

Texas Black Expo 2015 Exhibitor Packet

George R. Brown Convention Center - Hall A



TEXAS
BE
texasblackexpo

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(@TexasBlackExpo)



Increase Visibility and Grow Your Business at the Largest African American Empowerment Festival in Texas:

Texas Black Expo Offers Access to More Than 20,000 Consumers

Texas Black Expo (the Expo) is the largest African American empowerment festival in Texas! The mission to stimulate growth and development within urban communities by strengthening businesses, inspiring youth, and building better lives is without equal. The Expo continues to experience positive growth year after year, attracting tens of thousands of visitors from across Texas and beyond.

The 2015 Texas Black Expo Juneteenth Summer Celebration is scheduled for June 11 – 14, at the George R. Brown Convention Center in Houston. The Expo is consistently held to coincide with the Juneteenth holiday because it is a significant observance for African-Americans in Texas. Texas Black Expo celebrates cultural diversity and inclusiveness across all races, ethnicities, nationalities, generations, and socioeconomic levels. Texas Black Expo continually strives for excellence by providing unique events and programs, which reflect the changing landscape of Texas and the world. Therefore, the theme for the 2015 Texas Black Expo Juneteenth Summer Celebration is 'Building Better Lives.'

Hundreds of business owners have already discovered becoming an exhibitor at the Expo is an easy, affordable way to reach thousands of consumers in one weekend. In 2014, Texas Black Expo over-sold vendor booths and had to expand event space to accommodate the demand.

This incredible opportunity will allow you to:

- 1) Generate on-the-spot revenue through direct sales to tens of thousands of attendees.
- 2) Build a follow-up database for ongoing business success.
- 3) Engage consumers with your products and services.
- 4) Increase client/customer relationships and build long lasting connections.

2015: Attracting Even More Consumers

Texas Black Expo Juneteenth Summer Celebration was created to empower the community. In order to make the greatest impact on the surrounding community and its numerous attendees, the tradeshow is a free event. Exhibitors will have greater access to tens of thousands of potential clients and customers who attend the tradeshow each year. The 2015 Expo is poised to be another remarkable year and will continue to grow, not only in size, but in influence and reach.

What Exclusive Access to Thousands of Consumers Means to Your Business

- **Benefit 1:** Connect and engage with tradeshow patrons through your strategic marketing message.
- **Benefit 2:** Increased access to members of the community to build brand awareness and promote your products and services.
- **Benefit 3:** Build mailing and contact lists and develop long-term relationships with potential customers and clients.
- **Benefit 4:** Obtain immediate feedback regarding product quality and sales potential.

Texas Black Expo is committed to providing every vendor an exceptional tradeshow experience. Don't miss this exclusive opportunity to connect with thousands of consumers to drive new sales. We look forward to working with you. Reserve your booth today before they are all gone!



Things to Know about 2015 Texas Black Expo

Exhibitor Perks

Each Texas Black Expo Exhibitor Receives:

- Four (4) vendor badges for people working the booth (extra badges sold separately)
- One (1) skirted table (6-feet long)
- Two (2) folding chairs
- One (1) wastebasket
- One (1) booth identification sign
- Mentions via social media to increase visibility and awareness.
- Listing on the Texas Black Expo website business directory leading up to the tradeshow
- Complimentary admission for two (2) to the “Winning with Vending” Seminar that teaches vendors how to maximize their Expo experience
- Two (2) complimentary general admission tickets to the Old School Hip-Hop & R&B Concert



The Key to Reaching Your Target Market

The 2015 Texas Black Expo Juneteenth Summer Celebration Offers Countless Ways to Reach Your Target Market

Find Additional Opportunities to Increase Your Exposure at the Expo Below:

- **Official Bag Sponsor** – If you want to ensure that the maximum number of attendees encounter your brand or logo being a bag sponsor is right for you! Official Bag Sponsors will have their company logos prominently displayed on welcome bags given to each attendee at the Expo. Thousands of attendees walking the Expo floor with your company logo and information will, in essence, become walking billboards for your company!

