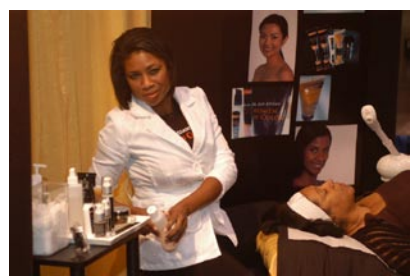




houston**black**expo

2008 VENDOR PACKET



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www.houstonblackexpo.com

www.texasblackexpo.com

If you love to make money with your business, then you'll LOVE the Houston Black Expo!

The Houston Black Expo is the **LARGEST** African American tradeshow in Texas! Each year, this dynamic event continues to grow at a mind-boggling rate, and it has become a highly-anticipated annual event in the Greater Houston area as well as around the state of Texas!

2007 was the first year that Houston Black Expo **sold out** of all vendor booths. The 2008 Expo is scheduled for May 16-18, 2008 at Houston's George R. Brown Convention Center, and it is *guaranteed* to be another phenomenal success!

As a result of years of experience as a former vendor, I am intimately aware of the challenges that vendors face when working a tradeshow. Through this experience, coupled with our extensive research on other successful tradeshows, we have discovered a **proven strategy** for success that has vendors across the country *raving* about the Houston Black Expo! At the Houston Black Expo, we are committed to providing each of our vendors the best tradeshow exposition experience possible. We look forward to working with you to maximize your business and to attract the relationships and revenue that your products and services command!

Reserve your booth **today** before they are all gone!

Jerome Love, President
Texas Black Expo, Inc.

Could All These Vendors Be Wrong?

"We have been a part of Houston Black Expo for 3 straight years and have generated close to **5,000 leads!** As a result of the Black Expo, we've made more than **\$60,000!** It is a great opportunity for *any* business!"

- **Matthew Witter, Owner, The Witter Center for Natural
Medicine**

"We saw more than **\$10,000** in sales as a *direct result* of Houston Black Expo, as well as a substantial increase in traffic to our restaurant. Houston Black Expo is a *phenomenal* marketing opportunity!"

- **Chef Ral Nwosu, Owner, Ral's Fine Catering & Café Bistro**

"Our **total revenue** increased by more than **60%**, thanks to the Houston Black Expo. They might as well keep my card on file, because you know I'll be back!"

- **Jackie Edwards, Owner, Cooking With Class**

"The Houston Black Expo was great! We added more than 200 new names to our mailing list, and it helped us to reinforce our presence in the Houston community. We can't wait until next year!"

- **Robert Ross, Director of Audience Development, Ensemble Theatre**

Reserve Your Booth **TODAY!**

Houston Black Expo 2008 Vendor Information

When: Saturday, May 17 through Sunday, May 18, 2008
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 16, 2007, each vendor will receive:

- 4 Vendor badges
- 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.

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 booth 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 \$400 by September 15, 2007 OR by paying a deposit of \$200 by September 1, 2007 to lock in an early-bird rate of \$500, and paying the remaining balance by March 1, 2008. 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 16, 2008.

Electricity and Telephone Lines

Electricity and telephone lines are not included in the cost of registration for exhibitor booths. These services can be purchase by calling Smart City at 713-853-8075. Smart City is an independent agency with no affiliation with the Houston Black Expo.

Set Up Times

- Friday May 16, 2008 from 12:00 pm to 5:00 pm
- Saturday May 17, 2008 from 8:00 am to 11:00 am

Note: Hall must be cleared at 6:00 pm on Friday, May 16. ALL exhibitors must be completely set-up no later than 1 hour 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 18, 2008 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 |
|--------------------------|

| | | | Rate |
|------------------------------|--|--|--------|
| ___ Small Businesses | | | \$650 |
| ___ Non Profit Organizations | | | \$650 |
| ___ Government Agencies | | | \$900 |
| ___ Corporate Exhibitors | | | \$1400 |

| |
|----------------------------|
| ADDITIONAL SERVICES |
|----------------------------|

| | Unit Price | Quantity | Total |
|------------------------------------------------------------------------------|------------|----------|---------|
| Gift Bag Marketing (promo item/flyer of your choice in 5000 attendees' bags) | \$175 | _____ | \$_____ |
| Official HBE T-Shirt | \$15 | _____ | \$_____ |
| Corner Booth Upgrade | \$75 | _____ | \$_____ |
| Extra Vendor Badge | \$15 | _____ | \$_____ |
| Opening Act Fee – 8 Minutes ___ SAT ___ SUN | \$450 | _____ | \$_____ |
| Get Up, Get Out & Get Something: by Jerome Love | \$15 | _____ | \$_____ |
| Two-Day Parking Pass | \$20 | _____ | \$_____ |
| VIP Reception Ticket (Thursday May 15 th @ Café 4212) | \$25 | _____ | \$_____ |
| Box Lunch SATURDAY (Qty. _____) SUNDAY (Qty. _____) | \$25 | _____ | \$_____ |
| Celebrity Fashion Show ticket hosted by J. Anthony Brown (Friday May 16) | \$25 | _____ | \$_____ |
| Celebrity Fashion Show VIP ticket hosted by J Anthony Brown | \$75 | _____ | \$_____ |
| Black Houston Speaks Breakfast Ticket (Saturday May 17) | \$30 | _____ | \$_____ |
| Black Houston Speaks Breakfast Table (10 seats and 10 Sat. Expo tickets) | \$300 | _____ | \$_____ |
| | | _____ | \$_____ |

Total Price: _____

Make Checks Payable to Texas Black Expo, Inc.

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 Texas Black Expo, Inc. 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

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: _____