

See How Our Expo is Designed to Give You the Advantage!

Lock in
Your Spot For
2021
2022
2023
2024

At the KCI Expo Center
11730 N Ambassador Dr
Kansas City, MO 64153

KCBG BRIDAL EXPO & SCAVENGER HUNT

JULY 19TH, 2020

GEN ADMIN: 12PM-5PM
VIP GUESTS: 11AM-5PM

Hosted By
KC BRIDAL GROUP

Angela McCall - President
Angela@KCBridalGroup.com
816-813-2638



WHO WE ARE

KC Bridal Group was established to create and provide resources to help business owners in the Wedding and Special Event Industry to grow their company. Our goal is to improve our community by increasing the profits of the companies that work with us - allowing them to provide more jobs and helping more families earn an income. We provide marketing solutions, training, and support. Our platform includes:

KCBridalGroup.com - An online resource to provide engaged couples resources and inspiration to plan their wedding and combine their lives. It includes a:

- Directory of Wedding Vendors
- Listing of Local Bridal Events
- Coupons and Special Offers from Vendors
- Online Store

Wedding Planning Workbook - This book was designed to educate couples on what they need to know to choose the right vendors to make their big day everything they dreamed. It includes:

- Checklists for Planning, Budgeting, and Combining their Lives
- Forms to compare vendors
- Coupons & Special Offers
- Wedding Vendor Directory

Wedding Vendor Community - Connect with other wedding vendors in our Facebook group or in one of our networking groups. Share tips, resources, and build relationships that lead to referrals.

Yearly Bridal Expo - Our Bridal Expo is an opportunity for vendors to get in front of thousands of brides in an environment uniquely designed to increase your sales.

COMMUNITY SUPPORT

We believe it is our responsibility to use our platform to support our community. We have incorporated a Youth Entrepreneurship Program into our business to provide education, insight, and experience into what it takes to start and grow a business in a fun way. Each year we sponsor a Youth Entrepreneur Award and a Youth Fashion Designer Award in which winners receive a cash prize, business coaching, and a free booth at our expo for exposure. We want to encourage children to dream about what they can be and positive impacts they can have on their community through their own small business.

We also use our influence to support a local non-for-profit each year. We provide them with a complimentary booth at our expo, we provide a free gift to anyone that makes a donation to them at the expo, and we host several contests during the event in which the entry fees go to the non-for-profit.





WHAT MAKES OUR EXPO UNIQUE

Our focus is increasing the profits of the vendors that work with us. That's right! Our goal is for YOU TO MAKE MONEY! Every decision we make is based on the question: Will this help our vendors close more sales? We have incorporated several creative aspects into our expo for this purpose. This event pairs a classic bridal expo; complete with fashion show - with an innovative Scavenger Hunt, a VIP Experience, and a Suit and Gown Sale on-site - to create an experience that encourages couples to build relationships with the vendors at our expo and the desire to book with them.

Our Expo is Designed to Give You the Advantage

Scavenger Hunt

01 We put the prizes donated by all of the vendors into 4 large prize packages and host a week-long **Scavenger Hunt** to win them. Brides can build a team with up to 5 other people. The teams work all week to earn points and the top 4 teams win the prize packages. Points are earned by sharing you on social media, booking/buying with you, and other fun tasks.

Gold VIP Tickets

02 Gold VIP tickets are available for couples that want extra goodies. These tickets include 1 hour early entry, express VIP entrance, extra door prize entries and Scavenger Hunt points, a complimentary beverage, a VIP book full of specials for vendors at our show, and a special swag bag with unique swag. This gives you an opportunity to promote to this group that you know is willing to pay more to get more.

Diamond VIP Lounge

03 Couples that purchase Diamond VIP tickets get everything included above, PLUS extra swag and access to the Diamond VIP Lounge. The VIP Lounge is designed for couples to have an experience that gives them a fun and relaxing way to bond with the vendors in that room. The lounge includes mini-makeovers, VR tours, dance lessons, and more. The most unique aspect of this room is our special men's section to encourage men to enjoy and participate in their wedding planning process.

Wedding Planning Workbook

04 All VIP brides that attend receive a free KCBG Wedding Planning Workbook. In it, brides are able to plan their entire wedding and compare vendors. With all of their contact information in one place you can believe she will have it by her side all the way up until the big day! It also includes a vendor directory and special offers from vendors. The workbook will be for sale to general admission brides and available on our website and in stores throughout the year. Ask us how to make sure your business is advertised in this book!

