

BLACK STREET PRESENTS



**BLACK  
CULINARY  
EXPO**

**VENDOR PACKET**

SEPTEMBER 1ST, 2018 2PM 495 FLATBUSH AVENUE, BROOKLYN, NY  
[BLACKCULINARYEXPO.ORG](http://BLACKCULINARYEXPO.ORG)

**"CELEBRATING OUR CULINARY AND BEVERAGE GENIUS"**

# Greetings!



## Judith Jacques

*holds 15 years of Event Production & Management experience as well as 10 years of Communications experience with a focus on Business development. She has planned and produced over 100+ high end events nationally and internationally. Ms. Jacques is known to make the impossible happen.*

In 2010, BLACK STREET was founded by Chairwoman & President Judith Jacques. BLACK STREET was originally created as a digital platform to change the narrative of the Black community and its representation. The platform further aided in the destruction of stereotypes while educating within and outside communities that the Black community has more to offer to the world than merely sports and entertainment. Individuals from a vary of industries were interviewed and featured. Showcasing a colorful array of industries in which we dominate in. We would like to ask that you consider becoming one of our 2018 Corporate Vendors. As a vendor you will receive positive media attention with your association with BLACK STREET, a 501(c)3, non-profit. For example, this year, we have gained major media nods with the work that we are doing. This organization commits itself to highlighting Black Excellence and with your help it can achieve just that. Soon after, the umbrella organization birthed the following subsidiaries:

- **BLACK CELEBRATION AWARDS** A black tie awards ceremony honoring elite and celebrity individuals in 20 different industries. Honorees are chosen among some of the following industries such as Medicine, Politics & Law, STEAM, Acting & Performing Arts, and Philanthropy to name a few. Also, within each industry a "People's Choice" winner will be chosen through a rigorous voting process, totaling 40 honorees each ceremony. The prestigious awards show, also live streamed for hundreds of thousands of people to see is to be held every February during Black History Month.
- **BLACK WOMEN IN MEDIA** is a platform created to recognize and honor women of color who are innovators within the media realm. This initiative is also created as a platform for other Black women currently in the media industry to receive a wealth of information from those who have attained renowned success in their respective fields. BWIM hosts an annual awards ceremony every March during Women's History Month. Along with the awards, bi-monthly panels, partnership events and a mentorship initiative are a direct correlation to the growth of women of color in media and entertainment roles.
- **BLACK CULINARY EXPO** coined as the "Afropunk of Food", the expo for Black Culinaricians allows a platform for entities to showcase their work along with reintroducing our culture within and outside our communities. This celebration will entail demos, competitions, panels, tastings, company features, and of course entertainment!

We have included our organizational fact sheet and detailed vendor proposal for your review. If you are interested in becoming a vendor for Black Culinary Expo, please do not hesitate to contact us. In addition, I will follow-up within a week or two in case you should have any questions about the proposal or our organization. Thank you in advance for taking the time to review our proposal.

With Great Admiration,

*Judith Jacques*

Judith Jacques  
Chairwoman & President of BLACK STREET



HIGHLIGHTS  
HIGHLIGHTS  
HIGHLIGHTS  
HIGHLIGHTS  
HIGHLIGHTS

CHEFS

CATERERS

BLACK OWNED RESTAURANTS

BLACK OWNED BEVERAGES

PANELS

WORKSHOPS

CHEF COMPETITIONS

PASTRY COMPETITIONS

DEMONSTRATIONS

JOB & SCHOOL RECRUITEMENT

# AIMS & OBJECTIVES

Black Culinary Expo aims to recognize, encourage and reward some of today's most vital and genius minds within the culinary and beverage. Through the Expo, Black Culinary Expo will be the pinnacle of change for individuals in the culinary and beverage industries. This unforgettable experience will provide participants and guests with the inspiration and motivation to create and inspire future culinary leaders! The expo also aims to educate with and outside our communities the many facets of our culture. BCE is the "Afropunk of Food"!

[BCE AIMS TO

**RECOGNIZE  
ENCOURAGE &  
REWARD**

SOME OF TODAY'S  
MOST VITAL AND

**GENIUS MINDS**

IN THE BLACK COMMUNITY.

