

Making A World of Difference
in the new millennium

Los Angeles Black Business Expo & Trade Show

**Los Angeles Convention Center
Tom Bradley (South) Hall
September 10-12, 2004**

Exhibitor Proposal



Produced by:

SLAM, Inc.

(South Los Angeles Multi-Services, Inc.)

3683 Crenshaw Boulevard

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Los Angeles, CA 90016 USA

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Mission Statement

Supporting the development and growth of business enterprises through promotion, education, training and finance.

Introduction

The Los Angeles Black Business Expo and Trade Show (LABBETS) is California's most effective and proven avenue for reaching one of the most dynamic segments of the American economy. The annual sales revenue for African American businesses in Los Angeles County has grown to \$4 billion and will continue steady growth, according to the U.S. Census Bureau. African American consumers spend over \$600 billion annually, an amount also projected by the census bureau to continue to climb.

Open to corporations, investors, large entrepreneurs and small businesses, LABBETS is a special opportunity to reach a leading consumer group, establish long-term contacts and build sound customer relationships. Your outreach will be even more extensive with the addition of our Los Angeles Resource Guide CD-ROM marketing tool, a new benefit for 2003-2004. The interactive CD-ROM based directory will add another 100,000+ consumer exposures a year. The CD-ROM Resource Guide brings the consumer to you using your existing video, audio and graphic ads with the addition of live links to your website. The links from your CD-ROM advertisements to your corporate or marketing website will facilitate and enable motivated buyers year-round.

Your participation in the 2003 Los Angeles Black Business Expo and Trade Show and the LA Resource Guide CD-ROM will deliver a profitable marketing experience. It is an unprecedented opportunity to reach over 300,000 consumers and business owners through a combined media outreach. You'll have a tremendous opportunity to expand your client base and reach new customers over the three-day Expo and all year long through the Los Angeles Resource Guide CD-ROM.

Join us in this important, vibrant milestone to celebrate and build success for every business and consumer involved.

Harold Hambrick

Executive Director



Making A World of Difference

What:

The 16th Annual Los Angeles Black Business Expo & Trade Show (LABBETS)

When:

Friday, Saturday, Sunday
September 10, 11, 12, 2004
Friday & Saturday: Noon-8 pm
Sunday: Noon-8 pm

Where:

The Los Angeles Convention Center
Tom Bradley Hall (South Hall)
1201 S. Figueroa Street, Los Angeles, CA 90015

Expected Exhibitors:

Showcasing over 800 Small Businesses and Corporate Sponsors

Media Impressions:

Over 27,000,000 Consumers

Projected Attendance:

Over 100,000 Consumers

Target:

Male and Female, 25 years and older
Consumers, Professionals and Entrepreneurs

Leading up to LABBETS:

- Business to Business Conference
- Faith Community Breakfast
- Pre-event Workshops
- Sponsors' & Entrepreneurs' Networking Reception
- Black Business Owners Sabbath

At LABBETS:

- LABBETS Business Institute featuring:
 - Informative Business Seminars/Dynamic Speakers
 - Africa-USA Trade Conference
 - Contract Suite
 - Career Development Center
 - Youth Summit & Luncheon
 - Education Summit
 - Entertainment Summit
- Over 100 Corporate Purchasing and Community Outreach Professionals
- Business to Business Networking Opportunities
- Business to Consumer Networking Opportunities
- Opening Ceremony/VIP Sneak Preview
- West Coast GOSPELIVE Concert
- West Coast Fashion Summit® Fashion Show
- TGIF @ Expo 2003
- Health & Fitness Sessions
- Historical Artifacts
- Black Inventions
- Celebrities
- Art Exhibition
- Africentric Community Wedding *(as featured on NBC-TV)*
- Entertainment Showcase featuring Gospel, Jazz and Rhythm and Blues
- Hundreds of Business Exhibitors
- Youth Entrepreneurs

Theme Areas at LABBETS:

- Autoland Pavilion
- Bridal/Events Pavilion
- Black Inventors & Historical Wall
- Black College Row *featuring Historical Black Colleges*
- Faith Pavilion
- Cyberspace/Web World Pavilion
- TASTIN' Black Culture™ Food Court
- Health & Fitness Pavilion
- Kid's World Pavilion
- Money Management Pavilion
- The Village
- Fashion Pavilion
- Artists' Row
- Poet's Corner
- Africa Trade Pavilion



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Exhibitor Benefits

Small Business Exhibitor \$895

Non-Profit Exhibitor \$595

(Must attach 501(c)(3) letter)

(Corner spaces add \$200)

- 10' x 10' exhibitor booth package* for three full days.
- 15 complimentary tickets to the three-day Expo and trade show.
- Pre-Promotion Business Workshops.
- Year-round referral service.
- Online Business Finder.
- CD-ROM Business Listing.

***Exhibitor Booth Package**

- One (1) draped exhibit space (8' high back-wall & 3' high side walls (2)).
- One 6' draped table.
- Two (2) folding chairs.
- One (1) 7" x 44" Exhibitor ID sign (black lettering on white background). *When registering please specify business name you wish to use on the ID sign.*
- One (1) small wastebasket.
- Loading drayage (delivery) from service dock to exhibit space (up to 1,500 pounds).
- Four (4) exhibitor badges.

