



HOUSTON BLACK EXPO 2007 VENDOR PACKET





Mission of the Houston Black Expo

The mission of the Houston Black Expo 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.

To Our Prospective Exhibitors:

The Houston Black Expo is coming once again to the George R. Brown Convention Center May 19-20, 2007. This phenomenal marketing and sales opportunity will be here sooner than you think, so don't miss out! The Houston Black Expo will allow your business to showcase its products and services to thousands of mature, established consumers from across the state of Texas in addition to providing a venue for you to make an extraordinary amount of direct sales!

As a small business owner and former vendor, I have personally exhibited at countless trade shows and Black Expos across the country. I understand the importance of leveraging time and money to exhibit at a tradeshow event, and thus it is my personal goal to ensure that the Houston Black Expo is effectively promoted throughout the city and surrounding areas, bringing out the maximum number of potential buyers for your company or organization.

For the past three years, the Houston Black Expo has continued to grow and develop, and today, it is the largest African-American consumer tradeshow in the state of Texas! Our prior Expos have been a tremendous success, drawing over 15,000 attendees to shop exhibit booths, be educated in seminars, enjoy lively entertainment, take part in various demonstrations, and celebrate the unique culture of African-Americans throughout the course of the two-day exposition.

In 2007, we expect an even greater response! This event has quickly established itself as a celebrated event for Houston and its surrounding areas, and it will continue to thrive for years to come, growing bigger and better as the years go by! We are excited about the wonderful potential of this event, and we look forward to working together with our sponsors, exhibitors, and the community to make this event one that is mutually beneficial.

Looking forward to seeing you at the Expo!

Jerome Love
CEO / President
Houston Black Expo

Houston Black Expo 2007 Vendor Information

When: Saturday, May 19 through Sunday, May 20, 2007
12:00 pm – 8:00 pm daily

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

Rates: See Vendor Agreement

Rate Includes

- 4 Vendor Badges
- 1 Skirted table (6 feet long)
- 2 Chairs
- 1 Wastebasket
- 1 Address Sign

Credentials

Upon check-in on May 18, 2007, each vendor will receive:

- 4 Vendor badges
- Map of the tradeshow floor

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

Booth Payments

First Time Vendors:

All booth payments must be received in full 6 weeks prior to the Expo, or a \$50 late charge will be assessed. This policy also applies to vendors who make deposits prior to 6 weeks prior to the Expo. Payments for booth space will be determined by the registration fee on the date when the final payment is made.

“Veteran” Vendors:

As a special incentive, the Houston Black Expo offers preferred rates and deadlines to its returning small business and non profit “veteran” vendors. Returning vendors may reserve a booth space by making a full discounted payment of \$450 by September 1, 2006 OR by paying a deposit of \$200 by September 1, 2006 to lock in an early-bird rate of \$500, and paying the remaining balance by March 1, 2007. All veteran vendors will receive a **FREE** parking pass, good for the entire weekend. If complete payment for the early-bird rate is not made by March 1st, the vendor will pay the registration fee that applies on the date upon which 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.**

Change of Booth Location

Any changes to booth space assigned to exhibitors before or during the Expo for any reason carry a \$50 administrative charge.

Refund Policy

All booth purchases, including deposits, are final, non-transferable and non-refundable. Late registration prices go into effect April 6, 2007.

Electricity and Telephone Lines

Electricity and telephone lines are not included in the cost of registration for exhibitor booths. However, these services will be available for a fee from companies contracted with the George R. Brown Convention Center. More information will be provided for vendors desiring to pay for these services so that they can contact these service providers directly.

Set Up Times

- Friday May 18, 2007 from 1:00 pm to 5:30 pm
- Saturday May 19, 2007 from 8:00 am to 10:30 am

Note: Hall must be cleared at 5:30 pm on Friday. ALL exhibitors must be completely set-up no later than 30-minutes prior to show opening on Saturday, and all isles must be cleared. There will be *absolutely no* setting-up after the show starts each day.

Breakdown Times

Sunday May 20, 2007 from close of show to 12:00 am

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 The Houston Black Expo (HBE), a signed agreement and 75% 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 6 weeks 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 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, this also include brand exclusivity.

