BLACK BEAUTY EXPO 2021

& BLACK BEAUTY AWARDS

"The Only Beauty Trade Show dedicated to aspiring and professional black creatives in the hair, fashion, photography, modeling and makeup industry."

February 7, 2021

VENDOR MARKETING PACKET

PH: 404-692-2520
weldon@blackbeautyexpo.com

GEORGIA INTERNATIONAL CONVENTION CENTER

February 7, 2021
Georgia International Convention Center
2000 Convention Center Concourse, Atlanta, GA 30337

"Dedicated to Inspiring Black Aspiring and Professional Creative Entrepreneurs in the Hair, Fashion, Photography, Modeling & Makeup Industry"!!!

Phone: (404) 692-2520 | www.blackbeautyexpo.com | weldon@blackbeautyexpo.com

3700 Wendell Dr. SW Suite #22, Atlanta, GA 30336

Dear Exhibitor:

It is with great pleasure that we invite you to participate in the upcoming BLACK BEAUTY EXPO & BLACK BEAUTY AWARDS, the Only Beauty Trade Show dedicated to aspiring and professional black creatives in the hair, fashion, photography, modeling and makeup industry. The Black Beauty Expo will take place FEBRUARY 7, 2021 in Atlanta, GA at The Georgia International Convention Center.

The BLACK BEAUTY EXPO will feature industry related workshops/seminars, competitions, exhibitors, hair & fashion show and musical entertainment. We look forward to providing an uplifting environment created to stimulate successful business within the Beauty Industry and with your participation, we know success is inevitable.

Please find enclosed more details on the BLACK BEAUTY EXPO and how to participate. For more information, please call 404-692-2520 or email weldon@blackbeautyexpo.com.

Sincerely,

Weldon Germaine Bond

Weldon Germaine Bond,
Black Beauty Expo
Show Producer

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2021 SHOW SPEC SHEET

SHOW DATE:

FEBRUARY 7, 2021

TARGETED BEAUTY INDUSTRIES:

PHOTOGRAPHY, HAIR, MAKEUP, MODELING & FASHION

DEMOGRAPHICS:

70% - FEMALE
30% - MALE

95% - AFRICAN AMERICAN
5% - CAUCASIAN

65% - PROFESSIONALS/STUDENTS
35% - ASPIRING/NON-PROFESSIONAL

HOST CITY:

ATLANTA

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Vendor/Exhibitor Prospectus

The BLACK BEAUTY EXPO vendor opportunities are designed to give companies maximum exposure on an energized and active trade show floor. The Black Beauty Expo will work with Exhibitors to maximize return on investment and achieve their desired exhibiting objectives. Below is an overview of our exhibiting opportunities.

10x10 Booth

Registration Dates:

- **Early Registration By Oct 15, 2020 $350**
- **Register before Dec. 15, 2020 $425**
- **All Booths After Dec. 15, 2020 $500**

Trade Show Booths include

- **(1) 10x10 Exhibitor Space, 2 chairs, 1 6ft table, 3 vendor passes**

All deposits are non-refundable
Exhibitor booths may not be moved or downgraded without show management approval.

20x30 Theatres

Equal to 6 - 10x10 booths

Available Upon Request - Before Dec 15th - $2100
Available Upon Request - After Dec 15th - $3000

Theatre Booths Include

- **(1) 20x30 Exhibitor Space Outfitted with 6- 6ft tables, 12 chairs, trash bins**

All deposits/payments are non-refundable
Exhibitor booths may not be moved or downgraded.

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Marketing Prospectus

The BLACK BEAUTY EXPO marketing opportunities are designed to give companies maximum exposure on an energized and active trade show floor. The Black Beauty Expo will work with companies to maximize return on investment and achieve their desired marketing objectives. Below is an overview of our Marketing Opportunities.

