



## APPLICATION FOR EXHIBIT SPACE

**THE BLACK WOMEN'S EXPO 2019**  
 September 14-15, 2019 • Georgia International Convention Center  
 September 14 | 10AM -7PM | September 15 | 11AM -6PM

### EXHIBITOR INFORMATION

Company Name/Exhibiting Company \_\_\_\_\_

Street Address (no P.O. Box, please) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Please make your booth selection below

Not-For-Profit Aisle Booth	Small Businesses Aisle Booth	Small Businesses Corner Booth
<ul style="list-style-type: none"> <li>One 10' x 10' Showcase Aisle Booth for display and product usage</li> <li>ID Sign on back wall</li> <li>8' High back wall drape and 3' High sidewall drape</li> <li>One (1) Skirted Table</li> <li>Two (2) Chairs</li> <li>Wastebasket</li> <li>Five (5) BWe Exhibitor Badges</li> <li>Corporate Name/Business Listing in <b>The Black Women's Expo Welcome Guide</b></li> </ul>	<ul style="list-style-type: none"> <li>One 10' x 10' Showcase Aisle Booth for display and product usage               <ul style="list-style-type: none"> <li>ID Sign on back wall</li> </ul> </li> <li>8' High back wall drape and 3' High sidewall drape</li> <li>One (1) Skirted Table</li> <li>Two (2) Chairs</li> <li>Wastebasket</li> <li>Five (5) BWe Exhibitor Badges</li> <li>Corporate Name/Business Listing in <b>The Black Women's Expo Welcome Guide</b></li> </ul>	<ul style="list-style-type: none"> <li>One 10' x 10' Showcase Corner Booth for display and product usage (maximum exposure)</li> <li>ID Sign on back wall</li> <li>8' High back wall drape and 3' High sidewall drape</li> <li>One (1) Skirted Table</li> <li>Two (2) Chairs</li> <li>Wastebasket</li> <li>Five (5) BWe Exhibitor Badges</li> <li>Corporate Name/Business Listing in <b>The Black Women's Expo Welcome Guide</b></li> </ul>
<b>NET INVESTMENT: \$500.00</b>	<b>NET INVESTMENT: \$1,000.00</b>	<b>NET INVESTMENT: \$1,250.00</b>

**\*Please make your pavilion selection below\***

<input type="checkbox"/> Kids Korner <input type="checkbox"/> Culinary Corner <input type="checkbox"/> Literary Café <input type="checkbox"/> Literary Café <input type="checkbox"/> Men's Den <input type="checkbox"/> Senior Pavilion <input type="checkbox"/> Diversity & Inclusion Recruitment			
<b>Kids Korner</b>	<b>Culinary Corner</b> <i>Food Sampling Exhibitors Only</i>	<b>Literary Café</b>	<b>Men's Den</b>
Showcase your exciting activities, products and services to thousands of children accompanying their parents during the BWe weekend.	Share new recipes as well as provide sample delicious food with local African American chefs, caterers and restaurants!	Discover new reads! Meet with local African American book lovers over readings and signings.	An exclusive space where our male guest will enjoy being pampered and groomed, along with the best in men's fashions, hair and skincare products!
<b>Diversity &amp; Inclusion Recruitment</b>		<b>Senior Pavilion</b>	
Is designed to promote the advancement of diversity in the workplace by offering corporations an opportunity recruit and source new talent for their professional positions, among our African American participants		An exclusive space for the our most treasured population designed to suit such as personal finance, retirement planning, exercise & nutrition, personal safety, staying up-to-date on new technologies, wireless & electronic communication, and to receive invaluable information on affordable health care coverage, free health screenings and much more.	
For more information and pricing to exhibit in a BWe Themed Pavilion, please contact <a href="mailto:lmfisher@mgpgevents.com">lmfisher@mgpgevents.com</a>			

## EXHIBIT PRODUCT CATEGORIES

To assist in the assignment of exhibit space, please provide the following information. Indicate the ONE (1) category that represents 60% of the product or service that you will be showcasing in your exhibit space.

