



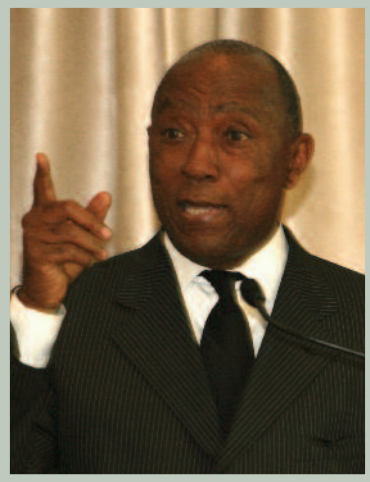
#TBE2014 IMPACT REPORT

JUNE 19 -22 • HOUSTON



Texas Black Expo
Healthy People.
Healthy Communities.





Acknowledgements:

Texas Black Expo extends our sincerest thanks and gratitude to our sponsors, community partners, and supporters. #TBE2014 was so successful because of your generosity.

We would also like to express our heartfelt gratitude to #TBE2014 chairman, Texas Representative Sylvester Turner. Our achievements would not have been possible without your hard work and dedication.



Improving the quality of people's lives in the communities we serve is the cornerstone of our business. Our partnership with Texas Black Expo offers a tremendous platform to engage with thousands of our members and potential members across the Greater Houston area. We support the TBE mission of building better lives and and look forward to our continued partnership.

- Preston Johnson, Jr., Houston Regional President, Blue Cross and Blue Shield of Texas



Dear Friends and Partners:

Thank you for making the 11th Annual Texas Black Expo, or as we called it #TBE2014, such a success!

Our mission to stimulate growth and development within urban communities by strengthening businesses, inspiring youth, and building better lives is without equal. The ability to put this mission into practice however, would not be possible without the support of our sponsors, vendors, and community partners.

As I reflect on how much Texas Black Expo has evolved since it began in 2003, what inspires me the most is the number of lives that have been positively impacted. Texas Black Expo has touched hundreds of thousands of citizens since inception. In fact, the Juneteenth Summer Celebration has grown to be the largest African American empowerment festival in the state.

#TBE2014 events welcomed close to 20,000 visitors from throughout Texas and beyond. Every event and exhibition at #TBE2014 was carefully planned to ensure all attendees felt inspired and empowered, from the business receptions to the performing and visual arts showcases, health and wellness pavilion and the concerts and parties.

In addition to implementing new events, such as the Black Friday kick-off party, Texas Black Expo launched a social media campaign to positively engage the community before, during, and after the Juneteenth Summer Celebration. By leveraging the influence of social media, we were able to connect with more people than ever before and extend positive messages of encouragement and empowerment deeper into communities throughout Texas.



Please find a comprehensive #TBE2014 report in the following pages. It was a remarkable year, and we are excited to share the results with you.

As we celebrate our successes, we also recognize there's still work to be done. We look forward to continuing to partner with you to strengthen businesses, inspire youth, and build better lives.

Thank you, again, for your support!

Sincerely,

A handwritten signature in blue ink that reads "Jerome Love".

Jerome Love
President



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#TBE2014 Statistics

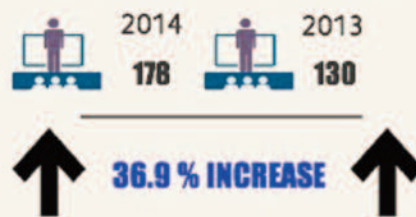
#TBE2014 TOTAL ATTENDEES = 17,667



Number of Hotel Rooms:



Number of Tradeshow Booths:



Media Impressions:



#TBE2014 Strengthening Businesses



When businesses succeed, communities prosper. #TBE2014 included multiple events and programs to provide current and hopeful entrepreneurs with beneficial tools and resources to facilitate business growth and development.

Connecting job candidates with top corporations.

Professional Networking and Recruitment Reception

#TBE2014 hosted a Professional Networking and Recruitment Reception to provide business professionals with a distinct opportunity to connect



and engage with some of Texas' top corporations.

The reception was held in conjunction with National Black MBA Houston Chapter and nationally-syndicated radio host Tom Joyner.

Executives and hiring managers from Accenture, BP, Friedkin Companies, GE, Northwestern Mutual, Republic Services, and University of Phoenix attended the reception with the goal of finding strong, professional candidates for open positions. More than 300 business professionals attended the exclusive affair.



Insight and advice from prominent business leaders.

Business Empowerment Series

Texas Black Expo Business Empowerment Series was designed to equip entrepreneurs with the knowledge and resources needed to survive and thrive today's competitive marketplace. Houston Area Urban League (HAUL) and Greater Houston Black Chamber of Commerce (GHBCC) partnered with Texas Black Expo for the day-long series. The series commenced with "Coffee & Conversation," a business empowerment breakfast. Jeff Hoffman, one of the founders of global travel site, Priceline.com, served as the keynote speaker at the event which was attended by more than 225. In addition to Hoffman's keynote, Coffee & Conversation brought together some of the state's foremost business and community leaders for an entrepreneur roundtable discussion.

Following the breakfast, HAUL and GHBCC held development workshops covering important business issues, which included, healthcare reform, leadership development, and financial sustainability. Opportunities to showcase products and services to thousands of consumers.

#TBE2014 Trade Show and Exhibition

Texas has the second highest African-American spending power in the nation. And according to research, African-Americans are 36 percent more likely than the general market to change brands, to align with an image that reflects who they are.