Print Marketing

Marketing Opportunities:

Brand Awareness

Advertisement in Show Book (does not include design)

- **Full Page** — **$250**
- **Ad design** — **$75 & up**

- **Company logo will appear on all promotional material.** — **$500**

Trade Show Floor/Hallway Marketing

- **Hanging Banner** — **$1000 per banner Maximum (4)**
- **Classes Hallway Floor Banner Placement** — **$500 per banner Maxmum (4)**
- **Trade Show Hallway for Floor banner displays (up to 4)** — **$500 per banner Maximum (4)**

Online Marketing

Marketing Opportunities:

Brand Awareness

- **Company Logo will appear on all promotional material.** — **$250**
- **Company Logo with link on (BBE) website** — **$150**
- **Company Logo with link on (BBE) Email blasts.** — **$150**

Reach Thousands of Black Aspiring and Professional Creatives at the Black Beauty Expo

Black Beauty Expo

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Exhibitor Registration

Amount Enclosed: _____ Preferred Space # _____ Sales Rep: _____

Company name: _____

Product Description: _____

_____

Address _____ City _____ State _____ Zip _____

Company Phone _____ Web Address _____

Email: _____ Print Name _____

Authorized Signature: _____ Title _____ Date: _____

I have the authority to execute this exhibitor agreement on behalf of the above named company or individual and with my signature hereon, authorize the Black Beauty Expo, for and on the behalf of the party named above under the section titled Exhibitor to execute this contract by reserving appropriate space. Black Beauty Expo reserves the right to choose space according to availability as well as is not responsible for any claims made by Exhibitor and any litigation or claim arising from the placement of the exhibitor which is the sole liability of the exhibitor. Black Beauty Expo shall be held harmless from both the exhibitor and the claimant. I do understand that my deposits/payments are non-refundable and that I may lose my space if I don't meet all given criteria. • $50 Return check fee. To pay by Credit Card Please fill out the form below.

Credit Card Information

Booth Size & Qty: 10x10_____ 20x30_____

Card Number _____ Exp. Date: ____/____ Sec code: _____

Billing Address: _____ City _____ St. _____ Zip _____

Phone Number _____ Email Address _____

Amount To Charge: _____

Date to Charge my balance: _____ Authorized Signature: _____

FOR OFFICIAL USE ONLY

SPACE ASSIGNED _____ APPROVED BY _____

METHOD OF PAYMENT _____ Deposit amount _____

BALANCE DUE DEC 15, 2020 : _____

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Marketing Application

Amount Enclosed: _____ Marketing Opt # _____ Sales Rep: _____

Company name: _____

Product Description: _____

_____

Address _____ City _____ State _____ Zip _____

Company Phone _____ Web Address _____

Email: _____ Print Name _____

Authorized Signature: _____ Title _____ Date: _____

Marketing Opportunities

1.	☐ **Full Page AD**	**$250**
2.	☐ **Ad design**	**$75 & up**
3.	☐ **Trade Show Banner Hanging**	**$1000**
4.	☐ **Classes Hallway Floor Banner Placement**	**$350**
5.	☐ **Trade Show Floor Banner Placement**	**$500**
6.	☐ **Email Blast link**	**$500**
7.	☐ **Web logo with link**	**$500**
8.	☐ **Logo on all Promotional material**	**$500**

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Sponsorship Assignment _____ APPROVED BY _____

METHOD OF PAYMENT _____ 50% Deposit Amount _____

Name on card _____ CC# _____

Address: _____ / _____

exp date cvc code

Address: _____

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Vendor Info

Venue:	**GEORGIA INTERNATIONAL CONVENTION CENTER** 2000 Convention Center Concourse, Atlanta, GA 30337
Date & Times:	Sunday, February 7, 2021 10am-8pm
Set Up Times:	Saturday, February 6, 2021 Vendor Move -in 12PM-5PM Sunday February 7, 2021 Vendor Move -In 8:00AM- 10AM Vendors must be setup and ready prior to the Exhibit Opening.
Exhibit Opening:	Exhibit/Classes - Sunday February 7, 2021 @10:00am
Exhibitor Costs:	$350 - After December 15th, 2020 - ($500.00 Vendor Booths) One 6ft table and 2 chairs One booth space and one full registration (10x10 booth). *Free listing on the official website *Free listing in the official program guide Wireless internet, Electric and phone access may be available at additional costs. Electricity is $80 in Advance WIFi is $50 in Advance *600 sq ft. can be outfitted with stage and chairs at additional costs.

