



ALPHA PROMOTIONS

Phone 316-684-1811 | info@wichitabridalshow.com | www.WichitaBridalShow.com
228 N Chautauqua, Wichita, Ks 67214

Welcome

to the **32nd** annual **BRIDAL & EVENT EXPO 2026, January 10th & 11th** located at Century II Exhibition Hall. Brides attend this Expo! Others in attendance include family members, friends, grooms, and other people planning all types of events! At the Bridal & Event Expo you receive the *best* this area has to offer, including Fashion Stage Shows, top-ranking exhibitors, plus a well-planned and orchestrated Expo. Your participation in this Expo means your advertising dollars are well invested. BRIDES ATTEND!!! Our focus includes brides and anyone planning any type of event! Including birthdays, celebrations, anniversaries, graduations, and all special events.

Advertising is a major key to this Expo's success. Our website www.wichitabridalshow.com offers a vast array of choices and information for both your business, the bride, and event attendees. Our Social Media reach is vast! We advertise the Expo very well. Plus, with over 30 years of its existence, this Expo is very well known and established!

WE REACH PEOPLE!! WE ADVERTISE!!

People attending enjoy accessibility to many merchants in one setting.

PLUS being in a Show as a Vendor allows several things to occur:

- Making Direct contact with Brides and attendees. They meet YOU.
- Getting YOUR information directly into their hand
- Gaining that all important NAME EXPOSURE. People remember your name
- Having the Bride / Attendees interact with you on a personal note. So important!
- Answering questions, not just texts or emails but they can ask you a question and get that answer immediately.
- AND YES! – Getting an Appointment or Booking right at the Show! Plus Vendors receive Brides information for all the follow up Vendors are able to do after the Expo
- TONS of Networking occur at the Show. Getting other businesses acquainted with you and your business and making business alliances and FRIENDS really happens.

The quality of the Bridal & Event Expo is in its advertising, and organization providing the *best* access to your customer! This is *your* target audience. People are paying to attend, choosing where they will do their business.

GENERAL SHOW INFORMATION

- Each merchant receives a list of all Bride's and their contact info that registered at the Expo (available AFTER Expo is done - takes approximately 2 weeks to compile names and email to you)
- All Vendors are listed on our Website with name, phone and visitors able to directly email or link to your website
- Show hours: Saturday 10 - 5 and Sunday 12 - 5
- Set-up Time: Friday 12pm - 10pm and Saturday 7:30am - 9am
- 10'x10' booth area has back and side drapes, 8' skirted table, 2 chairs and sign with business name
- Booth and category confirmed when Application, Contract and \$375 per booth deposit received
- Opportunity to be part of the Grand Prize, Pre-Registration, Showcase, Fashion Stage or other Promotions as long as available

Show rates: \$750 per booth space if deposit made & full balance received by 12-1-25 OR \$800 PER BOOTH SPACE IF BOOTH BALANCE RECEIVED AFTER 12-1-25.

NEW Vendors will be accepted if Booths / Categories are available

For more information call: 316-684-1811 Alpha Promotions Cindy Uloho
info@wichitabridalshow.com www.wichitabridalshow.com

BRIDAL EXPO APPLICATION

January 10 & 11, 2026 Saturday 10-5 Sunday 12-5

BUSINESS NAME: _____

CONTACT NAME: _____

STREET ADDRESS CITY STATE ZIP

Phone # (to be published on web) _____

BUSINESS CATEGORY

Phone # for us to call you _____

Email address to publish _____

Did you Exhibit in January 2025 Show Yes ___ No ___
Do you want the same space? Yes ___ No ___

Email address for office use _____

It is a Request Only for a certain booth placement
Booth placement will depend on date when application,
contract and deposit received. Other criteria may be applicable

Website Address _____

Please PRINT CLEARLY

*****Deposit of \$375 per booth is required Total Fees: \$800 per booth or \$750 per booth if PAID IN FULL BY 12-1-2025 for \$50 discount. FULL Amount \$800 per booth - Due if paid AFTER 12-1-2025 Booth Space 10 x 10**

If a deposit or payment has been paid on a booth and cancellation is desired, to receive any booth refund, a written letter of cancellation must be received prior to December 1, 2025. See contract # 5

