

INDIANA WEDDING EXPOS

Terms and Conditions of Money-Back Guarantee

We are so confident that the Indiana Wedding Expos (IWE) will produce results for your business that we offer a Risk-Free Money Back Guarantee. If you follow the steps outlined below and do not receive sales from the show that exceed the fee paid for exhibit space, we will refund your exhibit space fee in full.

1. The key to achieving successful results from the show is advance planning and preparation. To qualify for the guarantee, you must submit an exhibitor registration at least 30 days prior to the show date, make all payments when due, and staff your exhibit space at the show. You must also decide upon a show specific offer unique to each show for tracking purposes. This offer must be communicated to your IWE representative.

2. To assist our exhibitors in their preparations for the show, we have a series of online training videos where the fundamentals of show success are discussed. To qualify for the guarantee, at least one person from your company must view ALL the online videos.

The videos are available at:

<https://vimeo.com/113867232>

<https://vimeo.com/113867227>

<https://vimeo.com/113867228>

<https://vimeo.com/113867229>

<https://vimeo.com/113867230>

<https://vimeo.com/113866456>

<https://vimeo.com/113866458>

<https://vimeo.com/113866459>

<https://vimeo.com/113866460>

<https://vimeo.com/113866461>

Each video contains a unique code word, and you must submit a list of the code words by email to info@indianapolisbride.com at least two weeks prior to the show.

3. To ensure that you have received the most from the success videos, and to ensure you are prepared for your next steps and marketing plans, you must schedule a thirty (30) minute telephone call or in-person meeting with a representative of Indiana Wedding Expos. By the end of this meeting you must communicate to the IWE representative your show specific offer.

Please call (317) 708-4401 or email info@indianapolisbride.com

if you have any questions about this guarantee program.

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4. Post-show follow-up is crucial to achieving successful results from the show. Exhibitors are provided a contact list of the attending couples. To qualify for the guarantee, you must email at least 75 percent of the names on this list at least two times, with the first email sent within 30 days and the second within 60 days after the show.
5. Direct mail is the most effective means of post-show follow-up, as delivery is assured and the response rate is typically much higher than with an email campaign. To qualify for the guarantee, you must mail a postcard, flier or other promotion piece to at least 75 percent of the names on the contact list within 30 days of the show and provide the USPS Certificate of Mailing signed by a USPS employee.

To qualify for this guarantee, you must follow each of the steps outlined above and provide documentation as specified. If, after 120 days, you have not received sales from the show in excess of the fee paid for your exhibit space, show management will refund your exhibit space fee. Refunds will not be given for electric service, WIFI, equipment, website advertising equipment rentals, décor, marketing materials, labor costs, product costs or any other cost associated with participation in the show. In the event of cancellation of the show due to inclement weather or similar occurrence, this guarantee is void and the exhibitor will instead be compensated through offering a future show in place of the cancelled show. Any claims under this guarantee must be made within six months of show date.

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