- Full Payment is due by Decemeber 15th, 2021 -

Vendor Loading:	Vendor loading dock is located behind Exhibit Hall.
Vendor Passes:	There will be (3) special access vendor passes/wrist bands provided for each exhibitor per booth, which can be used for company/guests. **VIP Passes may be purchased at an additional rate**
Contact :	1- 404-692-2520 Email: weldon@blackbeautyexpo.com

updated 8-2020

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Vendor Terms & Conditions

(Please see complete terms and conditions on following pages)

1. To reserve a space at the Black Beauty Expo (BBE), a signed agreement and full payment of the booth fee is required. Upon receipt of full payment and approval of the agreement, your space will be reserved.

***PLEASE NOTE: Spaces are on a first come, first served basis.
Spaces are limited so please reserve early.
Spaces are subject to approval of the organizer and are allotted at the discretion of The Black Beauty Expo.

2. All deposits are non-refundable.

3. Exhibitors must arrive no later than 9AM and be fully set up by 10:00AM on Sunday February. 7, 2021. (Doors open to attendees at 10:00AM February. 7, 2021)

4. Exhibits must be staffed at all times during the hours that the exhibit floor is open.

5. Displays at the front of the vendor booths must not interfere with the visibility of adjoining vendors.

6. Exhibitors may place brochures & other promotional literature only in their space and not in any other part of the facility.

7. Exhibitors badges & wristbands will be issued by the Exhibitor Coordinator. Badges & wristbands must be visible at all times.

8. Exhibitors will not assign or sublet this lease or contract without prior approval of the sponsor. Only one vendor will be permitted in each space unless approved by the sponsor. Failure to inform the sponsor will result in immediate ejection from the show.

9. The Black Beauty Expo accepts no liability for the safety or security of any loss, damage or destruction of property, beyond that covered by our Insurance Company.

10. In the event that the Event does not take place due to any cause beyond the reasonable control of the parties (i.e. inclement weather, condition of the facilities, circumstances of the Exhibitor, etc.), this Agreement shall terminate and the only obligation of the producers and sponsors shall be the cash portion of the fee paid prior to the date of termination.

11. The Black Beauty Expo reserves the right to make changes, amendments and additions to these rules at any time. All changes, amendments and additions shall be binding on the vendor with the provisions that all vendors will be advised of any such change. Any matters not specifically covered herein are subject to decision by event producers.

Thank You for your Business

Terms and Conditions

2020 BLACK BEAUTY EXPO

Defined Terms

The term "Event" means the BLACK BEAUTY EXPO, currently scheduled to be held on February 7, 2021 (the "Event Date"), at the Georgia International Convention Center (the "Exhibit Facility"). The event is produced and managed by Black Beauty Expo (the "Organizer"), and its respective officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means the company or person or any of its officers, directors, shareholders, employees, contractors, agents, or representatives that applied for exhibit space rental and agreed to enter into this contract upon acceptance by the "Organizer" in the manner stated below.

Contract Acceptance

The contract shall become effective only when it has been signed by the "Exhibitor" and counter-signed on the facing page by a duly authorized representative of the "Organizer".

Assumption of Risks

The "Exhibitor" expressly assumes all risks associated with, resulting from or arising in connection with the "Exhibitor's" participation or presence at the "Event", including, without limitation, all risks of theft, loss, harm or injury to the person (including death), property, business or profits of the "Exhibitor", whether caused by negligence, intentional act, accident, act of God or otherwise. The "Exhibitor" has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage areas), including any subrogation claims by its insurer. Neither the "Organizer" nor the "Exhibit Facility" accepts responsibility, nor is a bailment created, for property d~livered by or to the "Exhibitor". Neither the "Organizer" nor the "Exhibit Facility", nor any of their respective officers, directors, shareholders, agents, employees, representatives or assigns, shall be liable for, and the "Exhibitor" hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, damages and liabilities described in this paragraph.