<input type="checkbox"/> Fashion	<input type="checkbox"/> Shoes & Accessories	<input type="checkbox"/> Jewelry	<input type="checkbox"/> Health & Wellness
<input type="checkbox"/> Beauty & Skin Care	<input type="checkbox"/> Fine Art	<input type="checkbox"/> African Collectibles	<input type="checkbox"/> Home Décor
<input type="checkbox"/> Food Sampling	<input type="checkbox"/> Hair Care	<input type="checkbox"/> Entertainment/Music	<input type="checkbox"/> Other (Specify)

PRODUCT DESCRIPTION: \_\_\_\_\_

### NEW! ADD-ON EXHIBITOR PACKAGES

PREMIUM <input type="checkbox"/>	SUPER <input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Half Page Ad in the BWe Welcome Guide</li> <li>• Four (4) Admission Tickets to The Black Women's Expo</li> <li>• One day during BWe Weekend, live 10minute Main Stage appearance</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter Page Ad in the BWe Welcome Guide</li> <li>• Two (2) Admission Tickets to The Black Women's Expo</li> </ul>
<b>NET INVESTMENT: \$650.00</b>	<b>NET INVESTMENT: \$450.00</b>

### PAYMENT INFORMATION

All applications require a minimum 50% deposit to secure booth space. All Sale price applications require full booth payment at time of purchase. Booth assignments will not be distributed until full payment is received. **FULL BOOTH PAYMENT MUST BE RECEIVED BY AUGUST 30, 2019**

<b>Total Amount Due</b>	\$ _____
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
<input type="checkbox"/> AMEX	<input type="checkbox"/> Check or Money Order
<b>Credit Card#</b>	_____
<b>Expiration Date</b>	_____
<b>Security Code</b>	_____
<b>Name on Card (please print clear)</b>	_____
<b>Address (if different from above)</b>	_____
<b>Cardholder Signature</b>	_____
<b>Cardholder Phone Number</b>	_____

### CANCELLATION POLICY

All cancellations of exhibit space **MUST** be received in writing via fax or email to [lmfisher@mgpgevents.com](mailto:lmfisher@mgpgevents.com). Refund policy goes as follows:

- Cancellations received by July 15, 2019 will be refunded the vendor space cost or amount paid to date, less an administrative fee of 20%
- Cancellations received July 16, 2019 through August 16, 2019 will be refunded 50% of a vendor space cost or amount paid to date.
- Cancellation received on or after August 16, 2019 will not be refunded.

RETURN COMPLETED EXHIBIT CONTRACT TO:

MGPG Events, Inc. | 4445 S. King Drive | Chicago, IL 60653  
F. 312-454-6101 • E. TBWE@mgpgevents.com



## 2019 BLACK WOMEN'S EXPO EXHIBITOR CONTRACT TERMS AND CONDITIONS (as of October 2017)

THIS CONTRACT is made between The Black Women's Expo. (hereafter, "BWe") and the Exhibitor that completed the contract for exhibit space (hereafter, the "Exhibitor") for lease of certain exhibit space, to be assigned by MGPGEvents, INC, during the Black Women's Expo, September 14-15, 2019, in Atlanta, GA. (Hereafter, the exposition shall be referred to as the "Exhibit") This contract shall be in effect upon its execution by BWe as follows:

**ELIGIBILITY TO EXHIBIT**— Companies with an intended business interest in promoting products and services to the public. Those products or services that are of a pornographic, illegal or of a nature that is incompatible with the mission/vision of BWe are **NOT** eligible to be showcased at the Exhibit. BWe reserves the right to reject exhibit contracts that propose to exhibit any such products/services.

**EXHIBIT SCHEDULE** – The Exhibit Hall C&D in Georgia International Convention Center will be open starting Friday, September 13, 2019 from 8:00 a.m. – 5:00 p.m., for move-in and set-up. The Exhibitor Service Office will be open during these hours. All shipping crates must be removed from the aisle and all booths must be show ready by 9:00 a.m. on Saturday, September 14, 2019. Exhibitor expressly agrees not to dismantle the exhibit or to do any packing before the final closing of the exhibit. Breakdown may begin at 6:00 p.m., Sunday, September 15, 2019, and must be completed by 11:00 p.m.

**EXHIBIT BOOTH PACKAGE**—The exhibit fee includes a 10' x 10' booth space, 8-foot-high back wall drape, 3-foot-high side dividers, 6-foot skirted table, two (2) chairs, a wastebasket, a booth identification sign measuring 7" x 44" with the company name and booth number, five (5) BWe Exhibitor Badges for staff members and inclusion in BWe Welcome Guide to include company name and booth number.

**EXHIBITOR BADGES**—Exhibit personnel badges must be retrieved at the BWe Exhibitor Meeting, 1 week prior to the event OR on-site in the BWe Exhibitor Office during set-up. Exhibitors are required to wear BWe identification badges during set-up, while on the exhibit floor all 2-days, and during dismantling. Exhibitor badges are for use by exhibit personnel only. **Each exhibitor will be responsible for getting identification badges to the correct staff members prior to the event.** **Badge Allotment:** Each exhibiting company will receive five (5) BWe Exhibitor Badges per 10'x10' exhibit space contracted. Additional badges can be purchased for \$25.00 upon request by contacting [lmfisher@mgpgevents.com](mailto:lmfisher@mgpgevents.com). BWe Exhibitor Badges allow entrance into the Exhibit Hall. Note: Exhibitors without proper badges will be required to purchase an admission ticket for entry.