Fashion Outlet

05 Fashion vendors are encouraged to have merchandise available for sale in our Fashion Outlet. This is set up for you to be able to make sales that day! You can showcase your new designs, get rid of sample gowns, or even take custom orders. Dressing rooms are available so guests can try it on and buy it.

SPONSOR OPPORTUNITIES

Sponsors receive the most comprehensive marketing packages available for our Expo vendors. We made sure to include every way for you to reach our network including booth space at the Expo, advertising in the Expo issue of our Wedding Planning Workbook available July 2020, your logo on our Expo website, on our social media, in printed and email marketing that we do for the show, and advertising in the Gen Admin, Gold & Diamond VIP Swag Bags. If you want to be seen and remembered, this is how to do it!

Silver Sponsor \$2,500

- 10 x 10 Booth in Prime Location
- Diamond VIP Lounge
- Electricity, Table & Chairs Included
- Company Logo on Expo Website with link to your website
- Company Logo on all print advertising
- Company Logo on Swag Bags
- Company Logo on Expo Program Guide
- Company Listing, Special Offer, Banner Ad, and 1/2 Page Ad in July 2020 KCBG Wedding Planning Workbook
- Company Logo on Welcome Poster at entrance to venue
- Advertise in Gen Admin, Gold, & Diamond VIP Bags
- Bridal List from the Expo

Gold Sponsor \$5,000

- ★ 10 x 20 Double Booth in Prime Location
 - Diamond VIP Lounge
 - Electricity, Table & Chairs Included
 - Company Logo on Expo Website with link to your website
 - Company Logo on all print advertising
- ★ Company Logo on all online advertising
- ★ Company Logo on all of our email blasts to brides for the expo
 - Company Logo on Swag Bags
 - Company Logo on Expo Program Guide
- ★ Company Listing, Special Offer, Banner Ad, and FULL Page Ad in July 2020 KCBG Wedding Planning Workbook
- ★ 2 Extra Scavenger Hunt Promotions
 - Company Logo on Welcome Poster at entrance to venue
 - Advertise in Gen Admin, Gold, & Diamond VIP Bags
 - Bridal List from the Expo

Platinum Sponsor \$10,000

Special Feature: Category Exclusivity!

- ★ Company name added as Presenting Sponsor
- ★ Social Media Promotion of your company each week leading up to the event
- ★ 10 x 30 Triple Booth in Prime Location
 - Diamond VIP Lounge
 - Electricity, Table & Chairs Included
 - Company Logo on Expo Website with link to your website - Top Location
 - Company Logo on all print advertising - Top Location
 - Company Logo on all online advertising
 - Company Logo on all of our email blasts to brides for the expo
 - Company Logo on Swag Bags - Top Location
 - Company Logo on Expo Program Guide - Top Location
- ★ Company Listing, Special Offer, Banner Ad, and 3 Page Ad in July 2020 KCBG Wedding Planning Workbook
- ★ 3 Extra Scavenger Hunt Promotions
 - Company Logo on Welcome Poster at entrance to venue
 - Advertise in Gen Admin, Gold, & Diamond VIP Bags
 - Bridal List from the Expo

VENDOR BOOTH OPTIONS

Become a show vendor and receive booth space, 3 Scavenger Hunt promotions, the bridal contact list from the Expo, and the ability to promote in the General Admission Swag Bags. We do limit the number of vendor booths we allow per category so make sure you reserve yours before they are sold out! You will also be able to participate in our TOP VENDOR CONTEST in which the grand prize is a refund of your entire booth fee! Check out our website for more information -

www.KCBridalExpo.com/Top-Vendor-Contest.

- Triple Booth: 30' x 10' \$1,850
- Double Booth: 20' x 10' \$1,100
- Single Booth: 10' x 10' \$650



BOOTH ADD-ON OPTIONS

The following Add-Ons are available for you to add to your booth for an additional fee.

- Category Exclusivity \$1,300
- Electricity for Booth \$100
- 15 Minute Demonstration on Stage \$100
- Corner Spot Booth Space +10% of Booth Fee
- Diamond VIP Lounge +20% of Booth Fee
- Promote in Gen Admin Swag Bags *Included in Booth Fee
- Promote in Gold VIP Swag Bags \$50
- Promote in Diamond VIP Swag Bags \$100



Additional Advertising Opportunities

- Social Media
- VIP Swag Bags
- Wedding Planning Workbook
- Email Marketing
- Website

You can add any of the following advertising packages to your booth space. If you are unable to have a booth you can still purchase an advertising package to promote your business at our Expo* (You can only do this if your vendor category has openings.)