Investment: \$1,500 **Exclusivity:** \$3,500

- **Official Badge Sponsor** – Being the Official Badge Sponsor is ideal for companies interested in business-to-business branding. At the Expo, all exhibitors and their representatives will wear the official Expo exhibitor badge, and your name or logo will be printed on these badges. This ensures that your message is received by your target market. This opportunity is ideal for companies that offer professional products and services such as printing, accounting, merchant services, office supplies, etc.

Investment: \$1,000 **Exclusivity:** \$2,500

- **Official VIP Area Sponsor** – As an Official VIP Area sponsor, you will have unparalleled access to the Expo VIP's, sponsors, and community leaders. Hospitality lounges are private, access-restricted areas at the Expo events where celebrity guests, sponsors, and community leaders gather to mix, mingle, and refresh themselves. This opportunity is ideal for companies that are interested in connecting with elite corporate and community leaders.

Investment: \$2,500 **Exclusivity:** \$5,000

- **Official Volunteer Lounge Sponsor** – As an Official Volunteer Lounge sponsor, you will have access to hundreds of community-centered and civic-minded volunteers who assist with the many functions held over the Expo weekend. Volunteer lounges are private, access-restricted areas at the Expo events where volunteers can go to rest and refresh themselves between their shifts. This opportunity is ideal for companies that are interested in connecting with community-oriented professionals.

Investment: \$1,500 **Exclusivity:** \$3,500

- Official Stage Sponsors** – If you desire to gain exposure on the tradeshow floor, stage sponsorship is perfect for you! The Expo floor has several featured stages available for sponsorship including: the cooking stage, the demo stage, the business empowerment stage, the health fair stage, and the main entertainment stage. This sponsorship is ideal for niche-specific businesses such as those with health-related products, business



services, etc. Your company banner or logo will be highly visible to all in the stage audience, providing a great branding opportunity! All stage banners and marketing collateral to be provided by sponsor.

Investment: \$2,500 (For Main Stage, add an additional \$1,250) **Exclusivity:** \$7,500

