



2006  
HOUSTON  
BLACK EXPO  
  
RE-CAP  
&  
DEMOGRAPHIC  
INFORMATION



## **Mission of the Houston Black Expo Foundation**

The mission of the Houston Black Expo Foundation is to foster growth, development, and economic synergy within urban communities, primarily through providing platforms for businesses to network and expose their goods and services to the masses and through programs to help develop urban youth and business owners into professional individuals that know their purpose and that believe in giving back and supporting their local communities.

## The 2006 Houston Black Expo in Review

### George R. Brown Convention Center, Houston, TX

### May 20 – 21, 2006

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The 3<sup>rd</sup> annual Houston Black Expo was held at the George R. Brown Convention Center, 1001 Avenida De Las Americas, Hall C, on May 20 – 21, 2006 in Houston, Texas. The Expo drew 15,200 attendees over the course of the two-day weekend, attracted by seminars, entertainment, events for children, and the opportunity to shop for culturally-unique, hard to find items of interest to African Americans.



#### Ticketing

For the 2006 Expo, ticket prices were as follows:

- Children 10 and under—Free
- Adults with free voucher before 1 PM daily (obtained from select Expo sponsors H-E-B or Frenchy's) – Free
- Adults before 4 PM daily – \$10
- Adults after 4 PM daily -- \$18



#### Presentation Stages and Expo Features

Almost 200 small businesses and corporations participated in this year's Houston Black Expo offering a plethora of products and services to Expo attendees. Additionally, there were multiple stages featured at the 2006 Houston Black Expo that offered a variety of events designed to entertain and inform Expo guests:

- **Seminar Stage** – This stage located at the front of the Expo tradeshow floor was the site of such popular events at the

D-Mars Business Networking Connection, Homebuyer seminars hosted by the Houston Real Estate Association, a “Financial Freedom” seminar hosted by Nationwide Insurance, and a “Taking Charge of Your Credit” seminar presented by Washington Mutual

- **Makeover Demo Stage** – The bulk of the presentations on the Makeover Demo Stage included free makeover presentations by black-owned Lamik Cosmetics and Mary Kay independent beauty consultants that specialized in catering to the unique skin care and beauty needs of women of color.



Additionally, the diverse talents of Ms. Melissa Waddy Thibodeaux were displayed as she reenacted very popular one-woman dramatic presentations entitled, “Meet Ms. Rosa Parks” and “Meet Ms. Harriet Tubman.”

- **Food Demo Stage** – Various caterers and restaurateurs presented live one-hour food demonstrations from this stage which is always popular because of the tasty samples

of culinary fare that the cooks distribute after their presentations. Among those presenting food demonstrations were HEB, Ral's Fine Catering, and other well-known chefs from the Greater Houston area.

- **Cut-A-Thon Stage** – Sponsored by Salon Zone Media Group, this site of the ever popular Houston Black Expo Cut-A-Thon offered women and men the opportunity to have their hair cut and styled by professional stylists on Sunday for a nominal fee. A portion of the proceeds collected from the Cut-A-Thon are donated to charities in an effort to “cut out breast cancer” a disease that has been known to disproportionately target African American women.



- **Entertainment Stage** – The main Entertainment Stage, located at the back of the facility behind the tradeshow floor, is host to the main attractions of every Houston Black Expo, the headliner entertainment. Prior to the concerts that are presented each evening, there are other main presentations that are featured on the main stage, including the wildly successful Soft

Sheen Carson Model Search on Saturday. Additionally, Saturday featured comedy by local-favorite comedian Ali as well as openers from the multi-talented management company of locally-owned Music World Entertainment, and a dynamic concert from Grammy Award winning India Arie. Sunday featured comedy as well, but as this day's entertainment line-up comprised the KTSU Gospel Explosion, the performers were gospel performers (such as Grammy Award winning inspirational group Trin-i-Tee 5:7) that served as openers for national entertainer Kim Burrell. Spoken word artists added character and flavor to concerts on both days of the Expo by offering poetic, insightful, thought-provoking soliloquies about the black condition and state of being.



