



houston **black**expo



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**2007**  
**SPONSOR PACKET**

**EVENT DATE:**  
**MAY 19 – 20, 2007**

## To Our Prospective Sponsors and Corporate Exhibitors:

The Houston Black Expo, Texas' largest African-American consumer tradeshow, will be returning to the George R. Brown Convention Center May 19-20, 2007. This phenomenal marketing and sales opportunity will be a prime venue for businesses to expose their products and services to thousands of consumers in addition to providing business owners a venue to make an extraordinary amount of direct sales. The Houston Black Expo continues to re-establish itself as one of *the* most renowned and premiere consumer trade shows and cultural events in the Greater Houston community.

The Houston Black Expo, which was founded in December 2002, introduced its inaugural Expo weekend May 15-16, 2004 and drew roughly 8,000 attendees and 250 exhibitors. The following year, the Expo weekend took place May 21-22, 2005 and was a phenomenal success drawing 14,625 attendees... an increase of 79%, in only two short years! The third year event, held May 20 – 21, 2006, continued to establish the Houston Black Expo as a major player in the Houston community, as it drew 15,000 plus attendees and more than 200 businesses!

The African American community in the United States spends over \$500 billion each year. This is equal to the gross national product of Canada, the ninth largest country in the world. The Houston Black Expo is a prime marketing opportunity venue for touching the Greater Houston African American community, as it offers companies an opportunity to expose, on a widespread level, their products and services to this very lucrative, but often overlooked market.

30 million African Americans represent 12% of the U.S. population. Yet this demographic:

- Is twice as likely to own an Audi, BMW or Mercedes-Benz
- Purchases 50% of all movie tickets
- Purchases 25% to 35% of all barbecue sauce, baby formula, detergent, potato chips, salt, and pasta
- Spends \$6 billion on sodas and over \$500 million a year at McDonalds
- Consumes 36% of all air conditioners

Houston, the nation's fourth largest city, is a part of Harris County, which boasts nearly 3.5 million people. This makes it the third most populous county in the United States. African Americans represent over 18% of Harris County's population, more than 6 percentage points higher than the national average. By participating in The Houston Black Expo as an exhibitor or sponsor, you tap into the phenomenal purchasing power of the African American Community!

### **This comprehensive marketing and media outreach will:**

1. Attract over 200 exhibitors and thousands of attendees from across Texas and throughout the country.
2. Provide sponsors an extensive media exposure opportunity through television commercials, radio ads, and print.
3. Offer exhibitors an opportunity to market their products or services, build a client list, conduct research, test products, generate leads, distribute coupons or products, or identify job applicants.

Black Expo of Houston, LLC. recognizes the value of African American consumer dollars and provides a venue for corporations to build their market share in the African American community. There is no better way to attract those dollars than by being a part of The Houston Black Expo.

If your corporation emphasizes quality, values diversity and recognizes that so often these two values go hand in hand with profitability, then we look forward to working with you as a sponsor of The Houston Black Expo. We know the experience will be a very positive one!

This two-day signature event will showcase live entertainment by national recording artists, authors, seminar speakers, an empowering gospel celebration and will also include empowering seminars, free health screenings, a Bid Whist Card & Domino Tournament, a Talent and Comedy Showcase, a Kids' Zone, cultural dance performances and an overall great consumer tradeshow!

The tradeshow floor will feature "Expo Pavilions." Each Pavilion will cover a high-interest area of consumer goods and services such as Real Estate, Health/Fitness, and a Job Fair. Exhibitors in each of those industries will comprise the aisles of the pavilion. This will allow consumers looking for products and services in these high-interest areas to easily and what they need. It also ensures that all exhibitors can be easily located. Exhibitors not in any of the industries will be located in the general area of the expo floor. In addition to the business networking and exposure opportunity, this event will be a fun event for the whole family. There's something for everyone at the Houston Black Expo!

One of the goals of this event is to foster economic synergy within the minority community by providing a networking opportunity for local businesses within the Houston area. In addition to the networking aspect, it will also give business owners exposure, and an opportunity to promote their products and services to thousands of individuals & businesses from across the country.

Houston Black Expo also seeks to give back to the community by providing scholarships to high school seniors, facilitating life skills & business seminars geared toward youth, as well as donating a portion of all profits to non-profit programs aimed at mentoring and shaping our youth for a successful future.

If your corporation emphasizes quality, values diversity and recognizes that so often these two values go hand in hand with profitability, then we look forward to working with you as a sponsor of The Houston Black Expo. We know the experience will be a very positive one.

Sincerely,

Jerome Love  
President  
Houston Black Expo

## Sponsorship Opportunities

The Black Expo offers several Sponsorship Opportunities for those companies who desire maximum exposure. We can also develop a Sponsorship Package catered towards your company's specific marketing strategy and needs.