Vendors accepted to Show if there is booth / category availability

Number of Spaces 1 2 3 Booth Number(s) _____ (Is a Request Only) **SHOWCASE?** circle yes no

Check Box if Interested in being a part of Grand Prize _____ Pre-Registration Prize _____ Q & A on Stage _____

Fashion Stage Time Requested Yes ___ No ___ (See Contract # 10)

If requesting stage time, this is to be done by November 1st, 2025 as schedules and fitting times are started the 1st of December

Payment Accepted: **CASH, CHECKS (payable to Alpha Promotions) or CREDIT CARDS**

Check Number _____ OR Credit Card # _____ Amount paying _____

IMPORTANT: For Credit Cards: Security code of card _____ Expiration date _____

For Credit Card Billing: Address: use street number only _____ Zip Code _____

Name on Card _____

Electricity: if needed must be ordered and paid directly to Century II by merchant. Order information will be enclosed in November mailing.
*****Century II will enforce LATE electrical order fees. Fees Due 2 weeks prior to event to avoid late fees*****

Requests / Needs _____

Mail To: Alpha Promotions
228 N Chautauqua
Wichita, KS 67214
Cindy Uloho 316-684-1811

OR Email to:
info@wichitabridalshow.com

ENCLOSE THE FOLLOWING:
Deposit AND Application
SIGNED TWO-PAGE Contract

JANUARY 10th & 11th, 2026 CONTRACT RULES AND REGULATIONS BINDING BOTH PARTIES TO CONTRACT**EXHIBITOR NAME** _____**BUSINESS CATEGORY** _____

Definitions

(**Category must be included** and Vendor will be accepted ONLY into this category with Promoter agreement)

