

BLACK STREET Presents:

The 2nd Annual



"2014 TOUR"

NYC, NY *May 31st-June 1st*

Miami, FL *June 28th-June 29th*

Atlanta, GA *July 19th-July 20th*

Chicago, IL *Nov. 22nd-Nov. 23rd*

D.C., MD *Dec. 20th-Dec. 21st*

Vendor Packet



www.blackstreetonline.com | <http://www.blackculinaryexpo.com>

Event Facts Sheet

What: BLACK STREET's: *"Black Culinary Expo 2014 Tour"*

When: NYC, NY May 31st-June 1st

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Chicago, IL Nov. 22nd-Nov. 23rd

D.C., MD Dec. 20th-Dec. 21st

Where: TBA

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:** 7,500+ (1,500+ within each city)
- **Age range:** 21-50+ years old
- **Ethnic Group:** Black & African American/Other (60/40)
- **Gender:** Female and Male (60/40)
- **Single/Married/Married w/ Kids:** 40/30/30

Professional Industry (But not limited to):

- Food, Beverage, & Tobacco
- Education
- Entertainment & Leisure
- Grocery
- Appliances
- Finance
- Legal
- Technology
- Transportation
- Marketing
- Advertising
- Medical
- Publishing
- Religion
- Hospitality
- Sports & Management
- Travel & Lifestyle
- Media
- Agriculture
- Energy

Income range: \$30K-500K+

Geographic Reach: GLOBAL

Vendor Packages – Please Check One:

Vendor Package	Includes	Fee
<input type="checkbox"/> <u>Chef Special</u> <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>	Complimentary Drayage <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue (1) 6” Table 2 Chairs 1 Table Certificate 4 Additional Tickets	\$150 US <i>**Receive 10% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i> <i>**15% off of your total with the agreement of providing 500 products for gift bags</i>
<input type="checkbox"/> <u>Standard</u> <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>	Complimentary Drayage <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue (2) 6” Table 2 Chairs 1 Table Certificate 4 Additional Tickets	\$250 US <i>**Receive 15% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i> <i>**20% off of your total with the agreement of providing 500 products for gift bags</i>
<input type="checkbox"/> <u>Standard Elite</u> <i>*Mandatory Minimum Package For Small Businesses (I.e. Store Front, Products in location-- Warehouse, Winery, etc)</i> <i>**Receive 25% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i> <i>**25% off of your total with the agreement of providing 500 products for gift bags</i>	Complimentary Drayage <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue (3) 6” Table 3 Chairs 1 Table Certificate 6 Additional Tickets	\$350 US <i>**Receive 20% off of Ad Space opportunity on Event Program and Website Advertisement!!!</i> <i>**25% off of your total with the agreement of providing 500 products for gift bags</i>
<input type="checkbox"/> <u>Elite</u> <i>*Mandatory For Franchise Businesses</i> <i>**Receive Complimentary Ad Space on Event Program and Website Advertisement!!!</i> <i>**25% off of your total with the agreement of providing 500 products for gift bags</i>	Complimentary Drayage <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue (3) 6” Table 4 Chairs 1 Table Certificate 8 Complimentary Tickets	\$500 <i>**Receive Complimentary Ad Space on Event Program and Website Advertisement!!!</i> <i>**25% off of your total with the agreement of providing 500 products for gift bags</i>
<input type="checkbox"/> <u>Sponsor</u> <i>(Includes free vendor table)</i> <i>**Receive Complimentary Ad Space on Event Program and Website Advertisement!!!</i>	Complimentary Drayage <ul style="list-style-type: none"> • You will be assisted w/ all items brought to venue (3) 6” Table 4 Chairs 1 Table Certificate 8 Complimentary Tickets	FREE <i>**Receive Complimentary Ad Space on Event Program and Website Advertisement!!!</i> <i>See Sponsor Packet for package details!!!</i>

<input type="checkbox"/> School	Complimentary Drayage <ul style="list-style-type: none"> You will be assisted w/ all items brought to venue (3) 6" Table 4 Chairs 1 Table Certificate 8 Complimentary Tickets	N/A
<input type="checkbox"/> Job Placement Rep/Agency	Complimentary Drayage <ul style="list-style-type: none"> You will be assisted w/ all items brought to venue (3) 6" Table 4 Chairs 1 Table Certificate 4 Complimentary Tickets	N/A
<input type="checkbox"/> Restaurant Partner AGREES TO COMMIT TO SELLING 25 TICKETS	Complimentary Drayage <ul style="list-style-type: none"> You will be assisted w/ all items brought to venue (2) 6" Table 2 Chairs 1 Table Certificate 4 Complimentary Tickets	FREE

FIRST COME FIRST SERVE BASIS

***If you'd like to participate in our Top Chef Competition and/or Cake Competition, please add a \$45 processing fee to the total (\$80 for both).**

****Please be sure to bring all items for a decorative table. WE STRONGLY RECOMMEND VENDORS TO CREATE AN ELABORATE TABLE SETTING TO ATTRACT GUESTS!!!!**

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

Event Run-Down:

- 8am-12pm: Vendor Sign-In & Set-Up**
- 12pm-3pm: Vendor Free Tasting & Samples**
 - Workshops/Courses/Demo's
 - Cooking Competitions (2)
 - Entertainment
- 3pm-6pm: Vendor Shopping Experience**
 - Workshops/Courses/Demo's
 - Cooking Competitions (3)
 - Entertainment

DISCOUNTS: (Only one discount may apply per vendor)

_____ **25% off vendor package for all early bird forms received by January 1st, 2014**

_____ **10% off of your total with the agreement of providing 500 products for gift bags. *This does not include coupons, pamphlets, and/or business cards***

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

TICKETS AND WRIST BANDS:

Each Vendor will receive 4 (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. Each additional ticket will be \$20. 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).

_____ **Additional 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 \$100, you will receive a ¼ page, \$150 for a ½ page, and \$300 for a full page ad in the program guide (camera ready art or a logo must be provided by 04/01/2013) 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 2014 event attendees. Exact specifications will be provided upon booth confirmation.

ADD ON’S: Waste Basket- \$15 | Table- \$35 | Chair- \$15 | Table Banner \$100 | Floor Banner- \$175

Your vendor package is per city. Each additional city will be \$50% off.

Ad Program: \$ _____

Add On: _____

Total # of Tables & Chairs _____

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.

I have read, and agree to abide by the terms and conditions set forth above for the BLACK STREET “Black Culinary Expo TOUR” 2014:

Specify Which City/Cities You Will Participate In: _____

Vendor Name (Print): _____

Business Name (Print): _____

Vendor Representative Signature: _____ **Date**

Judith Jacques _____ **11/06/2013**

Judith Jacques _____ **Date**

CEO & Founder of BLACK STREET