



“Changing The Way We Think To Improve The Way We Live”

August 24, 2013

The Dallas Black Expo Team is excited about the 2013 Black Expo. Our mission for the expo is to cultivate prosperity among African American communities and businesses through education, empowerment, entrepreneurship and economic growth. We will do this through creating networking opportunities that will further enhance the quality of life for the state of Texas and our African American people, while embracing a spirit of working together to build a better community. We invite you to be a part of this great community transformation. Our theme this year is **“Changing The Way We Think To Improve The Way We Live”**.

The objective of The Dallas Black Expo is to bring African American businesses, products, and people together for a nonstop, high-energy community experience.

The Dallas Black Expo focuses on developing the urban community by exposing various products, services, and resources to the entire community. Some of the areas we intend to focus on are Small Business Workshops, Home Ownership Workshops, a Seniors Lifestyles and Resource Center, a Health and Wellness Arena, and a fun area for the Youth.

The Dallas Black Expo is the largest Black Expo in the state of Texas. Like no other show in this area, the Dallas Black Expo will feature renowned educators, motivational speakers, national artists and industry experts from around the country. This event is guaranteed to be visually exciting as well as entertaining.

We invite African American businesses from across the Southwest to come and promote their products and service to one of the largest groups of consumers in Texas. Whether you are a mom and pop shop, just started operating or an industry giant all are invited.

Come and experience the most spectacular education, empowerment, entrepreneurship and economic growth event in Texas on August 24, 2013 at the Dallas Sterling Hotel.

Please call today and secure your spot, vending space is limited.

The Dallas Black Expo

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Exhibitor Application – August 24, 2013

The Dallas Black Expo is currently accepting applications for participation in the 2013 Dallas Black Expo. Please complete and return this application with your fees. Please read the Policies and Procedures before signing the application. Keep a copy of the Policies and Procedures for your records and information.

Please type or print clearly (To appear on the exhibit ID sign; company name only)

Name of Company: _____

Representative: _____

Address: _____

City, State/Zip: _____

Tel/Fax: _____

E-mail: _____

Website: _____

BOOTH RENTAL INFORMATION: The Early Bird Prices End: July 15, 2013

| Please select one: | <u>Early Bird Prices</u> | <u>Standard Prices</u> |
|--|--------------------------|------------------------|
| Small Business/Minority/Non-profit: | \$150.00 | \$225.00 |
| Government: | \$350.00 | \$550.00 |
| Corporation: | \$450.00 | \$650.00 |
| Youth Booth: | \$100.00 | \$150.00 |

(PLEASE ADD \$75.00 FOR CORNER SPOTS)

- Move in: Saturday 6am-9am. All Badges must be collected by a vendor representative on move in day and distributed to anyone working in your booth before the Expo doors open. Call a week before the event to see if a Friday move in is available.
- Expo Hours: Saturday 10am – 7:30pm.
- Move out: Saturday 8pm -11pm.
- Booths include: Two chairs, one skirted table, and a sign with your company's name

I, the undersigned, wish to participate in The Dallas Black Expo 2013 and have read and understand the policies and procedures. I agree to abide by these policies and those that will accompany the confirmation if accepted for participation.

I, the undersigned, agree to be responsible for any loss or damage to property or personal injury during The Dallas Black Expo 2013 and further release Expo Management, The Dallas Fair Park and any or all Expo Sponsors from any claims resulting there from.

Authorize Signature: _____ Title: _____

Date: _____ Amount of Enclosed Check: \$ _____

**Make checks Payable to: The Dallas Black Expo
Address: PO BOX 850511, Mesquite, Texas 75185
Attn: Kim Shelton**

**(Unpaid balance at due date can be resold without refund at this point)
972.322.6996 (Office)**

Do not write in this space. It is for Expo Management only.