Indemnification

The "Exhibitor" shall indemnify, defend (with legal counsel satisfactory to the "Organizer" and hold the "Organizer" and the "Exhibitor" Facility harmless, any and all daims, demands suits, liability, damages, losses, costs, reasonable attorney's fees and expenses which result from or arise in connection with: (a) the "Exhibitor's" participation or presence at the "Event", (b) any breach by the "Exhibitor" of any of agreements, covenants, promises or other obligations under this contract; (c) any matter for which the "Exhibitor" is otherwise responsible under the terms of this contract; (d) any violation of infringement (or claim of violation of infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of the "Exhibitor"; (f) harm or injury (including death) to the "Exhibitor"; and (g) loss of or damage to property or the business or profits of the "Exhibitor", whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

Limitation of Liability

Under no circumstances shall the "Organizer" or the "Exhibit Facility" be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions or any act or omission of any of their respective contractors, agents, employees or representatives, whether or not apprised of the possibility of any such lost profits or damages. In no event shall the "Organizer"' maximum liability under any circumstance exceed the amount actually paid to them by the "Exhibitor" for exhibit space rental. The "Organizer" makes no representations or warranties, express or implied, regarding the number of persons who will attend the "Event" or regarding any other matters.

Qualifications of "Exhibitor"

The "Organizer", in its sole discretion, determines whether a prospective "Exhibitor" is eligible to participate in the "Event". Eligibility is generally limited to persons or firms who supply products and services to the meeting and event industry. Applicants who have not previously exhibited at the "Event" may be required to submit a description of the nature of their business and the items to be exhibited. The "Organizer" reserves the right to restrict or remove any exhibit, which the "Organizer", in its sole discretion, believes is objectionable or inappropriate.

Assignment of Space

Only companies returning signed contracts with full deposits prior to February 7, 2021 will be eligible to participate. Space will be assigned on a first-come, first-served basis. Exhibit space shall be assigned by the "Organizer" in its sole discretion for the "Event" and for the "Event Date" only. Any such assignment does not imply that similar space will be assigned for future Events. The "Organizer" reserves the right to change the floor plan or to move an "Exhibitor" to another booth location prior to or during the "Event" if the "Organizer" determines that to do so is in the best interest of the "Event".

Downsizing by "Exhibitor"

The "Organizer" reserves the right to treat an "Exhibitor's' downsizing of booth space as a cancellation of the original space and as a purchase of new booth space. An "Exhibitor" may be required to move to a new location if it requests a downsizing of space.

Cancellation by the "Exhibitor"

The "Exhibitor" acknowledges that this booth contract and deposit fee is non-refundable as of acceptance of agreement. This applies to contracts executed up to February 7, 2021. If the "Exhibitor" cancels after August 31, 2020, no credits will be given. All cancellations are required to be in writing and delivered to the "Organizer".

Booth display policy

You may not build your booth out any further than 5 feet from the back wall. You may not block the booth space of those around you. The "Organizer" will determine if you are blocking another's booth and will ask you to move any item that is blocking another's space. The "Organizer" asks that you refer to and adhere to the International Association of Exhibition Management (IAEM) guidelines for Display Rules and Regulations.

ADA Compliance

"Exhibitors" are expected to comply with regulations to make their booths and displays accessible to the physically challenged. Violations of the ADA can result in serious civil damage awards: The "Exhibitor" agrees to indemnify and hold harmless the "Organizer" and the "Exhibit Facility" for any claims arising out of our in connection with the "Exhibitor's· failure to make their display comply with the ADA.

