



# EXHIBITOR PACKET

2017 Vendor

Everything you need to know to have the best vendor experience at the....

2017 Women of Color Expo Lawton/Ft. Sill,  
OK



*For any questions please contact : Mr. Cannon Neal (580) 355-1050.*



# ***RISE UP***

***Lead, Learn, Preserve***





The Women of Color Expo is the preeminent event for reaching 25-54 women of color in the Tulsa metro area. It provides a personal marketing opportunity that is unsurpassed in the market place. The audience is diverse across several socio-economic levels and provides sponsors and exhibitors an opportunity to market their products and services to the largest group of women of color gathered in one place in the state!

The power of African-American females extends beyond the home. Of the 31 million African-Americans who are 16 years and older, 63% are in the U.S. labor force, and women represent 52% of employed Blacks. Women also own the majority of Black businesses. Those who do not own their own companies tend to skew towards occupations in management, service and sales positions. The duality of the roles African-American females play – mother and manager – provides an opportunity for organizations that acknowledge and celebrate this duality. When done correctly, such a connection will yield optimal results for your brand.

**Thank you for considering reaching out to this segment of Lawton/Ft. Sill growing population!**

Your Exhibitor Kit contains information to assist you in planning for your participation in the Expo. Please note that your invoice must be paid in full prior to set up and all order forms returned by the listed date. Should you have any questions please call the office at 580-355-1050.

## **GENERAL INFORMATION**

### **EXPO DATE and LOCATION**

The Women of Color Expo Lawton/Ft. Sill on Saturday, June 3<sup>rd</sup>, 2017 and will be held at Hilton Garden Inn located at 135 NW 2<sup>nd</sup> Street, Lawton, Oklahoma.

### **Vendor Meeting**

5:30pm – Wednesday, May 31<sup>st</sup>, 2017 @ Hilton Garden Inn. Please have a representative attend!

### **BOOTH PAYMENT & FINAL INVOICE**

All balances indicated on your final invoice must be received by Perry Publishing & Broadcasting prior to Monday, May 29th, 2017. If paying with a credit card, please fax back your credit card form to our office at 580-355-1056. ALL SALES ARE FINAL.

**BALANCES ARE DUE IN FULL BY April 24<sup>th</sup>, 2017, OR YOUR BOOTH SPACE WILL BE FORFIET**

### **LOCATION OF EXHIBIT**

All measurements and exhibit space layouts shown on the floor plan are as accurate as possible. Perry Publishing & Broadcasting reserves the right to make modifications and change exhibit space assignments as may be necessary and to adjust the floor plan at any time to meet the needs of the sponsors, exhibitors, exhibits, and traffic flow.

### **HANGING SIGNS AND GRAPHICS**

Signs may be hung in your booth. Approval for the use of hanging signs and graphics from the ceiling over your exhibit should be received from Show Management by move-in. It is your responsibility to retrieve your banners or signs when they are dismantled.

### **EXHIBITOR BADGES**

Each company will be allocated 2 badges and per 6'x 6' booth space,

Your badges are to be picked up at Exhibitor Registration when you check in at move-in beginning Saturday at 7:00am. Additional badges can be purchased for \$5 each.

### **GUEST/MODEL BADGES**

Should your company be conducting a presentation, or fashion show using guest presenter(s) or models please fax a list of their names to 580-355-1050. Prior to their presentation, they will be able to pick up a Guest or Model badge at Exhibitor Registration.

## **MOVE-IN**

Move-in will be conducted from 7:00 am to 9:45 am on Saturday, June 3rd, 2017. All exhibits must be moved in by 9:45 am unless prior arrangements have been made with Show Management.

## **MOVE-OUT**

The Show closes Saturday at 6:00 pm and as soon as all attendees have left the building, we will begin move-out. All items must be removed from the building by 8:00 pm unless you receive permission from show management

## **PARKING**

Parking is Free

## **EXHIBITOR HOURS**

Saturday, June 3<sup>rd</sup>, 2017 10:00 am to 6:00 pm

## **SHOW HOURS**

Saturday, June 3rd, 2017 10:00 am to 6:00 pm

## **SECURITY**

Security is provided for your protection however; we are not responsible for theft. We suggest that you take precautions and not leave valuable items in your booth overnight. Door guards and perimeter guards are on duty during the hours that the doors are open, with overnight guards throughout the duration of the event. As a safety precaution, your exhibit space should not be left unattended. Show Management does provide an over-night lock-up area in the exhibit hall. This service is complimentary.

