

The African American Wedding Expo 2006

Sunday, May 7, 2006

HOLIDAY INN SELECT

**ATLANTA CAPITOL CONFERENCE CTR
450 CAPITOL AVE . ATLANTA, GA 30312**

1:00 p.m. - 6:00 p.m.

VENDOR PACKAGE



Phone 404-627-8702

Fax 404-627-8298

www.africanamericanweddingexpo.com

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The African-American Theme Wedding By Sally Manglicmot

Interest in African-American theme weddings has been growing in the last two to three years.

It is inspired by a combination of the African heritage, the African-American culture, and a Western-style ceremony. Some couples choose to forgo the Western-style altogether. The African-American wedding is truly a celebration of the marriage and the couple's roots. Its symbolism can be expressed in different ways: in the selection of the music (such as a gospel choir, drums, African dance), in colorful or African attire for the wedding party, in the display of the table decorations, and by providing an ethnic feast, including the cake decorations.

The wedding party can wear tunic gowns, African jewelry and head wraps with colorful patterns symbolizing the African heritage. The popular colors are red, yellow, black and green. The newlyweds can even ask their guests to dress in colorful African attire by adding a note in the wedding invitation. Entertainment for the guests can include African dancers at the reception while the guests are waiting for the arrival of the wedding party (who are busy taking photographs) or right after dinner.

A popular African-American tradition is known as "jumping the broom" signifying that after the couples exchange their wedding vows, they jump over, or step into their new life together, and it usually takes place at the end of the ceremony. There are many creative ways to celebrate this tradition. The guests can sign the broom with well wishes before entering the chapel. Or, a basket containing colorful ribbons can be placed at the door of the chapel and the guests can tie a ribbon on the broom as a personal contribution to its decoration. Arrange to have the decorated broom delivered to the altar by one or two special people at a specified time during the ceremony.

As a vendor, you can join our show management team as we work to bring an elegant yet savvy African-American theme wedding to Atlanta. This show will prove to be very stimulating! The colors, music, food and history all mix into a unique celebration of both marriage and the African heritage.



**African American
Wedding Expo History**

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*The time is now to invest within a strong
economic market that has impacted the nation!*

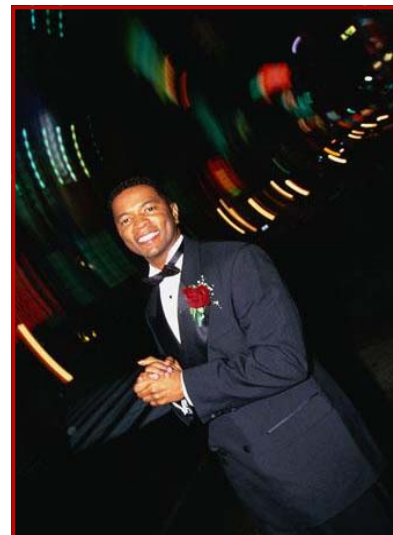
Blacksonville, Inc. and Lord, Jean-Charles & Lord, Inc. are teaming together to bring you the 4th Annual African American Wedding Expo. The expo is a creative opportunity to reach a market with one of the greatest buying power in the nation. Through this event, we've reshape the mindset of African American couples as it relates to the issues faced in planning a wedding and maintaining a successful marriage.

By supporting our team, your clients will have a vehicle to reach a market of economic stability and purchasing power.

- * 50% of the community residents are professionals
- * Average household income is over \$75,000 per year!
- * 77% of the residents hold at least a bachelor's degree or higher

Additionally, Atlanta continues to grow as numerous celebrities, corporate executives and well known entrepreneurs have chosen to call Atlanta home.

We are excited to offer your organization the opportunity to be a part of celebrating and lifting the Atlanta community through competitive vendor rates. You will find that our target audience has longstanding commitment and loyalty towards your brand.



Why The African
American Wedding
Expo?



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Quick Facts About Our Target Audience

Gender	Percent
Female	52%
Male	48%
Age	
Under 18	26%
18-24	10%
25-44	34%
45-64	21%
65+	9%
Median Age:	32.3
Household Population	
Married Couples	39%
Other Families	26%
People Living Alone	27%
Other Non-family Households	8%
Average Household:	2.34
Household Income	
Under 25K	31%
25K-50K	24%
50K-150K	36%
150K+	9%
Average Household Income:	\$77,969
Education	
High School diploma or equivalent	24%
Associate Degree	9%
Bachelor's Degree	37%
Graduate or Professional Degree	30%
Occupation	
Construction, Manufacturing, Wholesale	16%
Transportation, Utilities, Warehousing	15%
Professional, Business Services	51%
Public Administration	18%

Source: US Census Bureau



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Saying 'I do' with Pizzazz

Brides take a new look to cultural, trendy yet elegant weddings African American Style!

