

The 31st Annual Sacramento BLACK EXPO !

Welcome Dear Friend:

We are delighted to invite you to the 31st Annual Sacramento BLACK EXPO set for Saturday and Sunday February 23 & 24, 2019 at Cal California State Fairgrounds Cal Expo Exhibit Halls A&B

This is the Black Expo of “More.” 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 Sacramento is 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 Sacramento Black Expo. The Expo With 31 Years Of “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 3rd 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.



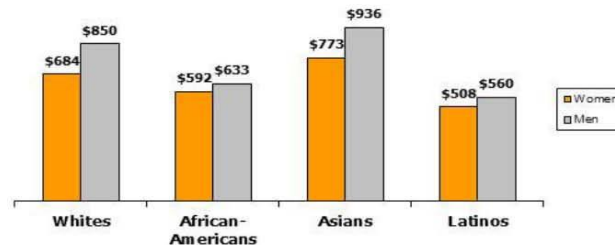
Things You Need To Know...



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

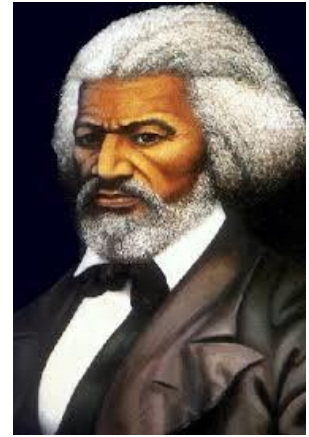
These are the issues addressed at the California Black Expo each time. We build new bridges towards new opportunities and at the same time we educate we entertain and offer family fun. Make sure you get involved by calling **916.477-0157**.

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



The Frederick Douglass Level-\$2000.00

- Full name gain as the premiere partner in progress in all media, advertisements, print, radio and television promotions. The event will bear your namesake
- One full page ads in TODAY'S TIMES NEWSPAPER.
- A **10x15** 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
- You will receive the Freedom Award of Honor in front of hundreds of people
- Over 40,000 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 venue on site events will be co-sponsored by your company**



The Harriet Tubman Level-\$1000.00

- Full name gain 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-\$800.00

- Full name gain 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)
- Over 40,000 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: \$550.00

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

The 31st Annual Celebration Sacramento

BLACK EXPO



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 note 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.

The 31st Annual Celebration Sacramento **BLACK EXPO**



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

Company Name: _____

Representative _____

Telephone _____ Email _____

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

Advertising Packages: Expo Directory & Booth "Combo" _____; Full Page Ad Only _____;

Half Page Ad Only _____; Listing In The Black Expo Directory _____:

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 Information: Visa _____ MC _____ AMX _____

Name On Card _____

Credit Card Billing Address _____

Name Of Person Using This Card _____

Credit Card # _____

Expires _____ Digit ID on rear of card _____

All Terms Are Accepted By _____

(customer name and date)

And By _____

Rick Warren, Owner

Receipt For Payment

Paid By _____ Date Paid _____

Received By _____