

International Business Tradeshow & Family Festival **BLACK EXPO!**

America's Black Business Convention

Welcome!

We are delighted to invite you to the International Black Expo Business Tradeshow & Family Festival, “America’s Black Business Convention” at the World Market Center in Las Vegas on Saturday May 14, 2022.

This is the Black Expo of “More.” People from across the nation will share information, connect with opportunities and build lasting relationships that lead to a more prosperous future.

More opportunities for everyone to exchange ideas and concepts that create new business relationships; more jobs; more health; more family finances; and more homeownership. There will also be more focused workshops, seminars, exhibit booths, more entertainment, more food and more variety of fun filled opportunities for the entire family for two-days.

This is a **“call to action”** and we will provide opportunities in multiple interests. These components are invaluable access to resources to improve the lives of over 1.2 million people will learn about companies, corporations and business through our extensive statewide marketing and grass-roots campaigns leading up to the event.

The mission of Black Expo in Las Vegas is to present America’s Black Business Convention to educate and to inspire people. The African American culture is filled with great opportunity to expose a brand, build a product name, sell items and gain access to a multi-billion-dollar consumer group. In exchange, opportunities to learn about goods, services and products that can benefit thousands of people are important ingredients to our cultural success.

This is your time to get involved and appreciate the incredible value that Black Expo brings. We ask that you take full advantage of the community engagement; outreach; marketing and advertising aspects that Black Expo provides. I have attached several items for you to review. Contact me personally at (916) 477-0157 so we can assure your great experience.

Thank you,

Rick Warren, CEO





When It Comes To “ MORE” Opportunity... You Gotta’ Come To The Black Expo With More To Offer

The Black Expo. The Expo With “More”

This Is When Thousands And Thousands Of People Convene To Find Information, Discover New Opportunities; Explore Valuable Assets Of A Culture; Begin Business Relations And Enjoy Fun In A Family Atmosphere. Black Expo Events Are Held All Over The Nation In Most Big Cities, And Black Expo Is A Compilation Of All The Opportunities A Black Expo With More.

Black Expo Brings More Customers

Take Advantage Of Fast Paced Marketing Campaigns That Highlight Any Businesses Seeking To Reach The Number Ethnic Consumer In The Nation



With More Opportunities At Black Expo The Resources Are Endless

- Take Black Expo Home With Our “Black Expo @Home” DVD
 - Look At Our Special Attractions
- The Minorities ‘N’ Real Estate Expo
 - Our Health & Wealth Pavilion
 - The Annual Education Expo
 - ‘It’s A Small Business World’

Mix Business With Fun At The Black Expo

- Fashion Shows
 - VIP Receptions
 - Major Headliner Concerts
 - The African American Village
- The Family’s Reunion (reserve your area)
 - Free Expo Dollars Buy From Vendors



“IMMEDIATE IMPACT MARKETING”

A Successful Strategy To Build Community Alliances And News Opportunities

When you participate in special events, programs or advertise in specialty publications you are taking advantage of all the facets of “Immediate Impact Marketing.” By incorporating this tool in your marketing, advertising and planning strategy you will take your business to new levels of success. Here is how we will assist you with your Immediate Impact Marketing plan.

- **Stay Community Engaged**

It is essential that you have a strong, visible presence within the community-based market that you serve, or wish to impact. For instance, community outreach type of programs and activities will place you right in front of thousands of potential new clients and customers so that you or your representatives can immediately make a good impression. This is a brilliant cost effective tool to bring you valuable exposure and a positive return on your investment.



- **Establish Public Appeal**

What the public’s impression is in regards to your goods, products and services will have a definite effect on your results. Immediate Impact Marketing at special events and programs allows you to present your message as only you can. You can utilize these events to tell your story best. Without a positive perception you may suffer the consequences of your clients and customers telling the story for you.

- **Build Your Diversity**

With Immediate Impact Marketing you can build diversity with eye-to-eye contact. Your representatives will have an opportunity to gain entry into a diverse pool of consumers and clients by openly getting involved and establishing a presence. Once you are community engaged, and have created a positive public perception; you can demonstrate your mission by building a diverse client base. As you embrace diversity the impact is reciprocated immediately by those who you are reaching to include into your strategy.



...Now Feel The Power!

Immediate Impact Marketing is a winning strategy. We offer you an opportunity to incorporate the use of events and other community engagement activities that will place you in prime position to build diversity; create a positive public perception and maintain a community presence.

A Look At Some Of The Attractions Of Black Expo

This Is The Expo With More For Everyone!

The Black Expo has numerous attractions and special events on site all weekend that assures a well attended event; because there is always more of everything for everyone at the Expo. From the educational opportunities; to business and wealth; homeownership; health and fitness; entertainment at all levels; awards presentations; fashion shows and of course the food...the Expo is the perfect place and time to explore new ways to interact and connect. There is no place like Black Expo that is developed to build a brand, share an opportunity, demonstrate a mission, and engage with people.