Autoland Exhibitor \$1,295

(Corner spaces add \$200)

Premium Display (center aisle) \$1,650

In addition to the Exhibitor Booth Package, Autoland Exhibitors receive carpet, 25 complimentary tickets to the Expo, and six (6) exhibitor badges.

Government Agencies \$1,500

In addition to the Exhibitor Booth Package, Government Exhibitors receive carpet, 30 complimentary tickets to the Expo, and six (8) exhibitor badges.

Corporate Exhibitor \$2,500

In addition to the Exhibitor Booth Package, Corporate Exhibitors receive double the square footage (10' x 20'), carpet, 50 complimentary tickets to the Expo, and six (8) exhibitor badges.

Electrical & Telephone Service:

Not included in the exhibit booth fee.

Exhibit Space Floor Covering:

Floor Covering is not mandatory, although suggested. Carpet is an attractive addition to your exhibit space.



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Credit Card Services (for exhibit space only)

Please complete the information below if you wish to pay by credit card (VISA, MasterCard or American Express). Credit card payments may be used for payments of 50% or higher only. **Please note: Unless otherwise advised, we will automatically charge your credit card for the second payment when it is due (45 days prior to the show).** Also note if you are applying within 45 days of the show, we require payment in full. **This form is for exhibit space payments only, it is not an exhibitor contract.**

Amount

50% deposit _____
or
Full balance _____

Total amount to be charged: _____

Company Name: _____

Your Name: _____

Phone: _____ Fax: _____

E-mail: _____

Credit Card Information (VISA, MasterCard or American Express only)

Account Number: _____ Expiration Date: _____

Cardholder's Name: _____

Company (if corporate): _____

Cardholder's Billing Address: _____

Street or Box #: _____

City: _____ State: _____ Zip: _____

Cardholder's Signature: _____

CANCELLATION POLICY

ALL MONIES ARE NON-REFUNDABLE.

Note: Los Angeles Black Business Expo will not process charges without the completion of this form.



Making A World of Difference

EXHIBITOR CONTRACT:

Friday, Saturday & Sunday

September 10-12, 2004

Los Angeles Convention Center / Tom Bradley Hall (South Hall)



3683 Crenshaw Blvd., Suite 502, Los Angeles, CA 90016 ▪ Phone: (323) 290-4743 ▪ Fax: (323) 290-1750 ▪ www.blackbusinessexpo.com

The undersigned hereby applies for space in the Los Angeles Black Business Expo & Trade Show and agrees to be bound by the Terms and Conditions listed on the attached page.

Registration:

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail Address: _____ Web Address: _____

Contact Name: _____ Owner(s): _____

Product/Service to be sold: _____

Date Started Business: _____ Years in Expo: _____

Sole Proprietor Partnership Corporation Non-Profit (Must attach 501(c)(3) letter)

- Type of Business:**
- Manufacturing Service Food Service
 - Automotive/Transportation Computer/Technology Fashion/Beauty Retail
 - Finance/Banking Real Estate/Insurance Health/Fitness Religion/Spiritual
 - Contractor/Home Improvement Public Administration Legal Services

Exhibit Space:

When making your space choice, please note the square footage and location are subject to availability. Your exhibit space number is subject to change prior to written confirmation.

Preferred Space Location: 1. _____ 2. _____ 3. _____

	Quantity	Size	Price	Deposit 50%*	Balance
Corporate		10' x 20'	\$2,500		
Government Agencies		10' x 10'	\$1,500		
Corner Space		10' x 10'	\$1,095		
In-line exhibit space		10' x 10'	\$895		
Food Court Space		15' x 30'	\$1,595		
Autoland Space		8' x 18'	\$1,295		
Non-profit exhibit space (Must attach 501(c)(3) letter)		10' x 10'	\$595		

*PLEASE NOTE: 50% OF BOOTH FEES ARE DUE WITH APPLICATION. BALANCE DUE 45 DAYS PRIOR TO SHOW DATE.

Signature:

Exhibitor's Signature _____ Name (please Print) _____ Date _____

FOR OFFICE USE ONLY: Accepted, Los Angeles Black Business Expo & Trade Show (SLAM, Inc.)

Authorized Signature _____ Title _____ Date _____

Please note that space is not assigned until your written confirmation is received from the office.

Office Use Only:

Booth#: _____

Early Reg.: _____

Date: _____

Terms and Conditions:

As an Exhibitor in the Los Angeles Black Business Expo & Trade Show, I agree to adhere to the following:

1. Contract: This Exhibitor contract properly executed by applicant (Exhibitor) shall upon written acceptance and notification of booths assigned by the Los Angeles Black Business Expo and Trade Show (Show Management) constitute a valid binding contract. Whereas the management reserves the right to accept and reject any applicant.