## **STANDARD BOOTH CONTENTS**

Each 6 x 6 exhibits space will be equipped with the following:

- 6' skirted table, (2) chairs and a 7"H X 44'W black & white ID sign.

## **PREMIUM BOOTH CONTENTS**

Up to 6 x 12 exhibits, space will be equipped with the following:

- (2) 6' skirted table, (4) chairs and a 7"H X 44'W black & white ID sign.

## **FOOD SAMPLING**

All items being sampled must be limited to 2x2 inches or 2 ounces and non-alcoholic beverages limited to a maximum of 2 ounces. Exhibitors must obtain applicable Health Department Permits from the Tulsa Health Department. They can be reached at (918) 582-9355.

Please complete the **SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION AUTHORIZATION FORM** and return to Perry Publishing & Broadcasting one week prior to the Expo. The sale of food and beverages for consumption at the Show is not permitted.

## **SHOW REGULATIONS AND REQUIREMENTS**

1. Exhibit booths must be staffed and operational during published show hours. Exhibitors must wear badges to gain entry and on the floor during Show hours.

2. Exhibits that include sound equipment or audio/visual equipment must be arranged so the noise level and lights resulting from the display does not disrupt the activities of neighboring exhibitors.

Show management reserves the right to lower all sound equipment.

3. Exhibit space must be large enough to contain a reasonable audience if demonstrations are planned. The aisles cannot be blocked.

4. Only promotional materials or merchandise approved on your "Application for Exhibit Space" may be displayed or sold in your booth. Promotional materials may not be distributed outside your exhibit space.

5. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.

6. The sampling of food other than in the Food Pavilion must have written approval from Show Management.

7. Stage shows or seminars using products or services of a non-exhibiting company must have written approval from Show Management.

8. All exposed parts of displays must be finished so they do not present an unsightly appearance when viewed from adjoining booths or aisles. Sidewalls taller than the 3' side drape of exhibit booths may not come out past 5' from back drape (see diagram).

9. Exhibitors may not share booth space without the written approval of Show Management.

10. Exhibit space should be kept in good order with storage boxes placed under tables or in designated storage areas.

11. Helium balloons can only be used when they are permanently affixed to the physical booth display. Helium tanks must be stored in an approved stand.

12. Fire regulations prohibit the use of sterno or an open flame including candles. Any booth cooking with an appliance or food warming device must be equipped with at least one 20BC fire extinguisher. Booth decorations must be flame-retardant and electrical wiring and displays must conform to the National Electrical Code safety rules.

13. No LP gas, bottled gas or bottled gas tanks are permitted in the building.

14. Any display vehicles must have less than ¼ tank of gas, at least one battery cable disconnected from each set of batteries, and the gas tank sealed or locked. A set of keys need to be given to Show Management.

15. It is expressly understood and agreed by the Exhibitor that no claim of any kind against Show Management for loss, damage, theft or destruction of goods or exhibit; nor any injury that may occur to himself or his employees while at the show; The exhibitor shall be solely responsible to his own agents and employees and to all third persons , including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of leased space or exhibit. Exhibitor is also held responsible for agents and employees performing on show Stages. Exhibitor does indemnify and hold harmless Show management against any and all claims as may be asserted against it.

**For any questions please contact VP of Special Events : Mr. Cannon Neal (580) 355-1050.**

## Lawton/Ft. Sill Vendor Registration Form

**Vendor Space-** \$200.00 before May 10<sup>th</sup>, 2017

**\$225.00 after May 10<sup>th</sup>, 2017**

**Double size Vendor Space-** \$400 before May 10<sup>th</sup>, 2017

**\$450 after May 10<sup>th</sup>, 2017**

**+\$25 for Electricity (This is an additional cost for booths)**

**Non-Profit vendor space \$175.00**

**(Must be a valid 501c3 organization with a valid tax ID number)**

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Enclosed is my check for \$\_\_\_\_\_ made payable to Perry Publishing & Broadcasting or Bill my \*Credit Card: (Circle One)

- VISA
- Master Card
- American Express

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

\*All Credit Card payments will have a 3% service charge added to the total.

Return Completed Form & Payment to: Perry Publishing & Broadcasting Lawton

1525 SE Flower Mound Round

Lawton, OK 73501 Phone: (580) 355-1050; Fax: (580) 355-1056

Attention: Women of Color Expo Lawton

