

ALPHA PROMOTIONS

228 N Chautauqua
Wichita, Kansas 67214
316-684-1811

www.WichitaBridalShow.com

info@wichitabridalshow.com

Welcome to the **22nd** annual **BRIDAL EXPO 2025, July 26th & 27th** located at Century II Exhibition Hall. Typically there around 550 brides registered for July Expo. Others attending include family members, friends, grooms, and others planning all types of events! At the Bridal 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. 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 Bridal Expo's existence, the Expo is very well known and established! **WE REACH PEOPLE!! WE ADVERTISE!!**

As a Vendor in this Expo several things occur:

- Making Direct contact with Brides and attendees. They meet YOU.
- Getting YOUR information directly into their hand
- Gaining that all important Business NAME EXPOSURE. People remember your name
- Having the Bride / Attendees interact with you on a personal note. So important!
- Answering questions by Attendees in real time, not just texts or emails.
- AND YES! – Getting an Appointment or Booking right at the Show!
- TONS of Networking occurs at the Show. Getting other businesses acquainted with you and your business and making business alliances and FRIENDS really happens!
- Vendor's information is on our website which allows direct contact by Brides to email and visit your Website

The quality of the Bridal 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)
- Show hours: Saturday 10 - 4 and Sunday 12 - 4
- Set-up Time: Friday 12pm - 10pm and Saturday 8:00am – 9:30am
- 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 \$275 per booth deposit received
- Opportunity to be part of the Grand Prize, Pre-Registration, Showcase, Fashion Stage, or other Promotions if available

**Show rates: \$550 per booth space if deposit made & full balance received by 6-15-25 OR
\$600 PER BOOTH SPACE IF BOOTH BALANCE RECEIVED AFTER 6-15-25.**

NEW Vendors will be accepted as long as Booths / Category available

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



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 228 N Chautauqua, Wichita, KS 67214 316-684-1811

BRIDAL EXPO APPLICATION

JULY 26 & 27, 2025 Saturday 10-4 Sunday 12-4

BUSINESS NAME: _____

CONTACT NAME: _____

STREET ADDRESS CITY STATE ZIP

Phone # (to be published on web) _____

Phone # for us to call you _____

Email address to publish _____

Email address for office use _____

Website Address _____

BUSINESS CATEGORY

Did you Exhibit in July 2024 Show Yes ___ No ___
 Do you want the same space? Yes ___ No ___
 (Booth placement not guaranteed – only a request)
 Booth placement will depend on date when application,
 contract and deposit received. Other criteria may be applicable

Please PRINT CLEARLY

*****Deposit of \$275 per booth is required Total Fees: \$600 per booth or \$550 per booth if PAID IN FULL BY 6-15-2025 for \$50 discount. FULL Amount \$600 per booth - Due if paid AFTER 6-15-2025 Booth Space 10 x 10, pipe & drape, table included**
 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 June 15, 2025. See contract # 5 **Vendors Accepted as long as booths / categories available**

Number of Spaces 1 2 Booth Number(s) _____ (A Request Only) Q & A on Stage _____

Check Box if Interested in participating: Grand Prize / Special Prize _____ Pre-Registration Prize _____

Fashion Stage Time Requested Yes ___ No ___ (See Contract # 10)
 If requesting stage time, this is to be done by May 1st as schedules and fitting times are prior to the 1st of July

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: Street Address number of credit card used only _____ Zip Code _____

Name on Card _____

Electricity: if needed must be ordered and paid directly to Century II by merchant. Order form will be enclosed in June setup mailing.
 *****Century II will enforce LATE electrical order fees. Fees Due 10 days prior to event to avoid late fees*****

SPECIAL 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

JULY 26th & 27th, 2025 CONTRACT RULES AND REGULATIONS BINDING BOTH PARTIES TO CONTRACT**EXHIBITOR NAME****BUSINESS CATEGORY****(Category must be included. Vendor will be accepted only into this category with Promoter agreement)****Definitions:**