Assigned: _____ Assigned by: _____

Check No. _____ Date: _____ Amount Received: \$ _____



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Exhibit Guidelines, Policies and Procedures

- **CHECK-IN AND SET-UP PROCEDURES** – Exhibitors may access the facility beginning at 6am on Saturday.
- **ANY PARTICIPANTS WHO FAIL TO ARRIVE DURING THE CHECK-IN/MOVE-IN TIMES WILL BE CONSIDERED A “NO SHOW” AND THE SPACE MAY BE RE-ASSIGNED.**
- **SPACE ASSIGNMENT**- Exhibitors cannot request to be moved to another location once space has been assigned. Participant cannot sublet, assign, or donate their assigned space in whole or part without permission of Expo Management.
- **OPERATION AND SALES** – This will be a HIGHLY attended event.... Be prepared for the large crowd. This is a one day event. PARTICIPANTS WILL BE PERMITTED TO SELL OR GIVE-A-WAY APPROVED ITEMS ONLY. FOOD AND/OR BEVERAGE DISTRIBUTION (VIA SALES) WILL NOT BE PERMITTED.
- **EXHIBITOR SPACE** – Participants will be provided with a space 8’x10’ in size. Your operation and signage must be contained within the designated space.
- **SIGNAGE** – Participants will be given their signage. Signage must be contained within assigned space. **(Signage is not available for those that sign up late.)**
- **CLEAN-UP** – Each participant must clean up his/her designated area during the day with a final clean up at the end of the day. Trash receptacles will be on site.
- **SAFETY** – All participants must comply with all fire and safety guidelines explained in the confirmation material.
- **PRODUCTION/SERVICE EXCLUSIVITY** – No participant will be granted exclusivity of products, business or services.
- **SUPPLIES** – You will be provided a skirted table, two chairs and wastepaper basket per 8’x10’ space. The Dallas Black Expo or any of the event sponsors or their representatives, employees, agents, patrons or guests is not responsible for any supplies participants require. Please bring all necessary supplies.
- **RESTRICTED SALES/GIVE-A-WAYS** – The sale of the following items is strictly prohibited: FOOD AND/OR BEVERAGE PRODUCTS, BALLOONS, ALCHOLIC BEVERAGES, and OFFENSIVE OR EXPLICIT ITEMS.

EVENT SERVICES

- **ELECTRICAL SERVICE** - Not included in the exhibit booth fee. Electrical Service is limited and must be requested at time of application. If you are requesting electricity, all fees must be included with your application. All outlets will adapt to ONE item being plugged in. If you intend to bring more than one item requiring electricity, you may need to purchase additional power connections. The use of drop cords is NOT permitted.

GENERAL INFORMATION

- **LIABILITY** – Neither The Dallas Black Expo or event sponsors, representatives, employees, agents, patrons or guests shall be liable for any loss or damage to the property of any participant due to fire, robbery, accident or other cause that may arise from participant’s use or occupancy of participant’s assigned space during the Expo.
- **INSURANCE** – All participants are responsible for liability insurance.
- **REFUNDS** - Deposits can be refunded only in the event we are able to resale the booth 2 weeks before the start of the Expo. If we are unable to resale the booth the funds are not refundable. If the booth is resold your refund will be given back after the show is complete.
- **REMOVAL** - Expo Management reserves the right to close down and remove any participant that is not adhering to Expo policies and procedures, deemed obnoxious or performing activities not in keeping with Expo standards. **THIS INCLUDES SELLING OR GIVING AWAY ITEMS THAT HAVE NOT BEEN APPROVED BY THE DALLAS BLACK EXPO, TO SELL OR GIVE AWAY.**



The Dallas Black Expo Credit Card Authorization Form

PLEASE PRINT OUT AND COMPLETE THIS AUTHORIZATION AND RETURN TO US.
All information will remain confidential.

Company Name: _____

Cardholder Name: _____

Billing Address: _____

City, State, Zipcode _____

Credit Card Type: _____ Visa _____ Mastercard _____ Discover _____ AmEx

Credit Card Number: _____

Expiration Date: _____ Card Identification Number (last 3 digits located on the back of the credit card): _____

Amount to Charge: \$ _____ (USD)

I authorize _____ to charge the agreed amount listed above to my credit card provided herein. I agree that I will pay for this purchase in accordance with the issuing bank cardholder agreement.

Cardholder – Print Name, Sign and Date Below:

Signed: _____

Dated: _____

Name: _____

Make checks Payable to: The Dallas Black Expo.

Once signed return the completed form to:
PO BOX 850511
Mesquite, Texas 75185
Attn: Kim Shelton
972.322.6996 (Office)

(Unpaid balance at due date can be resold without refund at this point)