While the traditional 'something borrowed and something blue' has been 'in the family for years', don't forget to leave room for the cultural touch of Therez Fleetwood at the African American Wedding Expo to be held on Sunday, October 2, 2005 at the Cobb Galleria in Atlanta, Georgia from 12 p.m. – 6 p.m.

The Expo is a bridal show extravaganza that attracts hundreds of soon-to-be brides from throughout the nation eager for a sneak preview on how to spruce up their wedding day with trendy, yet cultural fashion. The highlight of the event is a very upbeat fashion showcase that includes an African dance and drum session leading into the finale Mock West African Wedding.

With a splash of tradition and the flair of trendy cultural gowns, Ms. Fleetwood has mastered the art of bring her brides an alternative to the traditional wedding gown. "Our society is a melting pot of various cultures", says Fleetwood, "but for a long time, brides wore traditional wedding dresses that did not represent their diversity. My gowns bring together different cultures in a way that is very fashion-forward".

In addition to the culturally mixed fashion show, Ayisha Bennet, a New York based fashion designer with Enville, Inc. will feature fashions geared toward the rehearsal dinner and the honeymoon. Accompanied by our fashion experts will be live entertainment by the Supa Lowery Bros through out the course of the event. The sextet led by twin brothers Chris and Wes, is a self-described "street bop" group that plays a variety of jazz, hip and soul. Their CD entitled *Vol. 1* will be available for purchase at the expo. To add zest to the expo, cake tasting will be provided by the well-known Cakes by Coco, Inc.

"The African American Wedding Expo is a huge benefit for the bride/groom, sponsors, vendors, models, musicians and the community at large," says Jermyn Shannon-EI, president of Blacksonville, LLC and visionary behind this extraordinary event. Mr. Shannon-EI originally birthed this cultural event in Jacksonville, Florida. Through resounding response, he has been asked on several occasions to take the show on the road. Although there is currently a waiting list, he decided to expand his reach from Jacksonville to Atlanta. With Atlanta's culturally diverse demographic mix, Mr. Shannon-EI felt the African American Wedding Expo would do very well in this community based city. "The expo says, we care about family and our future generations. It sets the respective communities in a positive light because we address critical issues that too many people neglect" says Mr. Shannon-EI.

Statistically, almost 50% of marriages fail. Although these numbers are staggering, we still believe in the sanction of marriage," say Oldine Jean-Charles, owner of the advertising agency of Lord, Jean-Charles & Lord, Inc. and promoter of the event. "We hope to use the African American Wedding Expo as a platform to promote longevity in marriage as we educate consumers through seminars."

The African American Expo will feature seminars by Faye Parks with Ameriprise, Inc. Ms. Parks will facilitate a seminar geared to assist couples on the importance of financial planning to build a solid future together. Robert Washington, president of Washington Mortgage, a midtown-based mortgage company will teach couples to build a strong foundation through preparing them for the joys of home ownership. Lastly, we recognize the importance of keeping relationships in tact. Therefore, Elder Brenda Sims, president of the counseling organization Matters of Heart, Academy of Pre-Marital Counseling will give vital tips to keeping the fire burning throughout their marriage.

Jermyn Shannon EI's goal is that the "African American Wedding Expo will result in the unification of the family as we work to embrace longevity in our marriages."

For exhibitor opportunities, sponsorship, or Brides-to-Be registration please call 404-627-8702 or log on to www.africanamericanweddingexpo.com or via email at info@africanamericanweddingexpo.com

In The News



The African American Wedding Expo 2006

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Blacksonville.com & Lord, Jean-Charles & Lord, Inc. invites you to participate as a sponsor in this exclusive event celebrating the African American wedding.

This yearly affair will be held in one of Atlanta's exclusive venues located in the downtown area. This will allow for increase marketing outreach for the surrounding metro Atlanta consumer. The anticipated consumer outcome is expected to be in the range of 2,000 - 5,000 expo participants.

This event offers an interactive alternative to traditional marketing efforts by providing a social and cultural climate. As a sponsor, you can cultivate potential customers through a soft sell environment, thus diversifying it's client base.