Cancellation by the "Organizer"

If the "Exhibitor" fails to make a required payment as described in this contract, the "Organizer" may terminate the "Exhibitor's" participation in the "Event" without further notice and without obligation to refund moneys previously paid. The ·Organizer" reserves the right to refuse the "Exhibitor" permission to move in and set up an exhibit under this contract if the "Exhibitor" is in arrears of any payment due to the "Organizer". The "Organizer" is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing the "Exhibitor" from any liability hereunder. The "Organizer" may also terminate this contract effective upon written notice of termination if the "Exhibitor" breaches any of its obligations under this contract, without any obligation on the "Organizer's' part to refund any payments previously made and without releasing the "Exhibitor" from any liability arising as result of Of in connection with such breach. If the "Organizer" removes or restricts an exhibit that is considered objectionable or inappropriate, no refund will be due to the "Exhibitor".

Force Majeure or Cancellation of the Event

If, in the event of war, fire, strike, government regulation, public catastrophe, act of God, public enemy, terrorism or the threat of terrorism, warning by any governmental or world health organization or other cause beyond the reasonable control of the "Organizer", the "Event" or any other part thereof is prevented from being held, is cancelled by the "Organizer" or the "Exhibit Facility", the "Organizer" shall in its sole discretion be entitled to terminated this Agreement and/or the "Event" (or any part thereof) and to retain such part of any fees paid by the

"Exhibitor" to the "Organizer" as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. The "Organizer" reserves the right to cancel, rename or re-Iocate the "Event" or change the date on which it is held. If the "Organizer" changes the name of the "Event", re-locates the "Event" to another "Exhibit Facility" within the same city, or change the dates of the "Event" to dates that afe not more than 60 days earlier or 60 days later than the dates on which the "Event" originally was scheduled to be held, no refund will be due to the "Exhibitor", but the 'Organizer" shall assign to the "Exhibitor", in lieu of the original space, such other space as the "Organizer" deems appropriate and the "Exhibitor" agrees to use such space undef the terms of this contract.

Exhibit Space Occupancy

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by the "Organizer". If the "Exhibitor" fails to install its display in its assigned space by 10:00 AM on February 7, 2021 or leave its space unattended during the exhibit hours, the "Organizer" shall have the right to take possession of the space and no refund will be due to the "Exhibitor". All exhibits must be open for business during the "Event" hours 10am until 6PM. The "Exhibitor" may not dismantle the display until the "Event" is officially ended at 6:00 PM on February 7, 2021.

Listings and Promotional Materials

By exhibiting at the "Event", the "Exhibitor" grants the "Organizer" a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of the "Exhibitor" in any directory listing the exhibiting companies at the Event and to use such names in the "Organizer's' promotional materials. The "Organizer" shall not be liable for any errors in any listing or descriptions Of for omitting any "Exhibitor" from the directory or other lists or materials.

Care of "Exhibit Facility"

The "Exhibitor" shall promptly pay for any and all damages to the "Exhibit Facility" or associated facilities, booth equipment of the property of others caused by the "Exhibitor" Of any of its employees, agents, contractors or representatives.

Taxes and Licenses

The "Exhibitor" shall be solely responsible for obtaining any licenses, permits or approvals under federal, provincial, and city laws applicable to its activities at the Event The "Exhibitor" shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges or penalties that become due to any governmental authority in connection with its activities at the "Event".

Insurance

The "Exhibitor" shall, at its own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the "Exhibitor" and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with the "Exhibitor's' obligations under this paragraph.

(A) Worker's Compensation insurance; (8) Employer's Liability insurance with limits not less than $1,000,000 each accident; (C) Comprehensive General Liability insurance with limits not less than $1,000,000 each occurrence combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); (D) Automobile Liability insurance with limits not less than $500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators. Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured the "Organizer" and the "exhibit Facility". Copies of additional insured endorsements and primary coverage endorsements and, if requested, complete copies of policies, satisfactory to the "Organizer", shall be fumished to the "Organizer" no later than July 1, 2020. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without thirty (30) days advance written notice to the "Organizer".

Copyrighted Materials

"Exhibitors" shall not play or permit the playing or performance of, or distribution of any copyrighted material at the "Event" unless they have obtained all necessary rights paid all required royalties, fees or other payments.

Observance of Laws

The "Exhibitor" shall abide by all federal and city laws, codes, ordinances, rules and regulations, and all rules and regulations of the "Exhibit Facility" (induding any union labor work rules).