- A) Show: **Bridal & Event Expo 2026 Century II**
- B) Promoter: Alpha Promotions LLC 228 N Chautauqua Wichita, Kansas 67214 316-684-1811
- C) Vendor: Business, person or entity contracting with Promoter to participate as a booth holder at Show with their agents, employees, representatives and /or volunteers.
- D) Booth: The area leased by the Vendor for its participation in the Show, Fashion Stage Area or any space in which Vendor is displayed or participating in Show.
- 2) A) Interpretation and Enforcement of Rules—Each Vendor agrees and shall comply with all Show and Alpha Promotions rules and regulations. Vendor agrees to obey all laws, by-laws and regulations governing use of the facility and operation of the Show. Vendor agrees and shall comply by the rules and regulations, all statues and ordinances of the City of Wichita, State of Kansas, County of Sedgwick and any other government or regulatory body having authority to regulate the facility and the Show, and to obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors and other Vendors to the Show. This includes but not limited to statues and ordinances affecting health, sanitation, maintenance, and fire safety. Any violation of these rules and regulations or the referred statues and ordinances shall result in the immediate forfeiture of all right of participation in the Show and any money received to secure participation in Show. The Vendor agrees to obtain, at its own expense, any licenses or permits which are required for the operation of its trade or business during the term of the Show.
- B) Vendor its agents, representatives or employees agrees to and comply with all City, State and Federal laws in the playing, reproduction, broadcasting or other use at the Show of any music, materials, devices, processes and dramatic rights (the "Work") that is the subject of any third-party copyright, trademark, or patent. The use of the "Work" in any manner by the Vendor or is prohibited. The Vendor agrees to indemnify and save harmless Alpha Promotions LLC, agents, staff and employees including the facility, or any person with whom the Vendor is responsibly by law against any and all claims, losses, liabilities and damages, including legal fees and expenses, costs and charges arising from or as a result of any unauthorized use of any "Work" by the Vendor, its agents, employees and these for whom the vendor is responsible in law.
- 3) A) Liability Indemnity—Vendor covenants that it will protest, defend, hold harmless and indemnify the Promoter, Promoter's director, officers, agents, employees and volunteers from and against any and all expenses, claims, actions, liabilities, attorney's fees, damages and losses of any kind whatsoever, actually or allegedly, resulting from or connected with the participation as a Vendor, Vendor helper, or Vendor staff in the Show, including any and all third-party business, person, or entity. The Promoter or agents of the Promoter shall not be liable for any loss or damage to any merchandise or personal property in or about the Vendor's booth, stage, Fashion Stage, dressing room areas or anywhere within Century II, regardless of the cause of such loss or damage. The Promoter is unable to offer insurance to cover loss, theft, or damage, therefore each Vendor is responsible for all of own inventory or property. All items associated with the Vender or used by the Vender, Vender's staff or helpers, are Vendor's responsibility. Promoter is in no manner responsible for any loss, damage or cleaning needs or repair of item(s) or article(s) used by Vendor, Expo Attendees, other Vendors, or others at any time in connection with Show. Alpha Promotions, Promoter, has no responsibility for any third party or fees for which Vendor has contracted or included or to which a prize has been issued. Vendor will hold harmless for any reason Show cannot open at appointed time or run within contracted hours.
- B) Vendor agrees to pay for any damage caused by Vendor or Vendor, their representative/staff, to any Century II property, another Vendor's property or to Henry Helgerson Company property. Vendor agrees to pay in full for any damage in which there arises a fee to repair, replace or clean due to Vendor's cause of such damage. Vendor agrees to pay within 10 days in full of damage from when claim(s) presented to Vendor.
- 4) Exhibit Categories/Fees
- A) Booths—For display and sales of items, solicitation of contracts, services, and samples by Vendor. Booth size is 10-foot X 10-foot.
- B) Fees will be \$800 per booth or **\$750** if paid in full by 12-1-25. Deposit \$375 per booth must be received to secure booth space.
- 1) Contract signed on (Date) _____ and \$ _____ received per booth space, (total number booths _____) for a total of \$ _____
- 2) A \$50 discount will be given per booth space if Vendor pays in full total amount of booth space(s) by 12-1-25. If payment is not received in full by 12-1-25 **NO discount** will be given and **full amount of \$800** per booth space will be due.
- C) All booth space fees are due in full by 12-15-25. Vendor agrees to pay all booth space due by this time. If booth space(s) fees are not paid in full by 12-15-25, Vendor may forfeit all rights to booth space(s) and Promoter may reassign Vendor's space or move Vendor to any booth space Promoter selects. Vendor may lose all rights to Show participation, booth space and bridal names as determined by Promoter.
- D) **New Vendor(s) accepted until Show date, until show full or when business category filled.** Promoter reserves the right to determine business category acceptability, and number of businesses accepted per category, or acceptance of any business as a Vendor.
- E) Promoter will determine the final booth placement of each Vendor and may adjust as needed.
- F) Booth must be manned entire Show and display must remain fully in place both days of Show and no early teardown. Failure to follow this will result in no Bridal names to Vendor, and possible non re-acceptance into future Shows. One day Show participation is not an option.
- 5) **Cancellation**
- A) If Vendor desires to cancel participation in Show, Vendor shall notify Promoter in writing of intent by 11-15-25 to be eligible for a refund. A refund of 80% of any money received will be made until 11-15-25 then is a 50% refund. After 11-30-25 no refund will be issued or moved to another Show. If Vendor cancels, for **ANY REASON**, Vendor forfeits all rights to booth space, any money received, placement and/or rights to participate in Show, nor will receive Bridal Registration name list. If Vendor contracts for more than one booth space and cancels any additional booth space(s), money received for additional booth space(s) will be subject to cancellation policy as stated above. Payment received will not be transferred to another booth space(s) or Show without cancellation rules applying. Each booth space is contracted, and payment placed independently.
- B) If Vendor does not notify Promoter in writing to cancel participation in Show, does not participate in both days of Show, no refund of any money will be returned and Vendor forfeits all rights to booth space(s), bridal Registration name list and participation in Show and possible future Shows.
- C) Vendor will not receive the list of Bridal Registration Names if: booth not manned entire show, booth not set up with display to Promoter's satisfaction, booth not completed at time show opens to public, booth rent not paid in full by 12-15, 2025, and/or if Vendor cancels participation, Vendor loses all rights to Show.
- 6) Booth Setup/Removal—Vendor will be permitted to begin assembling booths no earlier than 12:00PM Friday, 1-9-2026, ending at 10:00PM same day. Setup may resume at 7:30AM Saturday 1-10-2026 and be completed at 9:30AM same day. Teardown starts no earlier than 5:00PM on Sunday 1-11-2026 and completed with Vendor's possessions removed by 8:00PM of same day. If Vendor has a vehicle to be displayed, or special needs, earlier setup time may be permitted with approval.
- 7) **Subleasing or Exhibiting**—Subleasing of all or any of the booth space(s) by the Vendor is strictly prohibited. Vendor cannot permit another party to exhibit or be promoted in any manner. All exhibitors, products, goods, services, information available in booth space must be made known to Promoter at time contract is signed and meet Promoter's approval. If Vendor found allowing another party to promote, display, lease, or conduct business in any fashion or allowing to be exhibited person, information, product, service, or goods not in agreement by Promoter and listed on application form, Vendor involved will be found in violation of contract and may be asked to pay an additional \$800 booth fee, and/or not be accepted into any future shows. All unacceptable products, or display material must be immediately removed. Violation of rules will result in no Bridal Registration names to vendor, and possible non acceptance into future Shows. Another business(es) Vendor may own is not allowed to be exhibited, only category agreed and approved by Promoter is allowed in Vendor booth.

