



Presents: *Black Culinary Expo*

Saturday, June 15th, 2013

Industry City

882 3rd Avenue, Brooklyn, NY, 11232

Expo: 10am until 5pm

Honorary Reception: 7pm until Midnight

A portion of the proceeds from event will be donated to an organization that caters to feeding the less fortunate!

www.blackstreetonline.com | info@blackstreetonline.com

Event Facts Sheet

What: BLACK STREET's: "*Black Celebration*"

When: June 15th, 2013

Where: **Industry City**

Why: The Expo is to highlight, showcase, and honor the greatness which Individuals, Businesses, & Organizations within the Black culinary community possess as well as re-introducing and highlighting key individuals who have dedicated themselves passionately to this industry. BLACK STREET also hopes to introduce opportunities to eager and willing individuals who anticipate to one day be a professional within the culinary industry.

Event Demographics:

- **Number of expected attendees:** 1500+
- **Age range:** 6-50+ years old
- **Ethnic Group:** Black & African American/Other (60/40)
- **Gender:** Female and Male (50/50)

Professional Industry (*But not limited to*):

- Culinary
- Education
- Entertainment
- Fashion
- Finance
- Government & Politics
- Law
- Marketing
- Medical
- Publishing
- Religion

Income range: \$75K-500K+

Geographic Reach: GLOBAL

Vendor Packages – Please Check One:

Vendor Package	Includes	Fee
<p><u>Chef Special</u></p> <ul style="list-style-type: none"> • Chefs • Personal Chefs • Caterers <p><i>(This package is ONLY for individuals who will NOT sell items at the expo)</i></p>	<p>Complimentary Drayage</p> <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue <p>6” Table 2 Chairs 1 Table Certificate 1 Wastebasket 2 Complimentary Tickets</p>	<p>\$125 US</p> <p><i>**Receive 10% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i></p> <p><i>**25% off of your total with the agreement of providing 300 products for gift bags</i></p>
<p><input type="checkbox"/> <u>Standard</u></p> <ul style="list-style-type: none"> • Books • Food • Caterers • Beverage <p><i>**Receive 15% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i></p>	<p>Complimentary Drayage</p> <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue <p>6” Table 2 Chairs 1 Banner (Table) 1 Wastebasket 2 Complimentary Tickets</p>	<p>\$225 US</p> <p><i>**Receive 15% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i></p> <p><i>**25% off of your total with the agreement of providing 300 products for gift bags</i></p>
<p><input type="checkbox"/> <u>Standard Elite</u></p> <p><i>*Mandatory Minimum Package For Small Businesses (I.e. Store Front, Products in location-- Warehouse, Winery, etc)</i></p> <p><i>**Receive 25% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i></p> <p><i>**25% off of your total with the agreement of providing 300 products for gift bags</i></p>	<p>Complimentary Drayage</p> <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue <p>6” Table 3 Chairs 1 Banner 1 Wastebasket 3 Complimentary Tickets</p>	<p>\$350</p> <p><i>**Receive 25% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i></p> <p><i>**25% off of your total with the agreement of providing 300 products for gift bags</i></p>
<p><input type="checkbox"/> <u>Elite</u></p> <p><i>*Mandatory For Franchise Businesses</i></p> <p><i>**Receive Complimentary Ad Space on Event Program and Website Advertisement!!!</i></p> <p><i>**25% off of your total with the agreement of providing 300 products for gift bags</i></p>	<p>Complimentary Drayage</p> <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue <p>(2) 6” Table 4 Chairs 1 Banner 1 Wastebasket 4 Complimentary Tickets</p>	<p>\$500</p> <p><i>**Receive Complimentary Ad Space on Event Program and Website Advertisement!!!</i></p> <p><i>**25% off of your total with the agreement of providing 300 products for gift bags</i></p>
<p><input type="checkbox"/> <u>Sponsor</u></p> <p><i>(Includes free vendor table)</i></p> <p><i>**Receive Complimentary Ad Space on Event Program and Website Advertisement!!!</i></p>	<p>Complimentary Drayage</p> <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue <p>6” Table 4 Chairs</p>	<p>FREE</p> <p><i>**Receive Complimentary Ad Space on Event Program and Website Advertisement!!!</i></p> <p><i>See Sponsor Packet for</i></p>