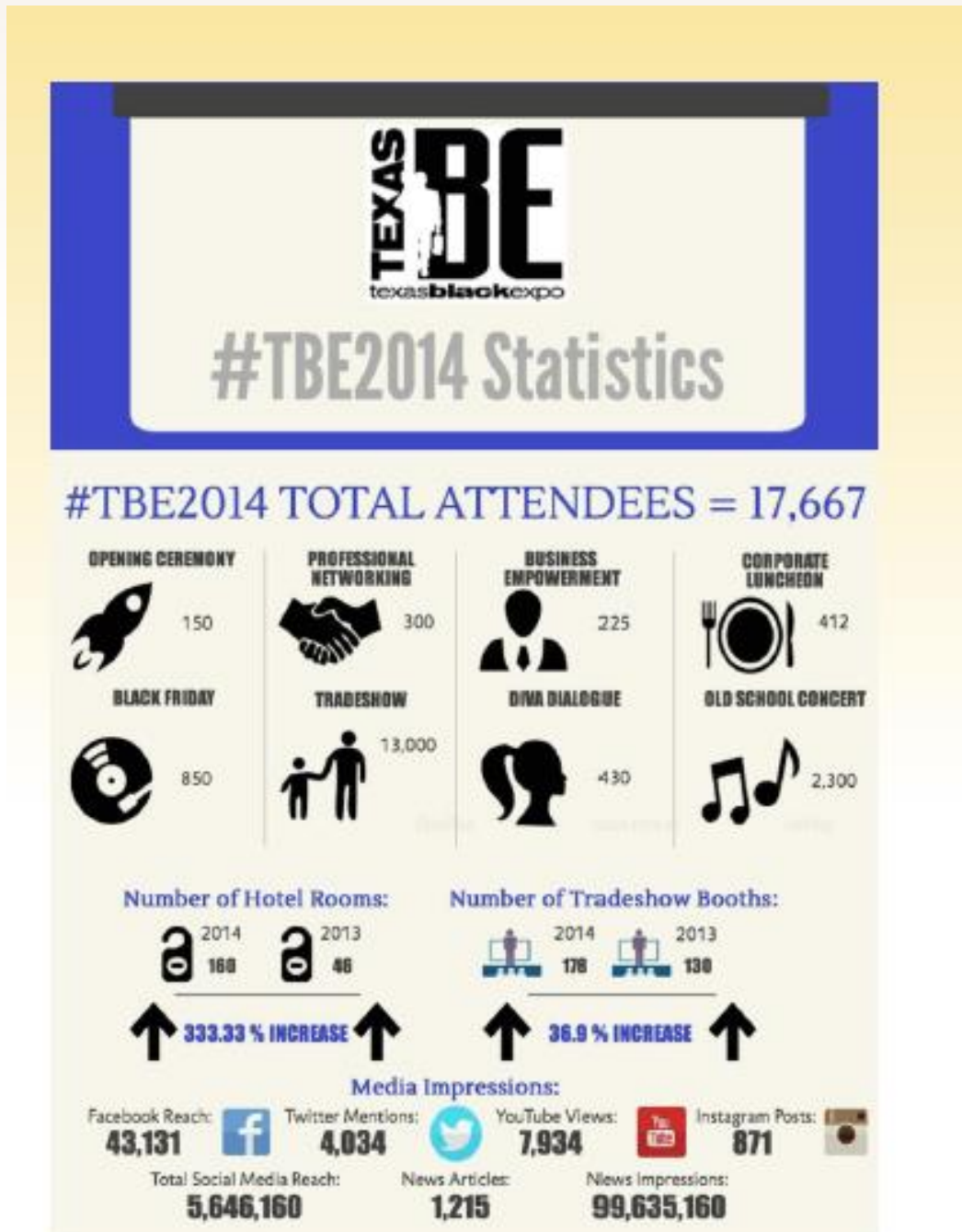
- *** Our MOST POPULAR Exhibitor Add-On! ***** **Gift Bag Marketing** – At the annual Texas Black Expo tradeshow, attendees are given a welcome bag upon entry filled with samples and literature that they will take home and review at their leisure. Inserting your marketing collateral into the gift bags is an opportunity to ensure the maximum number of attendees receive information on your business, including those who may not have an opportunity to visit your company’s booth.

Investment: \$350

- Create Your Own Sponsorship Opportunity** – Have a great idea for the Texas Black Expo tradeshow that you would like to sponsor but do not see it on the list? Contact us at info@texasblackexpo.com and allow us to custom tailor an opportunity for you!

2014 Texas Black Expo Recap

The intrinsic value that resulted from 2014 Texas Black Expo events and programs is difficult to quantify. The Expo remains steadfast in its mission however, because fostering pride and inclusion works to make all communities stronger. Below is the recap of the 2014 event.



2014 Texas Black Expo Exhibitors

(Sampling)



Testimonials

“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 look forward to our continued work with.”

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

“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

“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

“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

Guidelines for the 2015 Expo

Things to Keep in Mind

1. The décor of the booth is the sole responsibility of the exhibitor.
2. Structures inside of a booth, such as a roof, a tent, or canopy are not permitted. This is for the safety of you and the attendees. The City of Houston will assess a \$500 fee for non compliance.
3. Displays must be contained within the assigned booth space. If displays extend beyond the confines of the booth, and either block or obstruct an adjoining booth on either side, the exhibitor may be asked to change or remove the display.
4. You may not obstruct the view of immediate neighbors via draping, the construction of a wall, high shelving, or any other type of exhibit without written approval from Expo staff and neighboring booths.
5. Should you order electrical service for your booth, electricity will not be available until 5:00 p.m. on move-in day. Thus, if you require electricity as part of your set-up activities, plan this part of your set-up for later in the day on Friday, June 12.



