premises; and, further, vendor shall at all times protect, indemnify and hold BTIWS and facility forever harmless against and from any losses, costs (including attorney's fees), damage, liability, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the vendor's use of the wedding sale premises or a part thereof.
- 14.** Cancellation – If vendors fail to make payment required by the contract in a timely manner, BTIWS may terminate that contract and vendor's participation in the event without further notice and without obligation to refund monies previously paid. BTIWS is expressly authorized, but has no obligation, to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such a manner, as it may deem best, and without releasing vendor from any liability there under. BTIWS may also terminate the contract without any obligation on BTIWS's part to refund any payments previously made and without releasing vendor from any liability arising as result of or in connection with such breach. If BTIWS removes or restricts a vendor which BTIWS considers to be objectionable or inappropriate, no refund will be due to Vendor. Notwithstanding the foregoing, if the sale location cancels the event due to circumstances beyond the reasonable control of BTIWS (such as acts of God, acts of war, governmental emergency, labor strike, or unavailability of the Exhibit Facility), BTIWS shall refund to each vendor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of organizer to vendor.
- 15.** Guarantee – BTIWS makes no representations or warranties regarding the number of persons who will attend the show. Vendor understands that neither BTIWS nor its agents or representatives guarantees attendance at BTIWS nor any financial gain to any vendor participating in the show.
- 16.** Compliance With Laws and Regulations – Vendor shall abide by and observe all federal, state, and local laws, codes, ordinances, rules and regulations and all rules and regulations of the BTIWS Facility (including any union labor work rules).