In addition to the Expo stages offering a variety of entertainment, the Houston Black Expo also featured the following:

- Career Fair featuring various public and private corporations
- Free Massages by the Witter Center
- McDonald's Kids' Zone
- Soft Sheen Carson Styleplex
- Health Pavilion organized by The Links featuring body age assessments, bone marrow donation registration, various screenings, and the dissemination of health information
- Free Giveaways (throughout each day of the Expo)



### **Entrepreneurs' Symposium**

Proudly, 2006 was the year of the first symposium featured during the Houston Black Expo and targeted towards developing

entrepreneurs. Entitled, “Developing Wealth with Black Entrepreneurship... Pass It On!” the seminar was filled to capacity, standing room only, as existing and aspiring entrepreneurs stood captivated by a panel of well-known business leaders from the Greater Houston community. In addition to sharing their respective success stories, panelists shared on topics such as managing expectations, networking outside of the box, and secrets of overcoming challenges to entrepreneurial success.

### **Taste of Black Houston VIP Reception**

The 3<sup>rd</sup> annual VIP Reception hosted at the Groovey Grill Mansion was held on Friday, May 19<sup>th</sup> for sponsors, community supporters, and other VIPs from throughout the city of Houston. This event annually features restaurants and caterers that bring their best offerings to be sampled by this important group of Expo supporters, as they enjoy complimentary beverages, listen to live music, and network with one another.



### **Expo Volunteerism**

More than 150 volunteers contributed towards making the 2006 Houston Black Expo a success. The Black Expo volunteer force was comprised of local community groups, volunteers, and individuals from throughout the Houston community who desired to contribute their time and talent to a worthy cause. Volunteers were appreciated at the conclusion of the Expo with a special reception held in their honor, sponsored by Anheuser Busch at the Breakfast Klub, a local Houston favorite eatery located in downtown Houston.

### **Marketing**

Spreading the word about the 2006 Houston Black Expo was accomplished through several venues:

- Billboards were placed in strategic areas, namely at Fannin and Bell in downtown Houston and at Hwy. 59 and Buffalo Speedway, a high-traffic, popular area of the city of Houston.
- A major advertising campaign was launched on Majic 102.1 FM that included the



- running of 60-second radio spots during prime time, hosting “Winning Weekends” during which free Houston Black Expo tickets were given away. Members of the Expo team also appeared on “Sunday Morning Live with Carmen Watkins” to promote the Houston Black Expo
- In efforts to reach the gospel music population, 40-second commercials were run on KTSU. In addition, the Black Expo was represented via live radio interviews to promote

interest and participation in the Houston Black Expo on several occasions.

- KCOH was also another local radio station on which the Expo was represented via live interviews.
- Television marketing was accomplished via advertising on Houston’s UPN Channel 20 and Fox Channel 26.

Additionally, members of the Expo team appeared on such



television shows as Jose Grinon's Black Voice (Fox 26) and KPRC Channel 2 with Khambrel Marshall to promote the upcoming Houston Black Expo and its related events

- Print advertising was accomplished through ads featured in the Greensheet, Houston Style Magazine and in various other magazines with a targeted African American demographic
- Approximately 20,000 flyers were strategically distributed throughout the city of Houston beginning in January 2006 to inform people about the upcoming event and to influence them to participate by purchasing a booth at the Expo
- Posters were also strategically placed around the city in popular areas frequented by African Americans
- Members of the Houston Black Expo organizing team attended various business



networking functions throughout the community to introduce the Houston Black Expo and to announce its return to the George R. Brown Convention Center on May 20 -21<sup>st</sup>

- Several large Houston churches promoted the Houston Black Expo to their members through making announcements over their pulpits, passing out flyers, and posting the event in their weekly announcement bulletins

### Honored Guests

During the opening ceremonies of the Houston Black Expo, the colors were presented by the Buffalo Soldiers National Museum. Congressman Al Green, Congresswoman Shelia Jackson Lee, and representatives from HEB and Nationwide Insurance had words to congratulate the Expo on another year of success and to welcome the audience that patiently waited for the doors to open for yet another year of Expo festivities!