<i>See Sponsor Packet for package details!!!</i>	1 Banner 1 Wastebasket Complimentary Ticket • <i>Dependent on Sponsorship</i> **Only 3 slots available (2 non-alcohol)	<i>package details!!!</i>
<input type="checkbox"/> School	Complimentary Drayage • <i>You will be assisted w/ all items brought to venue</i> 6" Table 2 Chairs 1 Banner 1 Wastebasket 2 Complimentary Tickets	N/A
<input type="checkbox"/> Job Placement Rep/Agency	6" Table 2 Chairs 1 Banner 1 Wastebasket 2 Complimentary Tickets	N/A
<input type="checkbox"/> Miscellaneous <i>(Must be tied to the Black & Culinary Industry)</i> **Must specify what type of vendorship if not listed above and a contract will be drafted to cater to this type of vendor package specifically.	Complimentary Drayage • <i>You will be assisted w/ all items brought to venue</i> 6" Table 2 Chairs 1 Banner 1 Wastebasket Complimentary Tickets • <i>Dependent on Sponsorship</i>	TBD

FIRST COME FIRST SERVE BASIS

***If you'd like to participate in our Master Chef Competition, please add a \$25 processing fee to the total**

****Please be sure to bring a decorative table covering all tables**

*****All Vendors are responsible to bring all necessary items and supplies needed**

Event Run-Down:

- **8am-10am: Vendor Sign-In & Set-Up**
- **10am-1pm: Vendor Free Tasting & Samples**
 - Workshops/Courses/Demo's
 - Cooking Competitions (2)
 - Entertainment
- **1pm-6pm: Vendor Shopping Experience**
 - Workshops/Courses/Demo's
 - Cooking Competitions (3)
 - Entertainment
- **5pm-6:30pm: Expo Clean Up**
- **7pm-12am: Honorary Reception**

DISCOUNTS: (Only one discount may apply per vendor)

_____ 35% off for all early bird forms received by March 31st, 2013

_____ 25% off of your total with the agreement of providing 300 products for gift bags. ***This does not include coupons and/or business cards***

_____ 15% discount for all non-profit tables with proper 501c3 documentation

TICKETS AND WRIST BANDS:

Each Vendor will receive 2 (or more dependent on package) complimentary wristbands for the event. These wristbands ***must*** be worn throughout the event. No vendor badges will be provided. You will have the option of purchasing 3 additional tickets maximum at \$15 each. Discounted tickets will not be available the day of the event. All vendors and vendor volunteers under the age of 21 are ***prohibited*** near the alcohol beverages and will wear minor wristbands (ages 20 and under).

In addition, we are offering vendors the opportunity to purchase 2 Dinner tickets at \$100 each. You must also order those tickets when submitting your application. Each additional ticket is \$130. ***If you wait till later to purchase the tickets and don't submit with the application, each ticket will be full price.*** Please indicate your ticket purchase below.

_____ **Additional Tickets**

_____ **Dinner Tickets**

ENHANCED ADVERTISING OPTION

This year we are offering our vendors an opportunity to showcase their business in our program guide and on the BLACK STREET Website.

For an additional \$75, you will receive a ¼ page, \$125 for a ½ page, and \$150 for a full page ad in the program guide (camera ready art or a logo must be provided by 05/01/2013) and an opportunity to have a web page listing on our website. This listing can include your complete business profile, pictures, video and audio if applicable. This would be a great place to list a discount offer to BCE 2013 event attendees. Exact specifications will be provided upon booth confirmation.

Please check here if you would like this option and include the amount in your total.

Ad Program: \$ _____

TOTAL: \$ _____

For all extra vendor needs:

Any and all power/electricity – there is NO electricity provided in booth price Credit Card/Internet/Phone lines/Plumbing. You will be notified should this be another expense.

Upon receiving this signed form via email, an invoice will be sent to you. Vendor reservations are binding and non-cancelable. They may, however, be transferred with prior approval from BLACK STREET only for vendor opportunities of higher value. All transfer arrangements are the responsibility of the vendor. BLACK STREET reserves the right to approve all vendors. All package purchases are non-refundable.

A portion of the proceeds from event will be donated to an organization that caters to feeding the less fortunate!

I have read, and agree to abide by the terms and conditions set forth above for the BLACK STREET “Black Culinary Expo” 2013:

Vendor Name (Print): _____

Business Name (Print): _____

Vendor Representative Signature: _____ Date

Judith Jacques _____ **04/17/2013**

Judith Jacques _____ **Date**

CEO & Founder of BLACK STREET