

# KCBG FALL BRIDAL SHOW

## vendor packet



# about

## ABOUT THE BRIDAL SHOW

The KCBG Fall Bridal Show is hosted by the Kansas City Bridal Group at Miss Dianna's School of Dance. We will be encouraging brides through our advertising efforts to attend the show and meet our vendors face to face. Please provide us with any specials you will be offering so we can help promote it and have them ready! You don't want to miss the opportunity to participate in this event!

Vendor space for this show is limited. No more than 2 of any type of vendor will be allowed. Kansas City Bridal Group Members will be given first priority.

(Email [info@KansasCityBridalGroup.com](mailto:info@KansasCityBridalGroup.com) for more information on how to become a member)

## ABOUT THE KANSAS CITY BRIDAL GROUP

Our mission is to promote and support local small business owners in the Kansas City area. It is your success that drives us! We provide many ways to grow your business including bridal shows, networking meetings with other wedding professionals, advertising opportunities on our website, social media, and magazines, and more. Who better to give you referrals than other business owners in the same industry! You can find a list of our meeting locations on our business support website at [www.bridalbusinesssupport.com](http://www.bridalbusinesssupport.com)

We believe that being supported and constantly learning are major factors in success. We have a FREE business support website at [www.bridalbusinesssupport.com](http://www.bridalbusinesssupport.com) where we offer additional resources to help you grow your business. You can find worksheets, business tips, interviews with successful business owners, and links to products and services to help you grow your business faster and run it more efficiently. We also offer several business training events in the area to help you build your skills to grow your business.

## CONTACT

816-813-2638

[info@KansasCityBridalGroup.com](mailto:info@KansasCityBridalGroup.com)

4370 N Oak Trafficway, Suite #120

Kansas City, MO 64116

## CONNECT



[www.KansasCityBridalGroup.com](http://www.KansasCityBridalGroup.com)

[www.BridalBusinessSupport.com](http://www.BridalBusinessSupport.com)

# vendor info

**\$50 OFF**  
UNTIL MAY 31

## FEES

BOOTH SPACE FOR KCBG MEMBERS

\$145

BOOTH SPACE FOR NON-MEMBERS

\$199

Booths will be set up open style. We ask that you bring inventory to sell at the show or have an appointment book ready to make bookings during the show. We want to push for brides to be ready to buy.

SPONSOR

\$345

Sponsor the Bridal Show for the opportunity to have your logo and back link on all e-mails we send regarding the show, logo on all printed ads, and logo on photo board at show.

SWAG BAG

\$25

Vendors that rent a booth space or sponsor the show may advertise in the swag bags for free. The \$25 fee is for vendors that will not be participating at the show.

ELECTRICITY

\$50

Electricity is available. Please specify that you will need it.

## MARKETING

Vendors have the opportunity to have additional marketing including providing items for the bridal grab bags, website advertising, and being a sponsor of the show. Visit [www.BridalBusinessSupport.com](http://www.BridalBusinessSupport.com) for more advertising opportunities with the Kansas City Bridal Group. Please make arrangements to have your grab bag items and marketing items delivered 2 weeks before the event.

A portion of vendor fees will be used for the purpose of marketing the event, the swag bags, and any supplies necessary for hosting the show. Marketing will consist of several different things including flyers, signs, social media, and advertisements.

Signage may be created by each vendor to display in any way they see fit for potential brides to see the event details, as well as being posted elsewhere around town. Social media such as Facebook, Twitter, our Webpages, etc will be used to promote the event. We encourage each vendor to utilize their contacts and/or leads to promote the event as we will be doing the same.

Signage will be designed and will contain all event information. If you would like a sign to display in a storefront window please let us know so that we can obtain plenty for distribution. These posters will be both informative and eye catching.

Once payment is received and your booth is reserved you will receive a social media ad that you can post to help promote the show.

## PHOTOGRAPHS

Vendors are encouraged to send us a few photographs of the services you provide us as we will be posting these on our social media outlets. Any photographs submitted may be used for the purpose of marketing this event, the Kansas City Bridal Group, and your business.

## **BOOTH SPACE**

While we do encourage vendors to interact with the brides, all displays must remain within the vendor's allocated space and should not interfere with any other vendor's space. We ask that you remain courteous both with other vendors as well as the brides at all times.

## **UNOCCUPIED SPACE**

In the event that the vendor fails to occupy the space by 12:30 pm on October 9th, or 10:30 am on November 13th, the sponsor may make use of the space in any way seen fit and the vendor will not be entitled to a refund.

## **SWAG BAG**

If you sponsor the show or rent a booth space items in the swag bag are complimentary. If participating with just the swag bag there is a \$25 fee. All swag bag items must be delivered to the KCBG office no later than July 3.

## **FASHION SHOW**

We will have a Fashion Show from 3-4pm during the show. All vendors that provide formal wear, jewelry, makeup and hair may participate in the fashion show at no extra charge.

## **LEADS**

Please do not share or sell your leads obtained from attendance of the show to anyone who does not work directly for your company. Selling or sharing information is against the confidentiality agreement signed by our registrants, and goes against the policies of our sponsor, the Kansas City Bridal Group. Doing so without permission may result in legal action being taken by the attendees and ourselves. Thank you for your understanding and cooperation.

## **HOST**

Kansas City Bridal Group

## **LIMITATION OF LIABILITY**

All vendors understand that the hosts, sponsors, its members, agents, employees or lessors, and owners of the show are not responsible for any items that may be lost, stolen, damaged, or properties that are destroyed. Nor are they responsible for any injury to oneself or employees while in the site. All vendors agree to make no claims for any reason whatsoever, including negligence or misconduct. The Kansas City Bridal Group reserves the right to dismiss any vendor not following specified guidelines or who cause a disturbance to the show as a whole.

For more information please contact Angela Lukenbill with the Kansas City Bridal Group: 816-813-2638 or email [info@KansasCityBridalGroup.com](mailto:info@KansasCityBridalGroup.com)

KCBG FALL  
**BRIDAL  
SHOW**

# vendor application

Please note, all vendors must be approved for the bridal show. Space is limited and the vendors are limited to no more than two of each type. Kansas City Bridal Group Members will have first priority. Payments will be deposited once application is approved. Vendors that are not approved will not have their credit card processed or will receive their check back. DEADLINE July 15.

Company Name:

Contact Name:

Address:

City:

State:

Zip:

Daytime Phone:

Evening Phone:

E-Mail:

Vendor Category:

Display Description:

Yes! I want to participate in the KCBG Fall Bridal Show on August 19, 2017.

Booth Space - KCBG Member \$145  Booth Space - Non-Member \$199  Swag Bag \$25

Electricity \$50  Sponsorship \$345 industry exclusive 1 vendor per category

TOTAL ENCLOSED:

Applicant Signature

Date

Payment

Each vendor must provide a signed copy of the contract and payment prior to booth being reserved.

Credit Card

Credit Card Number

Verification Code

Expiration Date

Name on Card

Billing Zip Code

Check (made out to: Kansas City Bridal Group)

Check #

Mail check to: Kansas City Bridal Group

4370 N Oak Trwy, Ste #120

Kansas City, MO 64119