### Media Exposure

Because of its many attractions, its large audience, and its relevance to the Greater Houston community, the Houston Black Expo received local media attention from FOX 26 and NBC's KPRC Channel 2. Highlights of the Black Expo weekend were featured Saturday evening on both of these networks.

### 2006 Expo Sponsors

Sponsors for the 2006 Houston Black Expo included the following:

- Title Sponsor:** H-E-B
- Presenting Sponsor:** Nationwide Insurance
- General Motors
- Washington Mutual
- Soft Sheen Carson
- Frenchy's Creole

McDonald's  
 Western Union  
 AT&T  
 Anheuser Busch  
 Allegiance Title Company

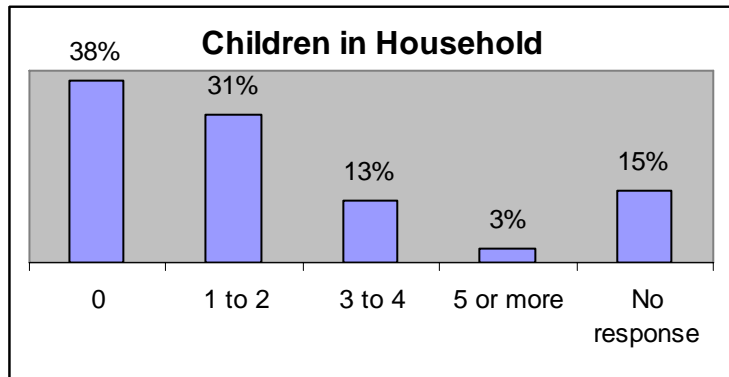
**Annual Survey Information**

As Expo attendees entered the 2006 Houston Black Expo, they received a survey that would allow them to both receive a registration bag and that would qualify them for the drawings that were held throughout the day. Survey information is collected annually so that Expo organizers can receive a “snapshot” of the total population of Expo attendees.

**Gender:** 68% Female 32% Male

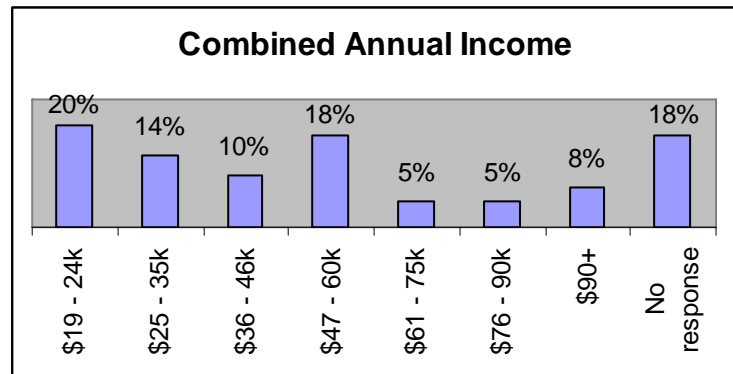
**Number of Children**

38% 0  
 31% 1 - 2  
 13% 3 - 4  
 3% 5+  
 15% No answer



**Marital Status**

21% Married  
 45% Single  
 12% Divorced  
 22% No answer

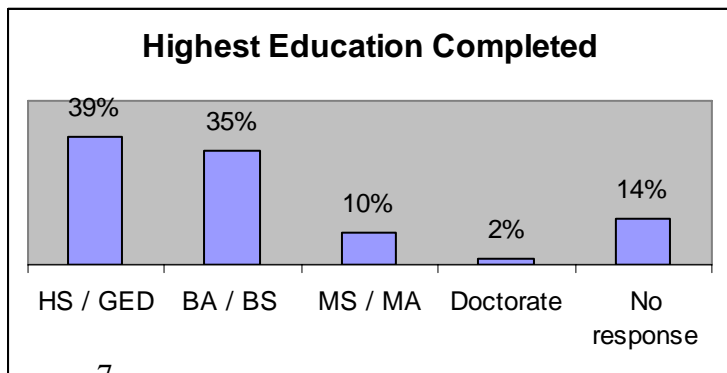


**Average Household Income**

20% \$19 – 24k  
 14% \$25 – 35k  
 10% \$36 – 46k  
 18% \$47 – 60k  
 5% \$61 – 75k  
 5% \$76 – 90k  
 8% \$90k+  
 18% No answer