- A) Show: **Bridal Expo 2025 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 statutes 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 statutes and ordinances affecting health, sanitation, maintenance, and fire safety. Any violation of these rules and regulations or the referred statutes 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 because 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. 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 any and all of own inventory or property. All items associated with the Vendor or used by the Vendor, Vendor'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 the 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, 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 \$600 per booth or **\$550** if pd in full by 6-15-25. Deposit \$275 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 6-15-25. If payment is not received in full by 6-15-25 **NO discount** will be given and **full amount of \$600** per booth space will be due.
- C) All booth space fees are due in full by 6-20-25. Vendor agrees to pay all booth space due by this time. If booth space(s) fees are not paid in full by 6-20-25, 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.
- E) **New Vendor(s) accepted until Show date, when 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.
- F) Promoter reserves the right to determine the final booth placement of each Vendor and may adjust as needed.
- G) 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 6-15-25 to be eligible for a refund. A refund of 80% of Any money received will be made until 6-1-25 then it is a 50% refund until 6-15-2025. After 6-15-25 no refund will be issued nor moving money 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 set up with display to promoter's satisfaction, booth not completed at time show opens to public, booth rent not paid in full by June 20, 2025, and/or if Vendor cancels participation, will loses all rights to Show.
- 6) Booth Setup/Removal—Vendor can begin their setup no earlier than 12:00PM Friday, July 25, 2025, ending at 10:00PM same day. Setup may resume at 7:30AM Saturday July 26, 2025 and be completed at 9:30AM same day. Teardown starts no earlier than 4:00PM on Sunday July 27, 2025 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 \$600 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.
- A) ALL Businesses Vendor is representing must be made known to Promoter at time of Application and contract and approved by Promoter.

Business Representative Initial _____

- 8) **Show Schedule**—Saturday, July 26th, 2025, 10:00AM to 4:00PM and Sunday, July 27th, 2025, 12:00PM to 4:00PM.
- 9) **Electricity**—Available to most booths. **Vendor will Order and make payment to ASM Global /Century II.** Electricity order form will be in information packet emailed in June. If electricity needed, note this on the Special Needs line on Application.
- 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 must be hired through Promoter's designated modeling agency with Promoter approval.
 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. 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, including any product or service unless Promoter gives approval.
 8. All Vendors or Agencies accepted to Stage agree to hold Promoter and Promoter Representatives harmless from anything associated by / with being on stage, dressing areas or stage vicinity.
- 11) **Booth Decoration, Sound and Food Sampling**
- A) Each booth is 10 x 10 and will be provided 10-foot-wide draped backdrop, 3' tall 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.
 - B) All tables used in booth must be skirted to floor unless is a decorative table. Booths must be decorated in Promoter approved acceptable manner.
 - C) **All display must fit into Vendor's designated booth space. No part of Vendor's display nor booth may extend into aisle.**
 - D) No loud sound equipment allowed. If Promoter requests noise or sound to be decreased, Vendor will comply immediately and keep volume low.
 - E) No items or pictures found offensive to Promoter may be displayed. No use of smoke machine or smoke-like substance can be used if interferes with others.
 - F) Vendor may not go outside of contracted booth using aisle to promote business, nor block passage of attendees.
 - G) **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 action and agrees to pay for damage per Century II or Management Company billing within two weeks of billing.
 - H) 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 multiples and for non-consumption at show. No selling of hot food or drinks per Century II policy. Food / Drink Samples given away are permitted / encouraged. Vendors per Century II are allowed to bring in food and drink set up days and up to 30 minutes prior to Show opening on Show Day. Once Show opens **NO** outside food nor drink can be brought onto Show floor, except what is brought by caterers, bakers to sample to attendees.
- 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 75 booths by 5-15-25. 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, and Bridal List names will not be provided. Vendor agrees to hold Alpha Promotions, Promoter and Promoter Representatives harmless for any result of such action.
- 16) Each Vendor will provide a Prize valued at \$75 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 as this is a coupon not a prize.** 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 and award prize. Promoter assumes no responsibility for prizes in any manner. Vendor Prizes will be displayed on Show TV's. Vendor accepts all responsibility of any prize provided.
- 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 June 20, 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.

X

Vendor Representative

(DATE)

Promoter Representative

(DATE)

Business Name

Business Category

(Must be completed)