“**America Back To Work**” is a full fledge career and job expo on site that is helping build bridges towards new opportunities.

“**Days Of Diversity**” is how companies can attend Black Expo and share their resources while building a diverse workforce and business partner.

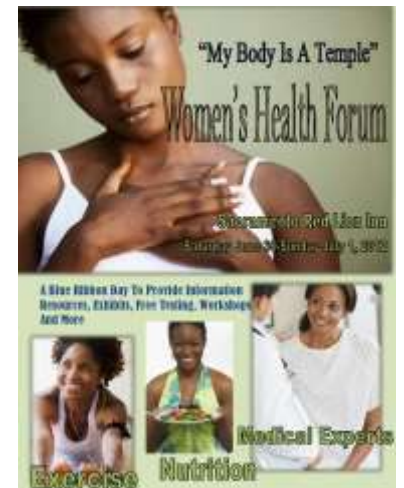
Minorities ‘N’ Real Estate is a door opening component of Black Expo that helps people become new home owners, find ways to keep a home in the new economy and also helps lenders, and real estate professionals meet customers and other real estate professionals who can begin building new relationships.



“**Healthy & Fit**” is just one of the health-related aspects people can enjoy while at the Expo. A special area is set aside for demonstrations and information.

The “**Check-Up**” is a popular attraction for people to get free health screenings and information. Professionals will discuss heart disease, HIV, blood pressure, mental illness, dental care and other important issues in health and medicine.

The **Women’s Health Forum** offers information and topics for women such as breast cancer and other medical issues relative to their care.



The **Education Summit** is how we connect lives of parents, students and learning institutions. Our college faire and impact focus make this a critical component of Black Expo.

Tech-World shares the explorations of technology with the Black Expo attendees in a major way. We will offer information for home, businesses and families.



MORE Fun And Opportunities (sample itinerary)

Black Expo will feature entertainment, shows, contests and special guests who make it fun to be at the Expo. These indoor and outdoor attractions give Black Expo attendees the excitement they want to make the weekend as eventful as educational.

“What Matters Most” is an informative seminar on relationships, family, and opportunities. This entertaining seminar will express the many points that bring people together in harmony.



BOOM! The Sing & Sign Talent Search
Competition will pit the best of the best in a talent search where the those looking for a music career head to Las Vegas for the final performance of a lifetime..

Funk & Soul Fest celebration of June as National Black Music Month will feature super stars of soul. Purple Reign the number one tribute band in the nation will perform their acclaimed tribute to Prince as well as other national, regional

and local artists who will make the Soul Fest the place to hear great music.



“Gospel Showcase” starring the incredible Kim Stratton from Chicago will be a highlight of the weekend as we celebrate with choirs, singers, vocalists and some of the best gospel performers all day.



Our **“Sensational Sisters”** will receive the **LOVE Awards** (Ladies Of Victory Everlasting) as a special tribute to greatness in our community. This is truly a special presentation that you don't want to miss.

“50 An Fine” Women and Men Models will show that age ain't nothing but a number as they model with style, grace and elegance. Clothing will be provided by sponsors, as well as national, and local designers.



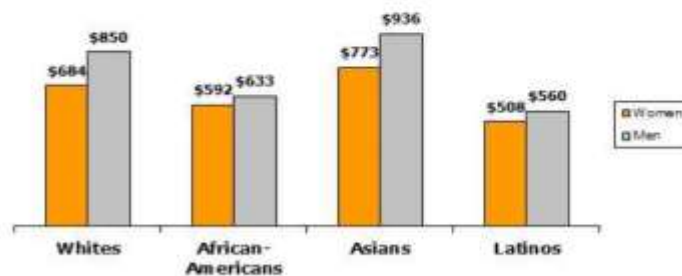
Things You Need To Know...



African Americans Buying Power

- African-Americans' buying power has increased from \$316.3 billion in 1990 to \$957.3 billion in 2010 and is projected to climb to \$1.2 trillion in 2015.¹⁷
- The percentage change in African-Americans' buying power between 1990 and 2015 is 294.4%, higher than the 212.5% growth rate for whites.¹⁸
- African-Americans' share of the consumer market was 8.6% in 2010, and will rise to 8.8% in 2015.¹⁹

The Weekly Income:



SOURCES

¹ Bureau of Labor Statistics, unpublished tabulations from the 2010 Current Population Survey, "Employment Status of the Civilian Non-institutional Population by Detailed Age, Sex, and Race," *Annual Averages 2010* (2011).