Additional Terms and Conditions

The "Organizer" has sole control over attendance policies. Except as provided to the contrary in this contract, all moneys paid by the "Exhibitor" shall be deemed fully earned and non-refundable at the time of payment. The "Exhibitor" and each of its employees, agents and representatives shall conduct themselves at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, the "Organizer" in its sole judgment may refuse to consider for participation in future events an "Exhibitor" who violates or fails to abide by the contract and any of the accompanying rules and regulations. This contract and the accompanying rules and regulations represent the entire agreement between the "Exhibitor" and the "Organizer" with respect to the "Event". Any amendment to this contract must be in writing and signed by an authorized representative of the "Organizer". The "Exhibitor" may not assign this contract or any right hereunder nor may the "Exhibitor" sublet or license all or any portion of assigned exhibit.

Contractor Services

In the interest of making available the "best qualified" craftsmen in numbers sufficient to handle all of the services necessary for the operation of the "Event", the "Organizer" has contracted on an exclusive basis official contractors to provide certain services. Services companies other than the official contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by "Exhibitor"-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in the Exhibitor Service Manual.

Character of Displays; Use of Aisles and Common Areas Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the exhibit booth. Each "Exhibitor" agrees to exhibit only products that it manufactures, represents or distributes. All exhibits shall display products or services in a tasteful manner. The aisles, passageways, and overhead spaces remain strictly under control of the "Organizer" and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisle except by written permission of the "Organizer". Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from the "Exhibitor's" booth space. Samples, souvenirs and advertising material may be distributed by the "Exhibitor" only within his or her booth. Balloons and stickers are prohibited in the exhibit area. (Handouts with gummed backing that adhere or cause adhesion are considered stickers.) Equipment must be arranged so that show visitors do not block the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of the exhibit hall space is prohibited.

Music, Photographs, and Other Copyrighted .Materials Each "Exhibitor" is responsible for obtaining all necessary licenses and permits to use live music, photographs or other copyrighted materials in the "Exhibitor's" booth or display. The use of devices for mechanical reproduction of sound or music is permitted, but must be controlled. Sound of any kind must not be projected outside of the exhibit booth.

Fire and Safety Laws

Federal, state and city laws must be strictly observed. A full listing of these fire and safety regulations will be found in the Exhibitor Manual.

Outside Exhibits/Hospitality Suites

"Exhibitors' are prohibited, without express written approval from the "Organizer", from displaying products/services and/or other advertising material in areas outside their booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. "Exhibitors" also agree not to operate hospitality suites during hours in which the "Event" is open or when any "Organizer"-sponsored activities are being held. "Exhibitors" hosting hospitality functions are prohibited from holding those activities during official "Event" hours. Only "Exhibitors" paying the "Event" participation fee are permitted to host a hospitality function, in an official "Event" hotel. All requests for a hospitality suite or public function space must be made through the ·Organizer". If an "Exhibitor" cancels or fails to occupy the exhibit space during official "Event" hours, the ·Organizer" reserves the right to notify the hotel to cancel any hospitality space and/or hotel guest rooms under that "Exhibitor's" name. The "Exhibitor" shall remain liable for the payments made to the hotel.

Exhibitor Kit! Manual

Approximately one (1) month from the "Event", the ·Organizer" will post an online Exhibitor Manual. This manual will be emailed or snail mailed to the "Primary Contact". The Exhibitor Service Manual will include information integral to your company's participation at the Event, including but not limited to: additional "Exhibitor" rules and regulations, official contractor order forms, registration, shipping, utilities and building services, audiolvisual, "Exhibitor" rules, and movein! move-out schedules returned by published deadline.

Incorporation of Rules and Regulations

Any and all matters pertaining to the "Event" and not specifically covered by the terms and conditions of this contract shall be subject to determination by the "Organizer" in its sole discretion. The "Organizer" may adopt rules or regulations from time to time goveming such matters and may amend or revoke them at any time, upon reasonable notice to the "Exhibitor". Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. The "Exhibitor" shall observe and abide by additional regulations made by the "Organizer" as soon as these additional rules or regulations are communicated to the "Exhibitor".