### *Title Sponsor*

The Title Sponsor is the most prestigious and visible of all sponsorships available and is reserved for only one organization or company. The value of this sponsorship is **\$75,000**.

#### **The benefits of being the Title Sponsor are:**

- Title of "Official Title Sponsor of the 2006 Houston Black Expo" to be read and announced as follows, "The ABC Houston Black Expo"
- Company Name and Logo Headlines Marketing Advertisements
- Company Name on Press Releases, Printed and Television Advertisement
- Company Name Headlines all Radio Announcements
- Hyper-Link Exchange between Sponsor & HBE Website
- Company Name and Logo on Official Show Banners
- Company Name and Logo Printed on Front Cover of Official Show Guide
- Full Page Ad on Back Cover of Official Show Guide
- Company Flyers or Handbills Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- 20'X 20' Exhibitor Space (Near entrance location on exhibitor floor)
- Right to Use Event Name in all Marketing Campaigns
- Brand Exclusivity
- 100 Tickets to the Houston Black Expo
- 10 Tickets to HBE VIP Kickoff Reception

### ***Presenting Sponsor***

The Presenting Sponsor is the 2<sup>nd</sup> most prestigious and visible of all sponsorships available and is reserved for only one organization or company. The value of this sponsorship is **\$60,000**.

#### **The benefits of being the Title Sponsor are:**

- Title of Presenting Sponsor of the Houston Black Expo to be read and announced as follows, " ABC Houston Black Expo presented by XYZ Company"
- Company Name and Logo included on all Marketing Advertisements
- Company logo on Press Releases, Printed and Television Advertisement
- Company Name included in all Radio Announcements
- Hyper-Link Exchange between Sponsor & HBE Website
- Company Name and Logo on Official Show Banners
- Company Name and Logo Printed on Front Cover of Official Show Guide
- Full Page Ad on Inside Front Cover of Official Show Guide
- Company Flyers or Handbills Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- 20'X 20' Exhibitor Space (Near entrance location on exhibitor floor)
- Right to Use Event Name in all Marketing Campaigns
- 90 Tickets to the Houston Black Expo
- 6 tickets to HBE VIP Kickoff Reception

### ***Entertainment Stage Sponsor***

The entertainment stage will showcase local and national talent. Major draws to this stage are scheduled for each day such as the Fashion & Hair Shows, an R&B performance, a Comedy Fest, and a Gospel Explosion. The value of this sponsorship is **\$45,000**.

#### **The benefits of being the Entertainment Stage Sponsor are:**

- Title of "Official Stage Sponsor of The 2006 Houston Black Expo"
- Company Name and Logo on Marketing Advertisements
- Company Name on Press Releases, Printed and Television Advertisements
- Company Name Mentioned on Radio Announcements
- Exclusive Company Banner Placement on Expo Stage
- Company Name and Logo printed on Official Show Banners
- Company Flyers or Handbills Distributed at Information Booth
- Exclusive Press release Sent Announcing Company's Sponsorship of HBE
- Inside Back Cover Advertisement in Show Guide
- 10'X 20' Exhibitor Space (Near entrance location on exhibitor floor)
- Right to Use Event Name in All Marketing Campaigns
- Hyper-Link Exchange between sponsor & HBE website
- Company Name Mentioned on Entertainment Stage and Sponsor Give-a-Ways
- 75 Tickets to the Houston Black Expo
- 4 Tickets to HBE VIP Kickoff Reception

## Sponsorship Opportunities (*continued*)

### *Corporate Sponsors*

Corporate Sponsors is one of the most prestigious sponsors of our event, with significant and valuable benefits to the sponsoring company or organization. Each Corporate Sponsor will have an opportunity to sponsor one of the expo pavilions. The value of this sponsorship is **\$35,000**.

#### **The benefits of being a Corporate Sponsor are:**

- Title of "Official Corporate Sponsor of The 2006 Houston Black Expo"
- Company Name and Logo on Print Advertisements
- Company Name on Television Advertisements
- Company Name Mentioned on Radio Announcements
- Company Name and Logo on Official Show Banners
- Company Name and Logo printed on Official Visitor Guest Pack
- Company Flyers Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- Opportunity to Present a Seminar During the 2005 Houston Black Expo
- Hyper-Link Exchange between Sponsor & HBE Website
- Prime Full-Page Advertisement in Show Guide
- Prime 10'X 20' Exhibitor Space
- Right to Use Event Name in all Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 75 Tickets to the Houston Black Expo
- 4 Tickets to HBE VIP Kickoff Reception

### **Technology Pavilion**

Expected to be a very high traffic area, the Technology Pavilion allows businesses to showcase their latest and greatest products within this always popular industry. Additionally, the sponsor of this area will have an opportunity to present a workshop to attendees to educate the public.