2. Space Assignments: Show Management exercises full authority over the assignment of all exhibitor spaces. The Los Angeles Black Business Expo is a unique show with special assignment of floor space for pre-designated pavilions. Categorically and by sign-up date are the main criteria used in making the space assignments.

3. Exhibit Space: Decorating service will furnish:

- 1— 6' draped table
- 2—side chairs
- 1—wastebasket
- 1—7"x44" one-line identification sign
- Loading drayage (delivery) from loading dock to exhibit space, up to 1500 pounds

4. Exhibit Guidelines:

- State law requires all sellers (where applicable) to have a current and valid resale permit. It is the sole responsibility of the exhibitor to collect and report sales tax generated at the show.
- There is **NO MUSIC** allowed from the exhibit space, without the authorization of the Los Angeles Black Business Expo & Trade Show Management.
- **Show Management must approve all food and beverage sampling. The selling of any beverage or food requires prior approval of the Official Convention Center Food Provider, special arrangements and insurance approvals that begin with Show Management authorization.**
- The Fire Rules prohibit the use of helium filled balloons or helium tanks in the exhibit hall at any time.
- All exhibitors assume responsibility for compliance with all pertinent ordinances; regulations and codes of duly authorized Local, State, Union and Federal governing bodies concerning fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders to cover all exhibitors' space content.
- Exhibitor agrees to hold show management harmless from any liability and from any bodily injury, property damage and all liabilities arising from the operation of the exhibit or products sold during the show.
- Exhibitor agrees not to sell, sublet, share, exchange or assign this rental space to any other party. Exhibitor will be asked to leave the show without a refund if the subletting policy is violated.
- **The distributing of any material is prohibited outside of the assigned exhibit space. This includes on or around the concession tables. Violators will be asked to discontinue distribution by Security.**
- All exhibitor merchandise must be legal. Counterfeit items such as videotapes, clothing, watches, and purses are prohibited. (Note: alcohol, tobacco, firearms, ordinance, survival weapons, gases or pepper sprays and related items are prohibited from display or sale within LABBETS.)
- Show Management will provide guard service throughout hours of set-up, showtime, move-out and exercise reasonable care for the protection of all exhibitors and displays.

Notwithstanding, the Los Angeles Black Business Expo and Trade Show does not assume responsibility for exhibitor property, his staff or agents from theft, fire accident.

- No smoking is allowed inside the exhibit hall. (*Los Angeles Fire Department ordinance*)

Show Management reserves the right to exclude or to require modification of any exhibitor's display or demonstration that it considers unsuitable to or not in keeping with the purpose of the Los Angeles Black Business Expo & Trade Show. Show Management reserves the right to rent space to firms, companies, individuals, and organizations engaged in similar or competitive businesses to exhibitor. (Unless otherwise contracted with Show Management).

This contact is non-cancelable.

- **Payment Terms: A 50% deposit is due with submittal of contract. The balance is due on July 27, 2004, 45 days prior to the show date.**
- Where applicable, any exhibit space reservation made after July 27, 2004 must be paid in full by cashier's check or money order.
- Show Management reserves the right to cancel or reassign any exhibit space where our office has not received payment 2 weeks prior to the show date and to remove any one displaying unbecoming or insulting conduct.
- ALL EXHIBITS MUST BE SET-UP AND READY TO GO PRIOR TO SHOW OPENING AT NOON, FRIDAY, SEPTEMBER 10, 2004. (Move-in occurs Thursday, September 9, 2004 from 8:30 am to 6:00 pm)
- **Any exhibitor who fails to set-up by 10:30 am on the first day of the show may lose the exhibit space without a refund.**
- *All monies are non-refundable. A \$25 service fee will be charged on all returned checks.*
- All checks and money orders are to be made payable to the **Los Angeles Black Business Expo & Trade Show.** (*No cash, checks preferred please, whether mailed or walk-in.*) Thank you!

Advertising: Policies and Conditions

1. Los Angeles Black Business Expo and Trade Show (LABBETS) reserves the right to reject any advertisement which Expo Show Management feels is not in keeping with publication standards. All ad copy is subject to LABBETS approval.
2. Every possible care is taken in the production and printing of the Resource Guide. However, if a mistake or omission occurs, LABBETS will not be held financially responsible. Further, the LABBETS shall not be held liable for damages if there is failure to publish an advertisement for any reason.
3. Advertisers and advertising agencies also assume liability for content including text, representations and illustrations of advertisements printed and also assume responsibility for any claims arising therefrom made against LABBETS.
4. Please provide film with laser proofs for black and white and color matchprints for 4-color. Submit film negatives emulsion side down, 85-line screen.
5. All advertisers must sign advertising contracts. If an advertiser wishes to break a signed contract, advertiser must pay the total value remaining on the contract. All orders become non-cancelable 10-days before the closing date.
6. All checks and money orders are to be made payable to the **Los Angeles Black Business Expo & Trade Show.** (*No cash, checks preferred please, whether mailed or walked-in.*) Thank you!

Contact Us

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Arelettia Jones

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Special Event Coordinator

Sharon Edwards

Office Management

Ruth Williams

Founder

Barbara Lindsey



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