**PAYMENT SCHEDULE/CONTRACT DEADLINE**—Contract is for exhibit space as outlined above. Receipt of a 50% deposit for exhibit space is required at time of contract submission. Contract is not valid without payment. **All final payments are due to BWe no later than 5:00 p.m. CST, Friday August 30, 2019. Payments after this deadline may be rejected based on space availability.**

**CANCELLATION, REFUND POLICY**— Cancellations received after July 15, 2019 will be refunded less a 50% administrative fee of vendor space or amount paid to date. Cancellations made after 5:00 PM CST on **July 16, 2019**, will be processed without refund. For cancellations eligible for refund, BWe will issue refunds within 30 days of the conclusion of BWe Weekend. **Cancellations will only be accepted in writing. Phone and faxed cancellation requests cannot be accepted. Cancellation requests must be sent to [lmfisher@mgpgevents.com](mailto:lmfisher@mgpgevents.com).**

**EXCLUSIVITY** - Please, be advised that an exhibitor's participation, services offered and or products sold, during Black Women's Expo (BWE) or any of its affiliate events, is not offered or considered to be exclusive in any capacity. BWE is not responsible for participating exhibitors that offer the same services or products, which are considered to be competitive to another Exhibitor. There is NO refund eligibility and or discount as it relates to competing exhibitors (services, products, etc.).

**ASSIGNMENTS OF SPACE**—Exhibit space will be assigned by first-come, first-served. Space will only be confirmed upon receipt of contract with full payment.

**SECURITY**—Perimeter security service is provided by BWe from move-in through move-out. The furnishing of security guards shall not be deemed to increase the liability of BWe, confirmed Exhibit Company and **Georgia International Convention Center**, or to modify in any way the assumption of risk and release provided for those above. It is recommended that exhibitors take precautionary measures of their own such as the securing of small or easily portable articles of value, and their removal to a place of safekeeping after the exhibit hours. Information on security services will be included in the Exhibitor Services Manual. BWe and **Georgia International Convention Center** are not liable for damages or property loss. Exhibitors are responsible for the security of the items/products within their exhibit booth.

### **EXHIBIT REQUIREMENTS AND RESTRICTIONS**

**Use of Space**—All demonstrations or other sales activities in the Exhibit Hall must be confined to the limits of an exhibitor's contracted exhibit space. Aisles are under the control of BWe and may not be used for exhibits, nor may exhibits change the size or shape of the aisle or span over the aisle. It is the Exhibitor's responsibility to bring a display that fits within the contracted space. For complete booth specifications, consult the Exhibit Services Manual which will be sent to the company contact 60 days prior to the event.



### **Line of Sight Restriction**

—**In-line booth displays**, including the sign, may not exceed the 8-foot back-wall height. Display materials will not be permitted to exceed 4 feet in height in the front 5 feet of the booth. For example, in a standard 10' x 10' or multiples thereof, structures above 4 feet must begin at least 5 feet back from the aisle line (Line-of-Sight exceptions: Split Island Booth, Peninsula and Perimeter Booths).

— **Island booth displays** will be permitted to a maximum height of 20 feet (no two-story exhibits permitted). A 50 percent, see-through effect on the portion of the booth from floor to 8-foot minimum height is required to prevent blocking views of adjacent exhibits. For complete booth specifications, consult the Exhibit Manual which will be sent to the proper company contact via email 60 days prior to the Exhibit.

**Structural Integrity**—All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them. Exhibitors agree to hold BWe harmless for displays, fixtures and incidents resulting from non-compliance of this policy.

**Fire and Safety Regulations**—All local regulations will be strictly enforced, and the Exhibitor assumes all responsibility for compliance with such regulations. All decorations must be flameproof. No combustible materials, merchandise or signs shall be attached to, hung, draped over or stored in or around the exhibit booth(s) or under tabletops.

**Demonstrations**—As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or in neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

**Sound/Music/ Video/Copyright**—In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels. Projection machines are limited in their operations to demonstrations only and shall not be used for showings designed to attract or amuse visitors. All projections must be in accordance with the requirements of the fire prevention authorities and in harmony with any agreements entered into by BWe and labor unions. **Approval for the use of live entertainment should be received from BWe at least 60 days prior to installation.** Exhibitors should be aware that music or video played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted composition. Exhibitors shall defend and hold BWe harmless for any copyright laws associated with the exhibitor's use of copyrighted music in their exhibit.