Business Representative Initial _____

- 8) Show Schedule—Saturday, January 10th, 2026, 10:00AM to 5:00PM and Sunday, January 11th, 2026, 12:00PM to 5:00PM.
- 9) **Electricity**—Available to most booths. **Vendor will Order and make payment to Century II.** Electricity order information will be in setup information packet emailed in November. If electricity needed, note this on the Special Needs line on Application. Vendor is responsible for payment for electrical needed.
- 10) Fashion Stage
1. Model Agency will be employed to model all clothing and accessories on Fashion Stage. All clothing or accessories must meet Promoter’s approval. Model size determined by overall Show need. No special size models supplied by Promoter. If Vendor requires special model size, age, additional models can be retained and paid for by Vendor, but all such models are to be hired through Promoter’s designated modeling agency.
 2. Requests for stage time will be considered based on availability of stage time, category, and past participation. Promoter reserves right to accept or reject any request for stage time or time slot. Stage times will be assigned based on deposit date, application and contract received, past participation, past time slot, category, and time availability. Fashion Stage acceptance is sole decision of Promoter.
 3. Eligible Vendors must request stage time when application for show made. If business states will participate on stage and changes this for any reason, Promoter reserves right to reject show participation in booth or on fashion stage present or future and any money received for booth will not be refunded. Vendor has no recourse for any monetary loss for not being allowed to participate in Show or on Stage.
 4. Promoter decides number of Fashion Stage slots and Vendors accepted to fill slots, including which Vendors shares a slot.
 5. There are no charges to display gowns, tuxes, or flowers on stage. Exceptions are special requests by Vendor requiring dressers, special sized models, special needs, or age. These needs will not be supplied by nor paid for by Alpha Promotions and will be Vendor's financial and physical responsibility to provide and must meet Promoter's approval. All Stores exhibiting on Stage will be responsible to have dressers backstage to dress models.
 6. All gowns, dresses, accessories, tuxes, suits, or floral arrangements, accepted on stage will be Vendor's full responsibility. Alpha Promotions assumes no responsibility of any item on stage or dressing room that is lost, or damaged. Vendor assumes full responsibility of each item brought to stage.
 7. Vendor may not allow another Vendor to be on stage or be promoted on Stage, any product or service unless Promoter gives approval.
 8. Any Vendor or Business accepted to Stage agrees to hold Promoter and Promoter Representatives harmless from any associated damage, theft, fall, injury associated with being on stage, dressing room or any stage area.
- 11) Booth Decoration, Sound and Food Sampling
- A) Booth size is 10 x 10 will be provided an 8’x 10’ draped backdrop, 3-foot draped booth dividers, one 8’ skirted table, sign with business name and two chairs. Additional booth needs can be ordered through Helgerson Co, as form sent in June email, or Vendor may provide for any of own needs.
 - A) All tables used in booth must be skirted to floor unless table is decorative. Booths must be decorated in Promoter approved acceptable manner.
 - B) **All display must fit** into Vendor’s designated booth space. **No part of Vendor's display nor booth may extend into aisle, including easel(s).**
 - C) No loud sound equipment or microphones allowed. If Promoter requests noise or sound to be decreased, Vendor will comply immediately.
 - D) No items or pictures found in any manner offensive to Promoter may be displayed. No political material can be displayed.
 - E) Vendor may not go outside of contracted booth using aisle to promote business, nor block passage of attendees. Special events may pertain with approval.
 - F) **No attaching of any décor, or equipment to Century II structure or floor, nor to pipe and drape except approved banner over pipe using S hooks. No tape to be used on floor except Century II approved painters or Gaffer tape.** Vendor is responsible for any damage done to Century II structure or flooring by Vendor’s action and Vendor agree to pay for damage per Century II or Management Company billing within two weeks of billing.