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. Absolutely no helium balloons will be allowed in the facility. Exhibitors 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 supercedes 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.

HBE Exhibitor Agreement

Desired Booth Name _____ TX Sales Tax ID# _____

CONTACT INFORMATION

Company Name _____ Phone (____) _____ - _____ X(_____) _____
 Contact Name _____ Fax (____) _____ - _____
 Title _____ E-Mail _____
 Address _____ Website _____
 City _____ Products or Services Description _____
 State _____ Zip _____
 Type of Business _____

EXHIBITOR OPTIONS

		Standard (After 12/31/06)	Late (after 4/1/07)
___ Small Businesses		\$575	\$675
___ Non Profit Organizations		\$575	\$675
___ Government Agencies		\$850	\$925
___ Corporate Exhibitors		\$1350	\$1425

ADDITIONAL SERVICES

	Unit Price	Number	Total
Gift Bag Marketing	\$175	_____	\$ _____
Seminar Presentation	\$350	_____	\$ _____
Website Link	\$250	_____	\$ _____
Corner Booth Upgrade	\$75	_____	\$ _____
Extra Vendor Badge	\$15	_____	\$ _____
Opening Act Fee	\$500	_____	\$ _____
Main Stage Performance	\$675	_____	\$ _____
Two Day Parking Pass	\$16	_____	\$ _____
VIP Reception Ticket	\$75	_____	\$ _____
Box Lunch	\$16	_____	\$ _____
Official HBE T-Shirt	\$10	_____	\$ _____
½ Page Ad in Show Booklet (Vendors Only)	\$175	_____	\$ _____
¼ Page Ad in Show Booklet (Vendors Only)	\$100	_____	\$ _____

Total Price: _____

Make Checks Payable to Black Expo of Houston

Notes:

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

EXPO STAFF USE ONLY
Date Received: _____
Received By: _____
Booth Assignment: _____

Credit Card Authorization Form

I _____ do hereby authorize the Black Expo of Houston, LLC to process my payment for services rendered Expo via credit card on the following date:

_____.

My credit card number is:

_____ (Circle One) MC / VISA / Discover/AMEX

The expiration date on my card is _____, and the 3 digit security code is _____. (This is located on the back of the card after the cc number)

Amount Charged: \$ _____

I further agree to pay the above total amount, according to card issuer agreement and understand that all exhibitor space purchases are final and non-refundable. In addition I am aware that any balance owed to HBE will automatically be charged 6 weeks prior to show date.

Signature authorization: X _____

Today's Date: _____ / _____ / 200__

Telephone Number: _____ Cell _____ Home _____

Address: _____

City: _____ State _____ Zip _____

Approval Number: _____

Declined Comments:

Thank you for your Business!



2007 Houston Black Expo Souvenir Booklet Ad Order Form

Contact Information

Today's Date _____

Company Name _____

Phone () _____

Contact Name _____

Fax () _____

Title _____

E-mail _____

Address _____

Website _____

City _____

State _____ Zip _____

<input type="checkbox"/> Full Page Ad \$500 <input type="checkbox"/> Half Page Ad \$350 <input type="checkbox"/> Quarter Page Ad \$250 <input type="checkbox"/> Business Card Ad \$150 <p>Ad Deadline: May 4, 2007 by 5 PM</p>

**Please make all checks payable to:
Black Expo of Houston*

Credit Card Information

I _____ do hereby authorize the Black Expo of Houston, LLC to process my payment of \$_____ for an advertisement in the 2006 Expo Souvenir Booklet. My credit card number is:

_____ VISA / MC / Discover

The expiration date on my card is: ____/____, and the 3-digit security code is _____ (located on the back of the card after the cc number).

I further agree to pay the above total amount according to the card issuer agreement, and I understand that payment for these services is final and non-refundable.

Signature Authorization: _____ Today's Date: _____

HBE USE ONLY	
Date Received: _____	Approval Code: _____
Received by: _____	Declined Code: _____
Date Payment Received: _____	Artwork Received: _____

Fax completed form to: (832) 615-3065

E-mail ads to: info@houstonblackexpo.com