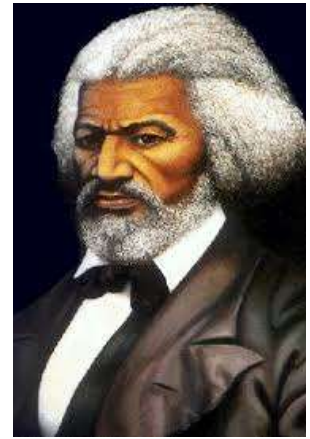
Employment, Careers, Education, Health, Wealth, Politics And Family

These are the issues addressed at the California Black Expo each time. We build new bridges towards new opportunities and at the same time we educate we entertain and offer family fun. Make sure you get involved by calling **916.477-0157**.

Now, You Can Get Registered To Participate On The Next Few Pages!



The Frederick Douglass Level-\$3000.00



- Full name gains as the premiere partner in progress in all media, advertisements, print, radio and television promotions. The event will bear your namesake
- Two full page ads in TODAY'S TIMES NEWSPAPER.
- A **10x20** exhibit booth (professional with four tables, chairs, backwall, carpet, signage)
- Two of your company signs will hang from the ceilings throughout the venue.
- A special workshop will be named after your company that you host
- A Virtual Exhibit Booth for the online version.
- All
- posters, flyers and invitations will have your logo as we distribute throughout the communities
- The EXPO bags, t-shirts; hats, and other items will have your logo
- **One of our on site events will be co-sponsored by your company**



The Harriet Tubman Level-\$2000.00

- Full name gains as the premiere co-Partner in Progress in all media.
- One full page ads in the event newspaper TODAY'S TIMES NEWSPAPER
- A **10x15** exhibit booth (professional with two tables, chairs, backwall, carpet, signage)
- One of your company signs will hang from the ceilings throughout the venue
- You will have the theater for your workshop presentation for one hour.
- Over 40,000 posters, flyers and invitations will have your logo as we distribute throughout the communities
- The EXPO promotional items will have your logo
- A special Expo attraction will be co-sponsored by your company.

The Carter G. Woodson Level-\$1200.00

- Full name gains as our Partner in Progress in all media, advertisements, print, radio and television promotions.
- A full-page ad in TODAY'S TIMES NEWSPAPER
- A 10x10 exhibit booth (professional with two tables, chairs, backwall, carpet, signage)
- All posters, flyers and invitations will have your logo as we distribute throughout the communities
- The EXPO promotional items will have your company name and logo



The Booker T. Washington Level: \$650.00

- A quarter page ad in TODAY'S TIMES NEWSPAPER
- A 10x10 indoor exhibit booth (professional with two tables, chairs, backwall, carpet, sign)

The International Business Tradeshow & Family Festival

BLACK EXPO



Here We Go Again!

EXHIBITOR'S REGISTRATION FORM

Company Name _____

Representative _____

Address _____

Tel # _____ / cell # _____

Email _____

Website _____

Selling Products? _____ Fashion _____ Food _____ Books _____ Beauty _____ Gift

Type Of Jobs/Careers? _____ Professional; _____ Food; _____

Education/Training; _____ Marketing _____ Other

Describe Your Business _____

Please Note:

The event will take place rain or shine; there are no refunds; except if the event is totally canceled; date changes are no reasons for refunds. You may not sublease your exhibit booth space to anyone; sharing of booth spaces must be approved by staff. **Food exhibitors** must meet all insurance, and permit requirements. It is important that those selling items possess a Board of Equalization Resale Permit. Your signature on this Registration packet signifies that you accept these terms.

BLACK EXPO



Here We Go Again!

EXHIBITOR'S PAYMENT / RECEIPT

Make Your Check Payable To: **BLACK EXPO EVENTS**
9537 Scarboro Place, Stockton, CA. 95209 (916) 477-0157

Yes! I Want To Participate In The 33rd Annual Black Expo

Company Name: _____

Representative _____

Telephone _____ Email _____

Level Selected: Douglass _____; Tubman _____; Woodson _____; Washington _____; Walker _____

Desired Area: ___ Homeownership ___ Healthcare Faire ___ Financial Center ___ Marketplace
___ Diversity Career Faire ___ Food Court ___ Fellowship Faire ___ Education; ___ Other

Amount Paid: \$ _____ Amount Due \$ _____ Date Due _____

How Did You Pay: Cash _____ Check # _____

Credit Card Transactions: SUBMIT THROUGH ZELLE, CASH APP; OR VENMO

All Terms Are Accepted By _____

(customer name and date)

And By _____

Rick Warren, Owner

Receipt For Payment

Paid By _____ Date Paid _____

Amount Paid _____

Received By _____

Please Note: Due to the Covid 19 Pandemic The 33rd Black Expo will follow all health and safety protocols to host the onsite version of the event. Dates may be changed as required by the California Department of Health, and the County Health authorities. This registration form is a contract agreement guaranteeing your participation at the 33rd Black Expo onsite whenever it is permitted; whether indoors or outdoors in 2021. It also ensures you receive the elements of the Level you have selected.

Dr. Rick Warren CEO/Founder