 - G) Sampling is encouraged and allowed. All food given as samples or sold must meet with all State of Kansas, Sedgwick County and City of Wichita Health Code requirements and any licensure needed must be current. Sample size needs to be a sample. Food Sales are allowed but only if packaged in multiple and for non-consumption at show. No selling of hot food or any drinks per Century II policy.
- 12) Sales Tax—Is sole responsibility of Vendor to collect and make payment of collected taxes to State of Kansas. All laws governing retail sales tax must be followed.
- 13) Publicity—Advertising will be using any mediums Promoters deems appropriate.
- 14) This contract is expressly contingent is so far as Promoter can secure 100 booths by 10-15-25. In the event this contingency not met by this date, Promoter reserves right to cancel Show with return in full of any money received. If Show is cancelled or not allowed to continue in manner originally contracted with City of Wichita, Management Company or If an Act of God, Natural disaster of any sort, any disease, health management or terrorism occurs in which Show cannot be started or completed on contracted Show dates, or is disrupted in any manner, no monies received will be returned and no loss of revenue, real or alleged, can be filed against Promoter, Alpha Promotions or Promoter’s representatives. If Show is cancelled by City of Wichita, Management Company, Sedgwick County, State of Kansas or Federal ruling due to health safety, it will be determined by Promoter at such time if any or amount of show money will be returned or forwarded to another Show.
- 15) Promoter reserves right to not allow any Vendor to be re-accepted into any future Show(s) if there are complaints to Alpha Promotions, based on unethical business practices by Vendor or Vendor Representatives, non-adherence to contract or Show rules and regulations or Promoter decision. Acceptance into any Show is Promoter discretion. If Vendor causes or is involved in any disturbance at Show, Promoter may have Vendor or Vendor’s representative(s) removed from Show and no re-admittance allowed into present Show or future Shows. No money received for booth space will be refunded. Vendor agrees to hold Alpha Promotions, Promoter and Promoter Representatives harmless for any result of such action. If Vendor in violation of any afore listed circumstances, Bridal List names will not be provided.
- 16) Each Vendor will provide a Prize valued at \$50 or greater to be available at the Show. Winner’s name will be drawn from Show’s registration. **Prize requiring a purchase to be redeemed is NOT acceptable and considered a coupon.** Gift Certificates are acceptable. Vendor's prize must be from Vendor or another Vendor in current Show. Vendor is responsible for prize distribution. If winner not present, Vendor will notify winner of prize within one week of prize won an award prize. Promoter assumes no responsibility for prizes in any manner. Prizes will be displayed on Show TV's. Vendor accepts all responsibility of any prize Vendor provides.
- 17) Vendor agrees not in any manner whatsoever provide, sell, make available, display or make accessible in any form Bridal, or any attendee names obtained in any manner at the Show to any person, business, entity, or enterprise. This includes names Vendor obtains at own booth, names other Vendor(s) obtains or Bridal Pre and Post Registration list of Bridal names provided by Promoter. All names are property of Alpha Promotions and may only be used by Vendor for Vendor’s own business advertising, not to promote nor help to promote any other business or Event. If Vendor found in violation of name distribution, Vendor will not be allowed into Shows and any money paid for Show will be forfeited. NO other Event can be promoted.
- 18) Website: Vendor will be provided a Basic Listing on the www.wichitabridalshow.com website at no additional charge. If Vendor cancels participation in Show, website listing shall be removed at that time without recourse by Vendor. If Booth balance is not paid in full on December 15, 2025, Website Listing may be removed as determined by Promoter. Website listing needs booth deposit made. Content must be approved by Promoter. No business, service or entity can be listed on Website Listing not contracted with Promoter. If contract rules are not followed, Promoter reserves the right to cancel Vendor's website listing without Vendor recourse.
- 11) Century II: NO outside food / drink can be brought onto Show floor during **public** Show days except those being sampled to the public or if there is a special dietary need.

X _____ Vendor Representative (DATE) _____ Promoter Representative (DATE)

Business Name _____ Business Category _____
(Must be completed)