Exhibitor Guidelines

Location: George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, TX 77010, Hall A

Booth Set-up: Friday, June 12th from 12 pm to 5:30 pm; Saturday, June 13th from 8:00 am to 9 am (*Hall must be cleared at 6 pm on Friday, June 13th.*)

(ALL exhibitors must be completely set-up no later than 1 hour prior to show opening on Saturday, and all aisles must be cleared. There will be absolutely no setting-up after the show starts each day.)

Exhibit Dates & Times: Saturday, June 13th, 10 am - 6 pm; Sunday, June 14th, 12 pm - 6pm

Tear-down: Sunday, June 14th from close of show until 12 midnight.

Booth Dimensions: 10' x 10' for a single space with aluminum columns, aisle poles and draperies. The back wall is 8' high with a 36" side partition.

Vendor Booth Payment Guidelines:

First Time Vendors: All booth payments must be received in full 30 days prior to the Expo, or a \$75 late charge will be assessed. This policy also applies to vendors who make deposits prior to 30 days prior to the Expo. Payments for booth space will be determined by the booth fee on the date when the final payment is made.

Acceptable forms of payment include cashiers checks, money orders, personal checks, VISA, MasterCard, or Discover. **Absolutely no personal checks will be accepted 30 days prior to the Expo.**

Booth Package: Includes four (4) Vendor Badges or wristbands, one (1) Skirted table (6 feet long), two (2) Folding Chairs, one (1) Wastebasket and one (1) Booth Identification Sign.

Any additional services or equipment required by Exhibitors will be available through the official Texas Black Expo tradeshow contractor. Forms necessary to order these services will be available online at www.TexasBlackExpo.com at least 60 days prior to the show date.

Credentials: Upon check-in (at the back of the tradeshow hall), each vendor will receive:

- Vendor badges or wristbands
- Map of the tradeshow floor

Vendors can purchase additional badges during check-in if necessary. Vendor badges *may not* be picked-up prior to the date of check-in for the Expo.

All Sales are Final

Terms and Conditions

The terms and conditions outlined herein have been established for the mutual benefit and protection of all Exhibitors, Visitors, and Expo Organizers and may not be modified unless by writing signed by both parties. By the purchase of an exhibitor booth space, Exhibitor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