The aims of the Awards & Conference are to:

- Acknowledge and highlight the achievements of Black men and women in Culinary & Beverage industries
- Educate the general public with examples of their involvements in their fields and highlight their achievements
- Motivate other professionals at all levels
- Develop a sense of pride in being a Black Culinarian
- Build self-confidence through rewards for excellence
- Provide role models and mentors for the younger generation through our mentorship programs
- Encourage leadership and life skills in future change-makers

# TAKING ADVANTAGE



## Marketing Objectives For Vendors

- BRAND AWARENESS
- EVENT FUNDING
- ADVERTISEMENT & EVENT MARKETING INITIATIVE
- IMPLEMENT A SOCIAL MEDIA STRATEGY AND DEVELOP A FACEBOOK FAN BASE OF 5000 BY THE END OF THE FINANCIAL YEAR

## Measures of Success

- MONTHLY ANALYSIS OF DIRECT SALES FIGURES AND HOW THEY CORRELATE WITH THE OBJECTIVES
- EXIT SURVEYS OF EVENT ATTENDEES TO ASCERTAIN BRAND AWARENESS
- IMPLEMENT EFFECTIVE AND STRONG BRAND AND EVENT MARKETING STRATEGY
- NOTICEABLE SHIFT TO POSITIVE FEEDBACK ON SOCIAL MEDIA AND DIGITAL CHANNELS

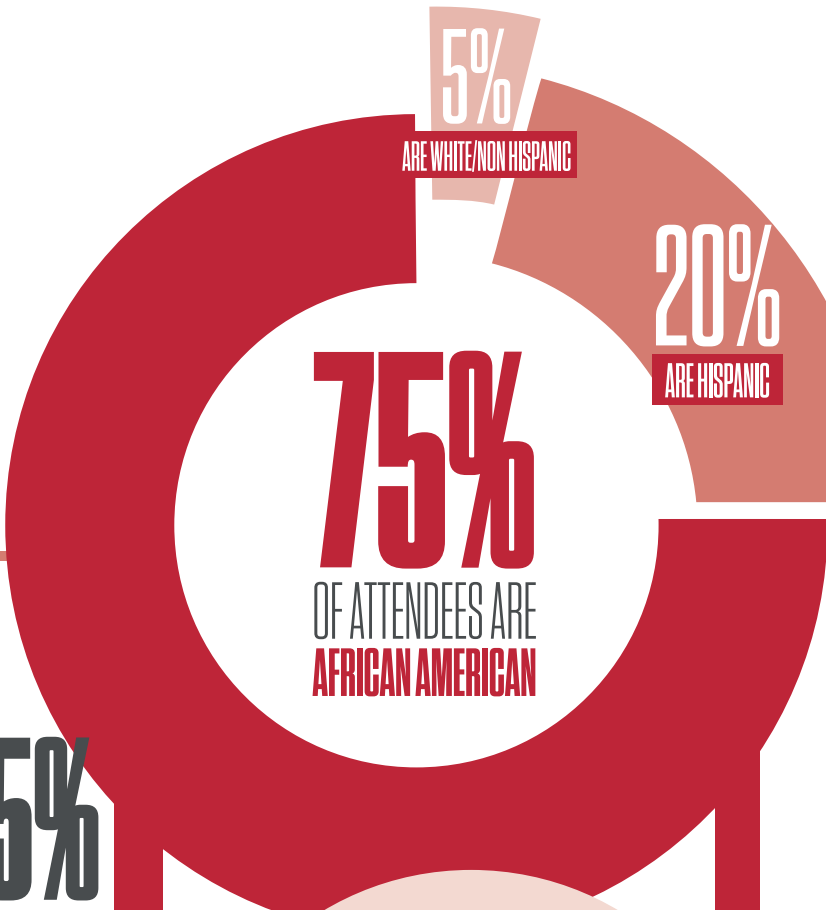
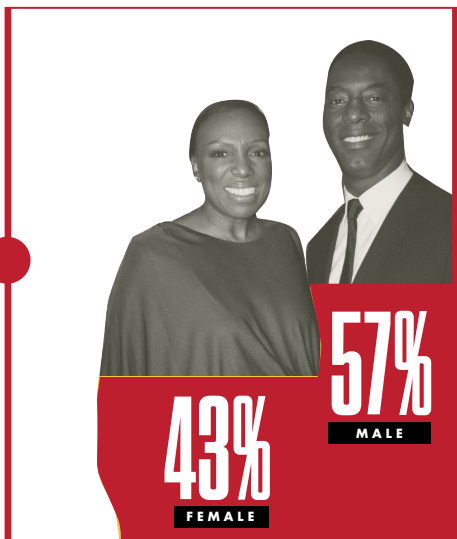
## Value to You as a Vendor