The event will offer sponsors the opportunity to develop a database from which they can cultivate relationships with potential buyers. The African American Wedding Expo 2006 event will be marketed throughout several media outlets to include:

- **RADIO**
- **NEWSPAPER/MAGAZINE**
- **INTERNET**
- **PRINT**
- **ON-SITE**

Media Overview



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EXHIBITOR BENEFITS INCLUDE (\$2,200.00 Value)

- Complimentary listing in our Souvenir Program Booklets included in Bridal Registration Package. All exhibitors will be listed by category.
- Excel spreadsheet list of all registered Brides-to-Be that attended the expo within two weeks after the event.
- Place inserts in the Bride-to-Be Registration Package. All vendors are required to provide a minimum of two door prizes. (\$100 minimum dollar value requested, per door prize)
- Business listing in the fastest growing online African American Wedding Directory in the country.
 - Your company will be listed for one year from the date you become an expo exhibitor.
 - You may include your company phone #, address, directions to your location, hyperlinks to website and email address.
 - You may include a two hundred word description of your business and the product/service you offer!

EXHIBITOR REGISTRATION INCLUDES **\$400.00**

(Additional fees apply for services such as electrical, phone, wireless connection, etc. Registration fee is for booth ONLY)

- Single 8' x 2' Table Skirted unit (double size exhibitor space available upon request)
- Table Signage
- Two (2) chairs
- Two (2) additional complimentary expo tickets (\$20.00 value)
- One (2) complimentary exhibitor badges

DOUBLE Tables **\$800.00**

- Special accommodations available for double booths or other configurations.

**All Vendors Are Required To Supply A
Door Prize With A Minimum Of A \$100.00 Value.**



Vendor Rates

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How did you hear about the African American Wedding Expo: _____

VENDOR INFORMATION

Company Name _____
 Type of Business _____
 Contact Person First Name _____ Last Name _____
 Position/Title _____ Email _____
 Address 1 _____
 Address 2 _____
 City _____ State _____ Zip _____
 Phone _____ Alternate Phone _____
 Fax _____ Website _____ Years In Business _____

Each exhibitor will include two (2) exhibitor badges. Please list two names

1. _____
2. _____

Please indicate at least **ONE** category you wish to be listed:

- | | | |
|--|---|--|
| <input type="checkbox"/> ACCESSORIES | <input type="checkbox"/> CATERERS | <input type="checkbox"/> INTERNET WEDDING SERVICES |
| <input type="checkbox"/> BANQUETS / RECEPTIONS | <input type="checkbox"/> ENTERTAINMENT | <input type="checkbox"/> INVITATION/STATIONARY |
| <input type="checkbox"/> BEAUTY & HEALTH | <input type="checkbox"/> FAVORS & GIFTS | <input type="checkbox"/> JEWELERS |
| <input type="checkbox"/> BRIDAL ATTIRE | <input type="checkbox"/> FINANCIAL SERVICES | <input type="checkbox"/> TRANSPORTATION |
| <input type="checkbox"/> BRIDAL REGISTRY | <input type="checkbox"/> FLORISTS | <input type="checkbox"/> PHOTOGRAPHERS |
| <input type="checkbox"/> CAKES | <input type="checkbox"/> FORMAL WEAR | <input type="checkbox"/> VIDEOGRAPHERS |
| <input type="checkbox"/> BAKERIES | <input type="checkbox"/> GUEST ACCOMMODATIONS | <input type="checkbox"/> WEDDING CONSULTANTS |
| <input type="checkbox"/> DANCE INSTRUCTION | <input type="checkbox"/> HONEYMOON /TRAVEL | <input type="checkbox"/> OTHER: (please specify) _____ |
| <input type="checkbox"/> DECORATIONS | <input type="checkbox"/> ICE SCULPTURES | _____ |

EXHIBITOR INVESTMENT

Please select the opportunities you are investing in:

- | | |
|--|--|
| <input type="checkbox"/> Exhibitor Table \$400.00 | <input type="checkbox"/> Bridal Kit Insert (FREE for PAID Exhibitors) \$50.00 |
| <input type="checkbox"/> Program Advertisements (Call for pricing) | <input type="checkbox"/> Description of Insert _____ |
| <input type="checkbox"/> Full Page - 8.5 x 5.5 \$250.00 | <input type="checkbox"/> Post Show Mailing List - FREE for PAID Exhibitors \$50.00 |
| <input type="checkbox"/> Half Page - 4.25 x 5.5 \$125.00 | <input type="checkbox"/> As a vendor I plan to offer Door Prizes: |
| <input type="checkbox"/> Business Card - 2.5 x 2.5 \$50.00 | <input type="checkbox"/> Description _____ |
| | <input type="checkbox"/> Value \$ _____ MUST be a \$100.00 value |
| | <input type="checkbox"/> Quantity _____ |

PAYMENT INFORMATION

We accept checks, money orders or credit cards



PLEASE FAX FORM BACK TO 404-627-8298

Once payment has been processed, our representative will contact you and forward your organization an official AAWE2006 Vendor Package. **See you at the show!**

VENDOR REGISTRATION