**Show Decorator & Unions**— **Information for ordering furniture, carpeting, A/V, utilities, telecommunications, shipping, material handling and other services will be sent via e-mail to the company contact within 60 days of contract recap with full payment.** Exhibitor shall abide by agreements made by, between and among BWe, the Exhibit Facility, Show Decorator and any unions or other labor groups having jurisdiction at the Exhibit. All work involved with setting up and dismantling exhibits must be performed by authorized personnel.

**Exhibitor-Appointed Contractors (EACs)**—Any contractor other than those identified as "official BWe contractors" must be approved by BWe. Exhibitors using contractors other than the official BWe contractors for labor, supervision or any other service must notify BWe, in writing, by August 1, 2019. This written notification must include the contractor's certificate of insurance and should be sent to [lmfisher@mgpgevents.com](mailto:lmfisher@mgpgevents.com). Notification to use an EAC and submission of Certificates of Insurance received after August 1, 2019 deadline will not be accepted by BWe. **There are no exceptions.** See Insurance section below for requirements for insurance certificates.

**Care of Premises & Compliance/Exhibit Facility Regulations**—No part of the exhibit nor signs or other materials may be pasted, nailed or otherwise affixed to walls, doors or other surfaces in a way that might mar or deface the facility's premises or booth equipment and furnishings. Nothing may be rigged, suspended from or attached to any **Georgia International Convention Center** mechanical system. Damage from failure to observe this notice is payable by the Exhibitor.

**Americans with Disabilities ACT (ADA)**—All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as reasonably accommodating as possible to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301 and from the Web at [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

**LIABILITY** - The Exhibitor shall be solely responsible to third parties, including invitees and the public, for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the Exhibitor's participation in the Exhibit.



The Exhibitor shall indemnify and hold harmless BWe and GICC, their officers, directors, members, agents, employees and sponsoring organizations against any and all actions, suits, proceedings, damages, losses, costs, and expenses asserted, brought or claimed by third parties arising out of the Exhibitor's participation in the Exhibit.

BWe shall not be responsible for any bodily injury or other damages or losses suffered by the Exhibitor, its employees, or agents or for loss or damage to property owned, leased or used by Exhibitor, either while in transit to or from the Exhibit or while in the Exhibit Facility from any cause whatsoever. Exhibitor agrees to safeguard its own exhibit materials or goods from the time they are placed in the Exhibit Facility until they are removed. **Exhibitor acknowledges that BWe does not maintain insurance covering the Exhibitor, its agents, or its property and that it is the sole responsibility of the Exhibitor to obtain liability, business interruption, property damage and other insurance covering such losses or liability by the Exhibitor.**

Under no circumstances, including but not limited to cancellation of the Exhibit Contractor removal or expulsion from the Exhibit Facility, shall BWe be liable for any indirect, special or consequential damages, including but not limited to lost sales, lost profits, administrative expenses, transportation costs, travel expenses, salaries or any other expenditures incurred by the Exhibitor as the consequences of its participation in the show. The maximum liability of BWe to Exhibitor, regardless of the basis for any claim, shall be the amount paid by Exhibitor to BWe for rental of exhibit space.

**INSURANCE**—Be sure your materials are insured from the time they leave your facility until they are returned after the show. It is suggested that exhibitors arrange all-risk coverage. This can be done by "riders" to existing policies.

**FORFEITURE/RIGHT TO REMOVE EXHIBITOR'S PROPERTY**—If an Exhibitor does not follow the rules and regulations set by BWe, the Exhibitor shall forfeit the amount paid for space rental and contracted space, regardless of whether or not the exhibit space is subsequently leased. BWe reserves the right to remove from the Exhibit Facility any or all of the property of the Exhibitor, and at the exhibitor's expense should the Exhibit be canceled or relocated, or should the Exhibitor violate any of the conditions of the Exhibitor's agreement. This right may be exercised without prior notice or hearing.

**INTERPRETATION AND ENFORCEMENT**—These terms and conditions outline here are part of the contract between the exhibitor and BWe, as well as their officers, directors, employees, agents, successors and assigns. BWe has full power of interpretation and enforcement of these rules. All matters in question not covered by these regulations are subject to the decision of BWe and all decisions so made shall be binding on all parties affected by them as by the original regulations. In addition to the above terms and conditions, **BWe reserves the right to cancel or refuse rental of display space without refund and/or to refuse admission to future exhibitions by any person or company whose conduct or display of goods is, in the opinion of BWe, incompatible with the general character and objectives of the exposition and/or BWe.**

**AGREEMENT**—By signing and submitting the Exhibit Contract, the Exhibitor has read, understood, and agreed to each of the terms and conditions set forth. The Exhibitor further agrees to defend and hold harmless BWe against any claims arising from the Exhibitor's participation in The Black Women's Expo or violation of any of BWe policies outlined here, or adapted after the publication of the exhibit prospectus, governing the event.