- MEASURABLE INCREASE IN THE PROFITABILITY OF THE EASTERN DISTRICT, DIRECTLY ATTRIBUTED TO THE SPONSORSHIP PROGRAM AND IMPLEMENTATION OF THE UNIQUE MARKETING INITIATIVES
- STRONGER RELATIONSHIP WITH FANS WHICH LEADS TO HIGHER CONVERSION RATES AND REPEAT SALES
- A RETURN ON INVESTMENT WHICH WILL ALLOW YOU TO INVEST MORE FUNDS INTO RESEARCH AND DEVELOPMENT OF NEW PRODUCTS

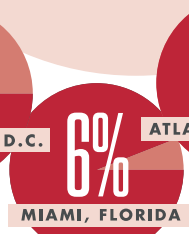
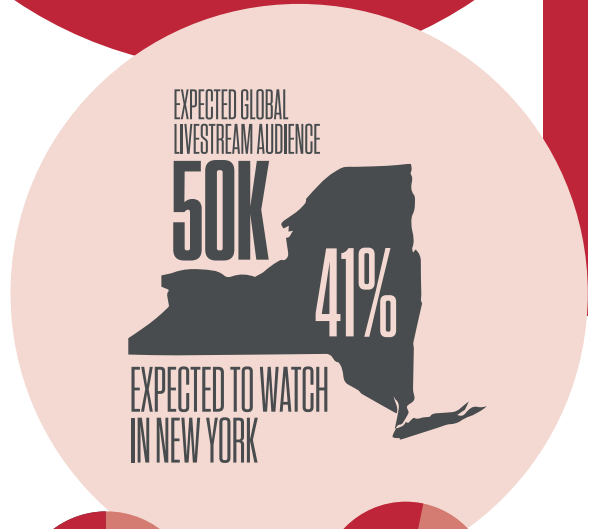
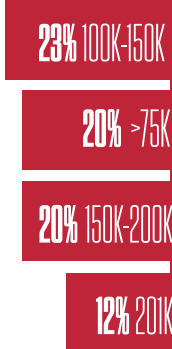
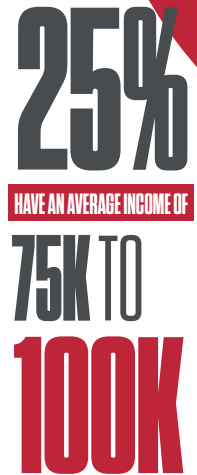


# ORGANIZATION & FACT SHEET

NUMBER OF EXPECTED ATTENDEES: **5000+**



**HOUSEHOLD INCOME**





MADAME NOIRE CNN

TV ONE REPRESENT. ESSENCE fierce, fun and fabulous!

SPORTS NEW YORK POST

EBONY

HELLO BEAUTIFUL VIBE

MEDIA COVERAGE

BET FOX BLACK ENTERPRISE YAHOO!

NATIONAL ASSOCIATION OF BLACK JOURNALISTS WWW.NABJ.ORG NABJ

107.5 FM WBL S WBL S.COM

TMZ



# VENDOR PACKAGES

## ELITE

- \*MANDATORY FOR FRANCHISE BUSINESSES
- \*\*RECEIVE COMPLIMENTARY AD SPACE ON EVENT PROGRAM AND WEBSITE ADVERTISE-  
MENT!!!
- \*\*25% OFF OF YOUR TOTAL WITH THE AGREEMENT OF PROVIDING 300 PRODUCTS FOR GIFT BAGS
- 4 CHAIRS  
1 6' TABLE  
CERTIFICATE  
8 COMPLI-  
MENTARY  
TICKETS