Texas Black Expo Trade Show and Exhibition provides an unmatched opportunity for businesses to highlight their products, services, and community initiatives, to African-American consumers from across the state. The number of booths at the tradeshow increased by almost 37 percent from 2013 to 2014. Companies representing multiple industries such as, health and wellness, beauty, news media, food service, and professional services (e.g. insurance, investments, real estate, etc.) were able to connect with the more than 13,000 consumers over the two-day duration.



Inspiring Youth

The future of Texas, and the entire nation, rests on the shoulders of our youth. Texas Black Expo makes it a priority to deliver encouraging events and programs to support and inspire them to become healthy, productive citizens.

Encouraging healthy active lifestyles.

#TBE2014 Kid's Zone

There was no shortage of smiles, laughter, or energy at the #TBE2014 Kid's Zone. Children were able to engage in healthy, active play with multiple inflatables. #TBE2014 sponsor, Nighthlight Pediatrics, along with Radio Disney, also hosted events in the Kid's Zone. The Doc McStuffins® toy clinic and a Magic of Healthy Living showcase included activities that taught children, and parents, about health and nutrition.

Inspiring creativity and confidence.

Nick Cannon searches for talent at #TBE2014

Television host/actor/rapper/producer, Nick Cannon traveled to Texas specifically for #TBE2014. The multi-talented artist was on the hunt for young vocalists for an upcoming network television show, "Searching for Soul." Hopefuls displayed their vocal talent to Cannon, and a crowd of more than 500, during the open auditions which were held at the #TBE2014 Tradeshow & Exhibition.



Cannon also hosted a concert featuring artists from his NCredible record label, Kreesha Turner and Wonder Broz, following the auditions. Throughout both events, Cannon stressed to the young audience the importance of making positive choices and imparted words of inspiration and encouragement.

Building Better Lives

The intrinsic value that resulted from #TBE2014 events and programs is difficult to quantify. Texas Black Expo remains steadfast in its mission however, because fostering pride and inclusion works to make all communities stronger.

“Healthy People. Healthy Communities.”

11th Annual Juneteenth Summer Celebration

Texas Black Expo consistently hosts its signature event to coincide with the Juneteenth holiday because of its significance for African-Americans in Texas. The theme however, evolves to ensure it addresses the needs most pertinent to the community.

The #TBE2014 theme, “Healthy People. Healthy Communities.” aimed to educate the community on practical ways to maintain a healthy, active mind, body, and spirit. From nutrition education and health screenings at the tradeshow, to the business empowerment series and live concerts, every event and program was designed to ‘build better lives.’

Here are a few highlights:

Opening Ceremony: City of Houston Mayor, Annise Parker, along with members of the Texas Legislative Black Caucus welcomed Texas Black Expo sponsors, partners, and supporters to Houston for #TBE2014. Local dance company Urban Souls also provided entertainment to hundreds of guests.

Corporate Luncheon: The #TBE2014 corporate luncheon gathered more than 400 of Texas’ most prominent business and community leaders and elected officials. State Senator Wendy Davis, candidate for Texas governor, delivered the keynote



address at the standing room only event.

Health & Wellness Pavilion: Inspired by the Center for Disease Control’s “Healthy People 2020 Initiative” the Health & Wellness Pavilion at #TBE2014 aimed to emphasize, educate, and empower the African-American community in key priority areas in which racial and ethnic minorities experience serious disparities in health access and outcomes. It provided access to beneficial physical health resources, such as free breast cancer screenings, bone marrow donor registrations, and nutrition education presentations, just to name a few.

Cultural Arts Exhibition: Artistic talent and creativity soared at the cultural arts exhibition that included an exclusive performance stage and dozens of booths for performing and visual arts organizations. The exhibition featured an array of creative showcases and performances from Texas based arts organizations to demonstrate how the arts have a healthy impact on the mind, body, and spirit.

Diva Dialogue: Diva Dialogue is always one of the most popular events at the Juneteenth Summer Celebration, and this year was no different. Diva Dialogue is a women's panel discussion featuring well-known celebrities. It focuses on positive topics that inspire women of all ages to greatness. #TBE2014 Diva Dialogue included legendary lyricist MC Lyte, national radio personality Sybil Wilkes of the Tom Joyner Morning Show, and New York Times best-selling author ReShonda Tate Billingsley.



“Nightlight has been a partner of Texas Black Expo from almost the very beginning. We have found the partnership to be a vital resource in generating customer leads, building brand equity, and we believe in their vision of building better lives within the community that we serve!”

**– Zawadi Bryant, Chief Operating Officer
Nightlight Pediatric Urgent Care**





“ We were elated to be a part of Texas Black Expo. For a small business, the Expo provided an extraordinary platform to meet new clients and reach the community. We are certainly looking forward to #TBE2015
– **Donna Guient, Realtor SRS, CNAS, Better Homes and Gardens Real Estate Gary Greene**



“ I am honored and privileged to have had an opportunity to be a part of #TBE2014. Their vision of strengthening businesses, inspiring youth, and building better lives is one that I, too, earnestly believe in. I commend them for their tremendous work and look forward to working with them in the future.
– **Eric Johnson, State Representative**



Sponsor Acknowledgement

STATE REPRESENTATIVE SYLVESTER TURNER,
#TBE2014 OFFICIAL CHAIR



BlueCross BlueShield
of Texas



Supporters

Senator Wendy Davis • Mayor Annise Parker
State Representative Senfronia Thompson • State Representative Ron Reynolds
State Representative Eric Johnson • Council Member Larry Green