**Highest Education Completed**

39% High School Diploma / GED  
 35% Bachelor's Degree  
 10% Master's Degree  
 2% Doctorate Degree  
 14% No answer



**Type of Primary Residence**

- 23% Apartment
- 2% Condominium
- 56% Home
- 18% No answer

**Do You Own or Rent Your Primary Residence?**

- 44% Own
- 34% Rent
- 11% None of the above
- 13% No answer

**Are You Interested in Selling or Purchasing a Home?**

- 54% No
- 30% Yes
- 16% No answer

**Do You Own a Small Business?**

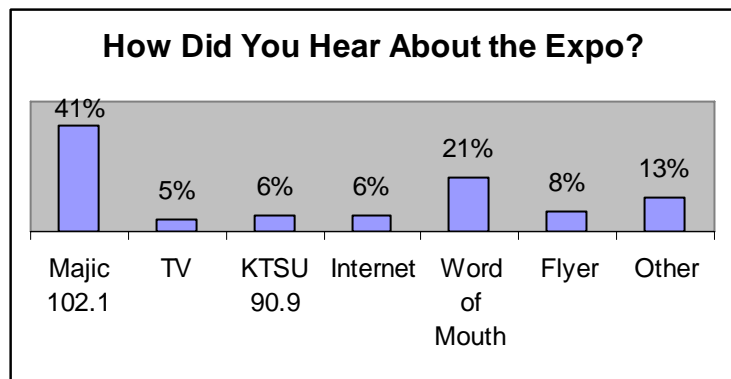
- 67% No
- 23% Yes
- 10% No answer

**Would You Like to Own a Business?**

- 26% No
- 27% Yes
- 25% N/A
- 22% No answer

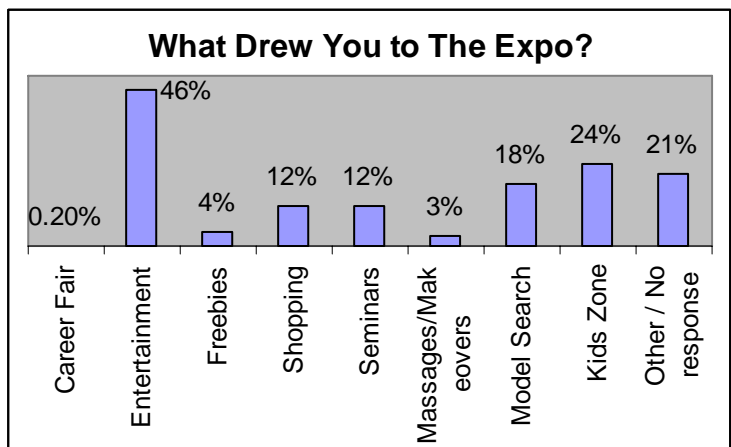
**How Did You Hear about This Year's Black Expo?**

- 41% Majic 102.1 FM
- 5% TV (UPN 20 and FOX 26)
- 6% KTSU 90.9 FM
- 6% Internet
- 21% Word of Mouth
- 8% Flyer
- 13% Other



**What Drew You to the Expo?**

- .2% Career Fair
- 46% Entertainment
- 4% Freebies and giveaways
- 12% Shopping
- 12% Seminars



- 3% Free massages and makeovers
- 18% Model Search
- 24% Kids Zone
- 21% N/A or other

**An Expression of Gratitude**

The Houston Black Expo organizers wish to thank all sponsors, volunteers, vendors, and organizers for their support and participation in this year's 3<sup>rd</sup> annual event!