**\$ 1 0 0 0**

## STANDARD ELITE

- \*MANDATORY MINIMUM PACKAGE FOR SMALL BUSINESSES (I.E. STORE FRONT, PRODUCTS IN LOCATION-- WAREHOUSE, WINERY, ETC)
- \*\*RECEIVE 25% OFF OF AD SPACE OPPORTUNITY ON EVENT PROGRAM AND WEBSITE ADVERTISE-  
MENT!!!
- \*\*25% OFF OF YOUR TOTAL WITH THE AGREEMENT OF PROVIDING 300 PRODUCTS FOR GIFT BAGS
- 3 CHAIRS  
1 6' TABLE  
CERTIFICATE  
6 ADDITIONAL  
TICKETS

**\$ 5 0 0**

## STANDARD

- BOOKS
- FOOD
- CATERERS
- BEVERAGE
- \*\*RECEIVE 15% OFF OF AD SPACE OPPORTUNITY ON EVENT PRO-  
GRAM AND WEBSITE ADVERTISE-  
MENT!!!
- 2 CHAIRS  
1 6' TABLE  
CERTIFICATE  
4 ADDITIONAL  
TICKETS

**\$ 3 0 0**



# VENDOR PACKAGES



## SPONSOR

## SCHOOL

## JOB PLACEMENT REP/AGENCY

## RESTAURANT PARTNER

(INCLUDES FREE  
VENDOR TABLE)  
\*\*RECEIVE  
COMPLIMENTARY  
AD SPACE  
ON EVENT  
PROGRAM AND  
WEBSITE  
ADVERTISE-  
MENT!!

4 CHAIRS  
1 6' TABLE  
CERTIFICATE  
8  
COMPLIMENTARY  
TICKETS

FREE

4 CHAIRS  
1 6' TABLE  
CERTIFICATE  
8  
COMPLIMENTARY  
TICKETS

N/A

4 CHAIRS  
1 6' TABLE  
CERTIFICATE  
4  
COMPLIMENTARY  
TICKETS

N/A

(AGREES TO  
COMMIT TO  
SELLING 25  
TICKETS)

2 CHAIRS  
1 TABLE  
CERTIFICATE  
4  
COMPLI-  
MENTARY  
TICKETS

N/A

# TERMS OF AGREEMENT

**BCE September 1, 2018**

The parties agree to the following:

- 1.** Vendors are required to be present at the BCE on Saturday, September 1, 2018, for the purpose of setting up their vendor stations, goods, and other items necessary to vend at the location. The space will be available approximately (1) one hour before event start time. Vendors are required to be present at the BCE no later than 1:30 pm on the day of the event (September 1, 2018). A BCE representative will walk through the vending mall at 1:50 pm to ensure that all vending tables are in place for doors to open at 2:00 pm.
- 2.** Vendors are subject to the approval of the Organizers and shall not show/vend any goods or services other than those described herein at and during the event without the organizer's written consent. Vendors reserve the right to refuse the exhibition before or during event of unapproved goods and/or services.
- 3.** Vendor's staff may announce the availability of the goods to be vended only while they are within the confines of the vendor's location. Vendors will only sell in their vendor space.
- 4.** Vendor's staff shall be neatly and appropriately clothed and shall conduct themselves in an orderly fashion.
- 5.** No loud music, noise, or sound amplification devices shall be used by vendor's staff or guests without written permission from the BCE coordinator.
- 6.** Vendor shall have access to the location for up to sixty (60) minutes after the conclusion of the event to dismantle and remove all items brought to the location by the vendor. Vendor shall leave the location clean of trash and restore location back to preoccupancy condition. Vendors who exceed the allotted sixty minutes takedown time may be subject to absorbing applicable fees associated with the venue's terms of use policy.
- 7.** Vendor is responsible for acquiring event insurance and hereby agrees to indemnify and hold harmless the BLACK STREET INC./Black Culinary Expo, its organizers/coordinators, the BKLYN Commons, and any affiliates against and from any loss or damages as a result of the BCE, including damage to personal property, the vendor, the vendor's staff, or guests.
- 8.** Vendor waives, releases, discharges, and covenants not to sue Judith Jacques, BLACK STREET INC./Black Culinary Expo, BKLYN Commons, affiliates, members, sponsors, organizers, or other representatives or their successor and assigns for injuries or damages of any kind suffered as a result of this event or any related activities. In the event that there are any damages to the property, the vendor is solely responsible to return the property to its original state.
- 9.** Vendor will receive (4) expo wristbands for entrance into the BCE. Any additional persons stationed at vendor table will be required to purchase a ticket through the BCE event.
- 10.** Vendors shall ensure all tables/booths/showcases are staffed at all times throughout the duration of the BCE.
- 11.** Vendor agrees to market their presence as a vendor at the event via the current means of business promotion, including the Internet (e.g., Facebook, Twitter, Instagram, company website) and print. A badge will be provided to you along with the event flyer.
- 12.** Vendor grants full permission, perpetual and worldwide, to the organizers to use all names photographs, video, audio, or quotation in accounts or promotions in any medium.
- 13.** Vendor agrees not to assign this contract or sublet all or any part of booth space without written consent from the host.