### **Job Fair**

As a result of today's corporate economy, the Job Fair is expected to be one of the most popular areas on the Expo floor. This area is guaranteed to be a popular one with the thousands of Houstonians who are currently seeking gainful employment with some of Houston's top corporations and small businesses.

### **Children's Corner**

The Children's Corner promises to be a high energy area with lots of fun for all ages. Although this area is geared toward the youth, it will be fun for adults as well. In addition it will allow parents an opportunity to have their children entertained in a safe environment, while they themselves browse the aisles that the Expo has to offer.

## **Sponsorship Opportunities (*continued*)**

### **Health Pavilion**

The Expo Health Pavilion is designed to educate the public on many of these prevalent diseases that plaque the minority community. Also, several health screenings will be offered, such as: diabetes, high blood pressure, cholesterol, etc.

### **Expo Kitchen**

Minorities are known for cooking flavor-filled dishes. This area will allow local restaurants, caterers, grocery stores, etc. to expose their products. A number of cook-offs will be held during the expo weekend and samples will also be distributed to attendees.

### **Fashion & Hair Shows**

The Fashion & Hair Extravaganza will feature local designer and stylist interested in showcase their own unique style of fashion. In addition to local business many larger companies will have an opportunity to showcase their product.

### **Real Estate & Finance Pavilion**

With interest rates hovering around record lows, home ownership is attainable by anyone. Within this pavilion individuals will be educated on the home buying process, and given practical steps that lead to purchasing a home. Aside from real estate aspect, financial seminars will provide information to attendees on a number of different topics.

### ***Associate Sponsor***

Associate Sponsorships are perfect for companies that want to reach the masses through our marketing efforts: The value of this sponsorship is **\$25,000**.

#### **The benefits of being an Associate Sponsor are:**

- Title of "Official Associate Sponsor of the 2006 Houston Black Expo"
- Company Name on Printed Advertisements
- Company Name and Logo printed on Show Banners
- Company Flyers Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- Full-Page Advertisement in Show Guide
- Prime 10' X 20' Booth Space on Tradeshow Floor
- Right to Use Event Name in Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 30 Tickets to the Houston Black Expo
- 2 Tickets to HBE VIP Kickoff Reception

## Sponsorship Opportunities (*continued*)

### *HBE Partner*

Associate Sponsorships are perfect for companies that want to reach the masses through our marketing efforts: The value of this sponsorship is **\$15,000**.

#### **The benefits of being an Associate Sponsor are:**

- Title of "Official Partner of the 2006 Houston Black Expo"
- Company Name on Printed Advertisements
- Company Flyers Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- Half-Page Advertisement in Show Guide
- Prime 10' X 10' Booth Space on Tradeshow Floor
- Right to Use Event Name in Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 15 Tickets to the Houston Black Expo
- 2 Tickets to HBE VIP Kickoff Reception

### *HBE Patron*

Associate Sponsorships are perfect for companies that want to reach the masses through our marketing efforts: The value of this sponsorship is **\$10,000**.

#### **The benefits of being an Associate Sponsor are:**

- Title of "Official Patron of the 2006 Houston Black Expo"
- Company Name on Printed Advertisements
- Company Flyers Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- Quarter-Page Advertisement in Show Guide
- Prime 10' X 10' Booth Space on Tradeshow Floor
- Right to Use Event Name in Marketing Campaigns
- 10 Tickets to the Houston Black Expo
- 2 Tickets to HBE VIP Kickoff Reception

## 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. The 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 in The Houston Black Expo (HBE), a signed agreement and 50% 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 60 days prior to the show opening date or reservation and deposit may be forfeited.

2. Payments: Cash, checks, cashiers check, money orders, MasterCard, Visa, and American Express are acceptable forms of payment. Any balance due will be automatically charged to your credit card account 60 days before show opening date. If deposit is paid by check, the outstanding balance must be paid six weeks before the show opening date. Any deposits and space may be forfeited, at HBE'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 HBE 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 HBE, however HBE 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 HBE 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 HBE.

6. No Guarantee of Results: HBE 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. HBE does not assume any responsibility for loss or damage to Exhibitors property. HBE 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 HBE, 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: HBE 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 HBE in connection with this Agreement. Otherwise all payments are non-refundable.

9. Product/Service Exclusivity: Product/Service exclusivity is not guaranteed through this reservation.

10. Miscellaneous: Exhibitors may not pin or tape anything to back drape; Loud or offensive exhibits, subject to HBE's discretion, are not permitted; Blocking aisles, soliciting customers in the aisles or handing materials out in the aisles is prohibited. Exhibitor must also comply with all requirements of venue provider.

11. HBE Authority: HBE 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 HBE permission to use Exhibitors' name and/or logos for promotional purposes in connection with the Expo and/or other events produced by HBE. 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. HBE 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.