*You must provide advertising materials/items for Swag Bags

★ Pro Package - \$2,500

- Bride Contact List from Expo
- TV Ad in Diamond VIP Lounge
- Ad on Expo Website
- 1 Extra Scavenger Hunt Promotion
- Banner ad in Expo Issue of Wedding Planning Workbook
- Full Page Ad & Directory Listing in our Expo Issue Wedding Planning Workbook
- 5 Promotions on our Social Media Platforms
- Marketing Info/Promo in Gold & Diamond VIP Swag Bags
- Online Coupon/Listing on KCBridalGroup.com
- 3 Email Blasts to our Bridal List

Enhanced Package - \$995

- 1 Extra Scavenger Hunt Promotion
- 1/2 Page Ad in our Expo Issue Wedding Planning Workbook
- 3 Promotions on our Social Media Platforms
- Marketing Info/Promo in Gold & Diamond VIP Swag Bags
- Online Coupon/Listing on KCBridalGroup.com
- 2 Email Blasts to our Bridal List

Starter Package - \$350

- 2 Promotions on our Social Media Platforms
- Marketing Info/Promo in Gold VIP Swag Bags
- Online Coupon/Listing on KCBridalGroup.com
- 1 Email Blast to our Bridal List

FASHION DESIGNERS & FASHION VENDOR PACKAGES

We know you want more than just to showcase your best designs in our Fashion Show. You want to be able to close sales at the Expo! Our Fashion Designer & Vendor Packages give you the opportunity to do both - be in the Fashion Show and Sell in our Fashion Outlet!



PLATINUM PACKAGE - \$1,500

- Venue, Staging & Lighting
- Models Provided
- Hair & Makeup Provided
- Fashion Stylist Director Expert
- Designer Video Interview
- 10 x 10 Vendor Booth
- VIP Seating for Fashion Show
- Added to Media & Press Releases
- Styled Photo Shoot added to Inspiration Page on KCBridalGroup.com website
- Provided photo and Video of Designs on Runway taken During Show
- 3 Personal Assistants Backstage
- 2 Page Ad in Expo Issue of KCBG Wedding Planning Workbook
- 3 Months Featured Ad on KCBridalGroup.com website
- Up to 30 Looks
- 10 General Admission Tickets
- 6 VIP Diamond Tickets
- Ability to Sell Designs in our Fashion Outlet at the Expo

Gold Package - \$850

- Venue, Staging & Lighting
- Models Provided
- Hair & Makeup Provided
- Fashion Stylist Director Expert
- Designer Video Interview
- Styled Photo Shoot added to Inspiration Page on KCBridalGroup.com website
- Provided Photo and Video of Designs on Runway Taken During Show
- 2 Personal Assistants Backstage
- 2 Page Ad in Expo Issue of KCBG Wedding Planning Workbook
- Up to 14 Looks
- 8 General Admission Tickets
- 4 VIP Diamond Tickets
- Ability to Sell Designs in our Fashion Outlet at the Expo

Silver Package - \$550

- Venue, Staging & Lighting
- Models Provided
- Hair & Makeup Provided
- Fashion Stylist Director Expert
- 1 Personal Assistant Backstage
- 1 Page Ad in Expo Issue of KCBG Wedding Planning Workbook
- Up to 8 Looks
- 5 General Admission Tickets
- 2 VIP Diamond Tickets
- Ability to Sell Designs in our Fashion Outlet at the Expo



2020 KCBG WEDDING EXPO PARTNERSHIP AGREEMENT

JULY
19TH
2020

AT THE KCI EXPO CENTER - KANSAS CITY, MO

Registration is also available online at www.KCBridalExpo.com/Vendor-Information

SPONSORSHIP OPTIONS

- \$10,000 - Platinum Sponsor
- \$5,000 - Gold Sponsor
- \$2,500 - Silver Sponsor

VENDOR BOOTH OPTIONS

- \$1,550 - 10' x 30' Booth
- \$1,100 - 10' x 20' Booth
- \$650 - 10' x 10' Booth

FASHION DESIGNER OPTIONS

- \$1,500 - Platinum Package
- \$850 - Gold Package
- \$550 - Silver Package

ADD-ON OPTIONS

- \$1,300 - Category Exclusivity
- \$100 - Electricity for Booth
- \$100 - 15 Min Demonstration on Stage
- +10% of Booth Fee - Corner Spot
- +20% of Booth Fee - Diamond VIP Room
- \$0 - Promote in Gen Admin Swag Bags
- \$50 - Promote in Gold VIP Swag Bags
- \$100 - Promote in Diamond VIP Swag Bags

ADDITIONAL EXPO ADVERTISING

- \$2,500 - Pro Package
- \$995 - Enhanced Package
- \$350 - Starter Package

I want to lock in my spot for 2021 2022 2023 2024 2020 Total: \$ _____

COMPANY INFORMATION

Please complete everything applicable. Social media account information will be used to promote your company before & during the expo.