Relocation of Your Booth

If, for any reason, your company decides to move the location of your booth once the signed contract has been received and processed, you are required to fill out a Booth Relocation Form and pay the $250 fee to the "Organizer". Relocation of your booth must be approved by the "Organizer" .

BLACK BEAUTY EXPO 2021

February 7, 2021

Georgia International Convention Center

2000 Convention Center Concourse, Atlanta, GA 30337

"Dedicated to Inspiring Black Aspiring and Professional Creative Entrepreneurs in the Hair, Fashion, Photography, Modeling & Makeup Industry"!!!

Phone: (404) 692-2520 | www.blackbeautyexpo.com | weldon@blackbeautyexpo.com

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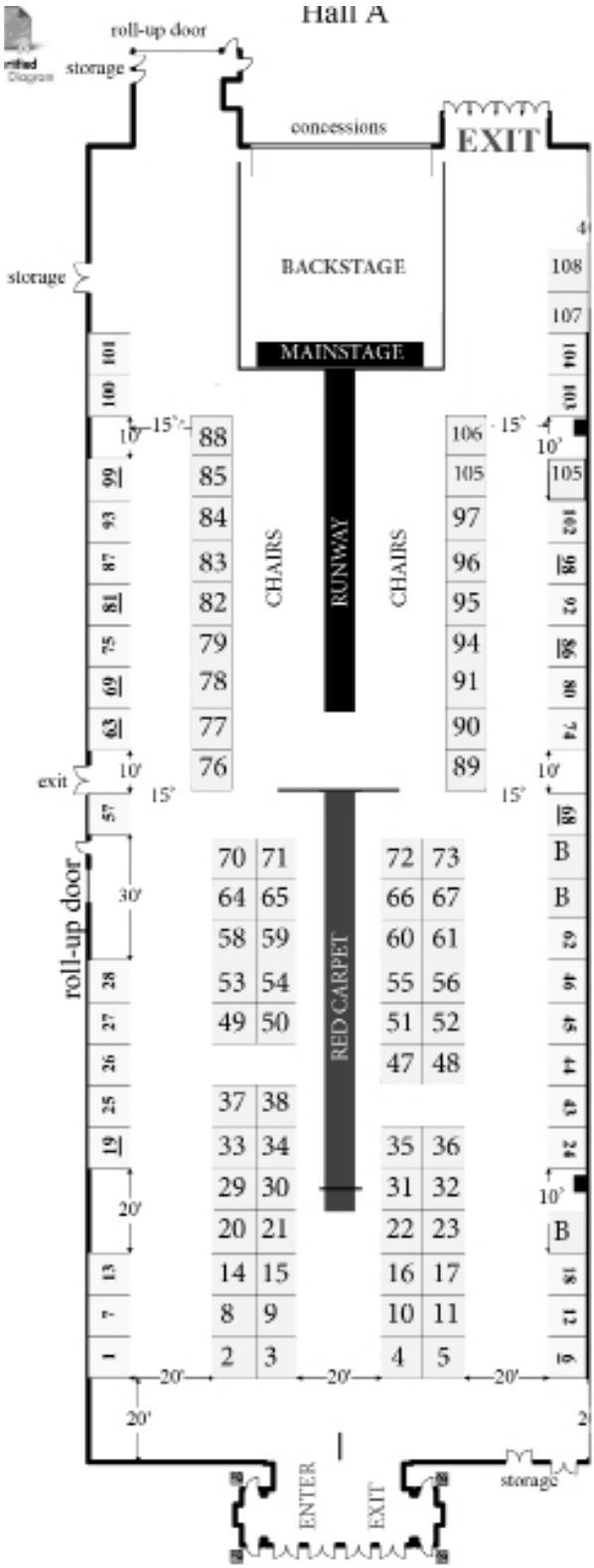
FLOORPLAN

Subject to change if deemed necessary by show management