1. **Expo Booking:** To reserve a space at the Texas Black Expo (TBE), a signed agreement and 100% of the booth fee is required for deposit. Upon receipt of the agreement and deposit, your agreement will be reviewed. Upon approval, your deposit will hold your space until balance is due. We must receive the balance of your fee no later than six weeks prior to the show opening date or reservation and deposit may be forfeited.
2. **Payments:** Cash, checks, cashiers check, money orders, MasterCard, Visa, and Discover are acceptable forms of payment. Any balance due will be automatically charged to your credit card account 30 days before show opening date. If deposit is paid by check, the outstanding balance must be paid 6 weeks before the show opening date. Any deposits and space may be forfeited, at TBE's discretion, if the full balance has not been received by the due date. All costs for collections, including reasonable attorney's fees, accrued interest, returned check and/or credit card charge back fee of \$35, and any other fees due TBE shall be responsibility of exhibitor. If no written notification is received 30 days prior to the event, exhibitor will be held financially responsible for exhibitor space. Payments received are non-refundable and non-transferable, except as provided in paragraph 8 of this agreement.
3. **Exhibit Space:** Distribution of exhibitor space will be assigned and priority given upon receipt of payment and agreement. All booth space assignments are at the sole discretion of TBE, however TBE will consider all requests of paid exhibitors. Sharing of exhibit space or use of display by unauthorized or third parties is strictly prohibited. All exhibits must remain assembled and staffed throughout exhibit hours until the official closing time. If an exhibitor fails to occupy space contracted for or should exhibitor's display or materials fail to arrive, exhibitor shall not be relieved of the obligation of paying full rental charge for space. If not occupied by the time set for completion of the installation of the displays, such space may be reallocated or reassigned.
4. **Licenses, Insurance, Permits:** Exhibitors are fully responsible for obtaining all licenses, insurance or permits required and adhering to all applicable laws, ordinances, and statutes. Permits include, but are not limited to, a sales tax permit, as well as health permits for any vendor selling, displaying or sampling food.
5. **Limitation on Liability:** Exhibitor expressly releases TBE from any liability and waives a) any and all demands, claims, and causes of action in law or in equity, related to any defect, deficiency, failure or impairment of utilities or other facilities, including water, heating, electricity, ventilation, refrigeration, or other mechanical systems failure; b) the conduct, negligence or claims of any exhibitor or attendee; and c) any fire, flood, strike, terrorist attack, weather or other, force majeure beyond control of TBE.
6. **No Guarantee of Results:** TBE does not warrant or guarantee any particular results of the Expo, nor does it guarantee a particular number of attendees or exhibitors.
7. **Indemnification:** Exhibitors display and exhibit property at their own risk. TBE does not assume any responsibility for loss or damage to Exhibitors property. TBE will not be held accountable for the death or injury of any person attending an event, or for any damages suffered by Exhibitor or its officers, agents, employees, or invitees as a result of any cause whatsoever. Exhibitor shall indemnify and hold TBE, its parent, subsidiaries, affiliates, sponsors, and their respective officers, directors, agents and employees harmless from any suit or claim arising out of any action or failure to act by the Exhibitor. Exhibitor shall be liable for any and all damages caused by Exhibitor to the event building's grounds, landscaping, floors, walls, columns, or any other part of the building, or to the chattels and fixtures of the building or any other Exhibitor or person or entity having property at the events building's premises. Exhibitors are advised to obtain insurance coverage for this risk.
8. **Cancellation:** TBE reserves the right to cancel this event at any time prior to the date of the event with refund of all amounts paid by participants to TBE in connection with this Agreement. Otherwise all payments are non-refundable.
9. **Product/Service Exclusivity:** Product/Service exclusivity is not guaranteed through this reservation, and this also includes brand and franchise exclusivity.
10. **Miscellaneous:** Exhibitors may not pin or tape anything to back drape; Loud or offensive exhibits, subject to TBE's discretion, are not permitted; Blocking aisles, soliciting customers in the aisles or handing materials out in the aisles is prohibited. Displays must be contained within exhibitor's booth space. If displays extend beyond the confines of the booth and either block or obstruct an adjoining booth on either side, exhibitor may be asked to alter display. Determination may be made at TBE's discretion. Exhibitors may not obstruct the view of immediate neighbors via draping, the construction of a wall, high shelving, or any other type of imposing structure. Exhibitors may not have any structure in the booth with a roof, such as a tent, canopy or other covered structure (for fire safety purposes). Absolutely no helium balloons will be allowed in the facility. Exhibitors must also comply with all requirements of venue provider.
11. **TBE Authority:** TBE reserves the right, upon reasonable notice to the Exhibitor, to substitute alternate dates and/or facilities other than those originally planned for a particular event. Exhibitor, also hereby grants TBE permission to use Exhibitors' name and/or logos for promotional purposes in connection with the Expo and/or other events produced by TBE. This permission shall extend to photographs of the Exhibitor's Booth.
12. **Complete Agreement:** This agreement represents the entire agreement between the parties and supersedes all communications, understandings, or agreements, if any expressed or implied, whether written or verbal. TBE has made and makes no representation of any kind except those specifically set forth herein. In the event of any dispute to the terms of this Contract, the parties agree to consult with a professional mediator agreed upon by all parties prior to seeking legal action. The prevailing party shall be entitled to recover costs and attorney fees. This contract shall be interpreted and construed pursuant to the laws of the State of Texas. Amendments to this agreement must be in writing and signed by both parties.