Company Name: _____

Contact Name: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Phone Number: _____

Contact Email: _____

Website: _____

Facebook: @ _____ Twitter: @ _____

Linked In: _____ Instagram: @ _____

How Did You Hear About Us?: _____

Return Agreement to:
KC Bridal Group, 4370 N Oak Trwy, #130, Kansas City, MO 64116
or email to: Expo@KCBridalGroup.com
For Questions Call Angela at 816-813-2638

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AMOUNT DUE FROM OPTIONS SELECTED

2020 \$ _____ *2020 Due Upon Receipt of Agreement to Lock in Spot.
2021 \$ _____ I want to Save 5% of Total by Paying in Full Now Bill Me Jan 2021
2022 \$ _____ I want to Save 7% of Total by Paying in Full Now Bill Me Jan 2022
2023 \$ _____ I want to Save 10% of Total by Paying in Full Now Bill Me Jan 2023
2024 \$ _____ I want to Save 15% of Total by Paying in Full Now Bill Me Jan 2024
- \$ _____ Discount - Reason: _____
\$ _____ Total Paid Now

METHOD OF PAYMENT

Check #: _____ Make check out to: **KC Bridal Group** Memo: **Bridal Expo**
Credit Card: Visa MasterCard American Express Discover
Credit Card Number: _____ Expiration Date: _____
Billing Address: _____
City: _____ State: _____ Zip: _____ CVVC: _____
Authorized Signature: _____ Date: _____
 I have the authority to execute this agreement on behalf of the before-named company.
Printed Name: _____ Title: _____

PARTNERSHIP TERMS & AGREEMENT

Your contract will not be accepted until payment is completed. You will receive a confirmation of your contract within 5 business days of us receiving it. If you have not heard from us within 5 business days of us receiving it, please contact us at Expo@KCBridalGroup.com.

You must provide payment to reserve your booth. Cancellations less than 30 days from the show are subject to a 100% cancellation fee. If cancellation is more than 30 days, you may receive 50% of your deposit back or apply 100% towards a future show or advertising.

You and your booth are required to be available for guests throughout the entirety of the show - up until 5 pm. Leaving early will disqualify you for participating in future shows.

You must have your booth completely set up at least 45 minutes prior to the start of the show. Late vendors that arrive after 9 am will not be allowed to set up. Your deposit and fees will be forfeited.

You are not allowed to promote other companies at your booth, including, but not limited to signage, literature, business cards, brochures, publications, etc. Your booth is for your company's information only. Violation will result in a single booth fee of \$650 for each vendor you promote.

You are not allowed to share booths with other vendors. Violation will result in a fee of \$650 for a single booth for each additional vendor at your booth.

You will receive email updates about the show leading up to it. Please provide a working email or emails that will be checked on a regular basis to ensure all correspondence is received in regards to the show. KC Bridal Group is not responsible for any information about the show that was sent, but not received.

Vendor booth placements are done on a first come, first serve basis. KC Bridal Group reserves the right to alter booth placements the day of the show in case of an emergency.

You must provide all materials for your booth including tables, chairs, linens, advertising, etc.

There will be trash cans around the room, however, if you provide food samples or are doing beauty treatments, please provide your own trash can. Trash cans will not be available for private vendor use.

DJ's are permitted to bring equipment and sound systems, but any music or sound music be played at an acceptable volume level to respect other vendors. The extra sound can make it difficult for vendors to speak with the guests.

Food and Beverage vendors are allowed to provide samples of food and beverage products. Beverage products must be non-alcoholic. Alcoholic beverages must have special permission by KC Bridal Group. You may take food orders and tasting dates for guests' future events.

The BRIDAL LEAD LIST is for sole use of the vendors of the expo only. Any duplication, transfer or distribution of the lead lists and/or mailing labels is prohibited. The KC Bridal Group leads contain copy-righted information owned by KC Bridal Group, LLC. The use of bridal leads database is protected with passwords and other security to only allow authorized users. If any advertiser intentionally or unintentionally distributes or allows unauthorized persons to access the database, KC Bridal Group will pursue legal action in the amount of \$5,000 for each infraction.