- 14.** All space available must be reserved by a signed agreement and payment in full. Placement of vendor space will be determined by a first come first serve basis.
- 15.** All payments received for use of vendor space are non-refundable and non-transferable.
- 16.** There is NO electricity provided or guaranteed as part of your vendor agreement.
- 17.** Vendor must provide their own staff to assist in setting up/dismantling vending areas.
- 18.** Vendors must break down their own boxes, and put all trash in the dumpster.
- 19.** Vendor locations are permanent and given at a first-come-first-serve basis.
- 20.** The BCE reserves the right to cancel this event at any time prior to the date of the event. Refunds of all amounts paid by vendors in connection with this agreement will only be honored under this circumstance. Otherwise, all payments are non-refundable.
- 21.** No items may be mailed to the BKLYN Commons (BCE) without the consent of a BCE representative. You may email [info@blackstreetonline.org](mailto:info@blackstreetonline.org).
- 22.** Vendors are welcomed to bring a small cooler (9 quart or smaller). All vendors are required to
- 23.** All additional furniture must be approved by the BCE. You may email [info@blackstreetonline.org](mailto:info@blackstreetonline.org) for approval.
- 24.** No tents are allowed in the venue unless otherwise stated by BCE team.
- 25.** Delivery to venue: All deliveries must be pre-approved by the BCE. Vendor agrees to have no items delivered to the BCE before September 1, 2018. All items must have a scheduled delivery of September 1, 2018. If items are delivered to the BCE before September 1, 2018, the vendor agrees to pay \$50 per day for storage of items.
- 26.** No items may remain in venue after September 1, 2018. Any items left over are subject to being removed from property and thrown away.
- 27.** No parking is provided to vendors. You may visit: <https://www.parkwhiz.com/p/brooklyn-parking/> to find out where you can park in Downtown Brooklyn.
- 28.** Each vendor permitted to exhibit and/or sell at the BCE must individually comply with all pertinent State of New York and City of Brooklyn laws and ordinances and obtain all necessary permits and licenses. Vendor must follow sales tax regulations and file such applications as are required. Vendor must handle this on-site with the appropriate city and state tax officials.  
Additional information can be found at:  
[https://www.tax.ny.gov/pubs\\_and\\_bulls/tg\\_bulletins/st/do\\_i\\_need\\_to\\_register\\_for\\_sales\\_tax.htm](https://www.tax.ny.gov/pubs_and_bulls/tg_bulletins/st/do_i_need_to_register_for_sales_tax.htm)
- 29.** A state/local sale tax assessor may be on site to collect appropriate sales taxes and fees.

IT IS UNDERSTOOD THAT, ONCE SIGNED, THIS APPLICATION IS A BINDING CONTRACT UPON ACCEPTANCE BY BLACK STREET INC./Black Culinary Expo AND IS SUBJECT TO THE TERMS, CONDITIONS, AND RULES AND REGULATIONS, WHICH CONSTITUTE A PART OF OR ARE INCLUDED IN THIS APPLICATION AND CONTRACT.

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NAME (Sign & Print)

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DATE