TBE Exhibitor Agreement

Desired Booth Name _____ TX Sales Tax ID# _____

EXHIBITOR CONTACT INFORMATION

Company Name _____
 Contact Name _____
 Title _____
 Address _____
 City _____
 State _____ Zip _____
 Product Description _____
 How'd you hear about us? _____

Phone (____) _____ - _____ X (____) _____
 Fax (____) _____ - _____
 E-Mail _____
 Website _____

Business Structure: Sole Proprietor Partnership
 LLC S Corp Other _____
Years in Business: _____ **# Paid Employees:** _____
Minority-owned? Yes No **Woman-owned?** Yes No
Est. Annual Revenue (Optional): _____

EXHIBITOR OPTIONS

	Standard Rate Enrollment Due By 5/11/15	Late Registration
___ Small Businesses	\$650	\$775
___ Non Profit Organizations	\$650	\$775
___ Government Agencies	\$900	\$1,000
___ Corporate Exhibitors	\$1,350	\$1,400

ADDITIONAL SERVICES

	Unit Price	Quantity	Total
Gift Bag Marketing (promo item/flyer of your choice in 5000 attendees' bags)	\$350		\$
Official TBE Summer Celebration T-Shirt Size: M L XL XXL	\$20		\$
Corner Booth Upgrade	\$100		\$
Extra Vendor Badge	\$15		\$
Outdoor Old School Concert Concessions Booth (Food Vendors Only)	\$975		\$
Professional Networking & Recruitment Reception Exhibitor	\$2,500		\$
Old-School Hip-Hop and R&B Outdoor Concert (Sat, June 13 th)	\$25		\$
Business Empowerment Coffee & Conversation Reserved Table (Fri, June 12 th)	\$1,000		\$
Business Empowerment Coffee & Conversation, Adult Ticket (Fri, June 12 th)	\$50		\$
Literary Café and Authors Showcase	\$225		\$
Black Friday Grand Kickoff Party	\$30		\$
Corporate Luncheon Ticket (Fri, June 12 th)	\$150		\$
Live On-Stage Demo (1 hour) <input type="checkbox"/> Health Stage <input type="checkbox"/> Naturalista Stage <input type="checkbox"/> Youth Stage	\$350		\$
Professional Networking & Recruitment Reception Attendee	\$20		\$

Total Price: _____

Make Checks Payable to Texas Black Expo, Inc.

Notes:

* Full Payment must be received before deadline to qualify for discounted rates.

*TBE has a no refund policy and all sales are final. _____ initial

EXPO STAFF USE ONLY

Date Received: _____

Booth Assignment: _____

Social Media Engagement Form

[Texas Black Expo](#) is honored to have you as a part of the 2015 Juneteenth Summer Celebration! The Summer Celebration has been fixture in the community for more than a decade, and we are proud it has become the largest African-American trade show in Texas.

We are gearing up to host more than 25,000 Texans at the 12th annual event, June 11-14, in Houston. We want to make sure, however, positive messages about your involvement extend beyond the actual event and reach consumers, before, during, and after the Expo weekend.

To that end, we'd like to include positive updates about your involvement in social media outreach. Please complete and return the following social media information form to Stevenia Love, stevenia@etchedcomm.com, as soon as possible.

We've also included our social media information. We kindly ask that you follow, retweet, etc., to maximize the positive engagement on social networks. Thanks for your support!

2014 Texas Black Expo: Social Media Information Form

(Please complete and hyperlink all URLs)

- **Vendor Homepage:**
- **Facebook Profile:**
- **Twitter Handle:**
- **Instagram:**
- **YouTube:**
- **Important Company Hashtags:**
- **Additional Pages:** *(Any pages, in addition to the homepage, you'd like for us to include in posts if/when possible.)*
- **Upcoming Organization Milestones:** *(Any relevant milestones, or observances, you'd like for us to mention in posts if/when possible.)*
- **Company Tagline:**

Here's how you can find Texas Black Expo on social media:

- **Homepage:** <http://texasblackexpo.com/>
- **Facebook Profile:** <https://www.facebook.com/texasblackexpo>
- **Twitter Handle:** [@TexasBlackExpo](#)
- **Instagram:** <http://instagram.com/texasblackexpo>
- **YouTube:** <http://www.youtube.com/user/Txblackexpo>
- **Event Hashtag:** #TBE2015

