



*Everything Life Brings*

presents...



ALABAMA BLACK EXPO

**Tillman's Corner Community Center**

**5055 Carol Plantation Road**

**Mobile, AL 36619**

**Saturday, May 11, 2024**

**10:00am — 3:00pm**

**[www.ALABAMABLACKEXPO.com](http://www.ALABAMABLACKEXPO.com)**

**2024 Opportunities**



**Katrina Mosley Stinnett**  
**and**  
**Quentin Stinnett**



Dear Prospective Partners, Vendors and Sponsors:

For years, Everything Life Brings, LLC has served communities across Alabama. By producing the Alabama Black Expo, we donate, gifts, toys and financial support for individuals (children, youth and elderly) in need during the holiday season through our Flowers in the Garden Program. As we approach another milestone with another Alabama Black Expo, we hope to go even farther. Alabama Black Expo is the largest event we produce and a unique opportunity to connect and empower individuals as you help make an impact. With your support, we can truly make an impact in the lives of children, youth, elderly and underserved communities. We have seen strong support across the State of Alabama from many and we would love for you to support as well.

The names of a few of our supports. Review our letters of support on the following pages.

- Cadence Bank- Birmingham
- Laura Hall- AL House of Representatives District 19
- Michelle Watkins– Rep. District 1- Huntsville City Schools
- Polaris- Huntsville
- Attorney Eric K. Roberts– Mobile
- Golden Corral- Mobile
- Gumptown Magazine- Montgomery

Review this Alabama Black Expo Opportunities Packet to discover the opportunities.

Contact us at: [alabamablackexpo@gmail.com](mailto:alabamablackexpo@gmail.com)

Thank you for your support; And we look forward to you joining us in the 2024 Alabama Black Expo.

Sincerely,

Katrina Mosley Stinnett

Quentin Stinnett





**ALABAMA  
HOUSE OF REPRESENTATIVES**

**11 S. UNION STREET, MONTGOMERY ALABAMA 36130**

**REP. LAURA HALL  
DISTRICT 19  
POST OFFICE BOX 3367  
HUNTSVILLE, ALABAMA 35810**

**DISTRICT: 256-539-5441  
CELL: 256-656-2301  
EMAIL: annihall19@gmail.com**

To Whom It May Concern:

I am pleased to submit this letter of support for The Alabama Black Expo. This expo serves as a showcase where businesses, academic institutions, entrepreneurs, and performers, as well as religious, health, and social service agencies can educate the community about self-empowerment and socioeconomic growth. In the same venue, the Expo provides entertainment and cultural enrichment.

The Alabama Black Expo delivers a much-needed source of education and inspiration, drawing attendees not only from our community but from the surrounding areas and beyond.

Sincerely,

*Laura Hall*

Laura Hall



To Whom It May Concern:

I am writing this letter of support for Alabama Black Expo (ABX). The Alabama Black Expo strives to empower and inspire the African American community through promotion of entrepreneurship coupled with personal growth and business development.

Since its inception, ABX has made impressive progress and is an important resource for small businesses and community outreach. ABX creates an environment to build and expand community development ecosystems that increase structural capacity and leadership.

We all play a role in creating sustainable communities and ABX brings synergy and allows small business owners, healthcare providers, educators, performing artists and community organizations to take part in an exciting event that not only builds relationships but strengthens the economic fabric of communities of color.

Cadence Bank has been an exhibitor and sponsor of this event in the past and look forward to future collaboration. ABX offers affordable rates to each exhibitor and allows exhibitors to share important content around education, business, youth leadership, arts and more. Furthermore, as a community-based organization, I am committed to inclusive economic and community development that benefits all of Huntsville residents.

In conclusion, I fully support the efforts of Alabama Black Expo as they seek external funding to support a program designed to raise brand awareness and build relationship networks. This funding will help support a major economic and social contributor to the Huntsville community while supporting great programs and services that provide educational enrichment, health literacy, cultural awareness, and economic impact for black youth and families each and every year.

Sincerely,

A handwritten signature in black ink that reads 'Eula Jackson'. The signature is written in a cursive, flowing style.

Eula Jackson  
Community Development Officer



## **About Alabama Black Expo**

Alabama Black Expo (ABX) is produced by Everything Life Brings, LLC.

The 2024 Alabama Black Expo (ABX) will take place, Saturday, May 11, 2024, at Tillman's Corner Community Center, Mobile, Alabama. The Alabama Black Expo (ABX) was created to empower communities. Exhibitors will have greater access to potential clients and customers who attend the tradeshow. The Alabama Black Expo continues to grow, not only in size, but in influence and reach. Small business owners, healthcare providers, educators, technology professionals, performing artists and community organizations are discovering that becoming an exhibitor at the Alabama Black Expo (ABX) is a phenomenal, and affordable way to reach consumers. Now is your chance to take advantage of this tremendous opportunity.

### **HOW EVERYTHING LIFE BRINGS GIVING BACK:**

Everything Life Brings focuses on empowerment! We create our natural personal care products through local means as they are infused with ingredients sourced from our family farm and other local farms to ensure natural remains natural.

Soap is often forgotten when people think of the things that an individuals might need. Every time someone buys one of our body care products we donate a bar of soap, through our "Flowers in the Garden" Program to centers for women and children with the mission of empowerment where their fears can turn into confidence and where they feel powerless it can become strength. We donate soap every quarter (every 3 months). We donate February, May, August, November and in December we donate toys towards the holiday assistance program for children and youth.

### **The incredible marketing opportunity at the Alabama Black Expo allows you to:**

- Raise brand awareness and Increase product loyalty.
- Generate highly qualified sales lead, cultivate and strengthen customer relations.
- Build relationships, network, schedule client meetings, and allow product testing.
- Establish contacts in a variety of agencies from across the state.
- Generate on-the-spot revenue through direct sales to your target market.
- Build a follow-up database of attendees, which could potentially translate into sales and/ or partnerships after the Alabama Black Expo (ABX).

### **BENEFITS:**

- Give-a-ways will ensure an increased number of attendees encounter your Brand. Attendees walking around with your company logo and information will, in essence, become walking billboards for your company.
- Build mailing and contact lists and develop long-term relationships with potential customers.
- Creative booth design will attract increased number of visitors to explore your product.
- Consistent interaction with attendees will help to further increase product and brand visibility.

### **THINGS TO KEEP IN MIND:**

- The décor of the both is the sole responsibility of the exhibitor.
- You may not obstruct the view of immediate neighbors via draping, the construction of a wall, high shelving, or any other type of exhibit without written approval from the Alabama Black Expo (ABX) Staff.

# OUR SUCCESS

*Past & Present Media, Partners and Sponsors who support  
Everything Life Brings' Alabama Black Expo!*



REP. LAURA HALL  
DISTRICT 19  
POST OFFICE BOX 3367  
HUNTSVILLE, ALABAMA 35810

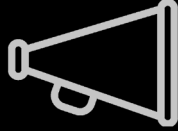


Michelle L. Watkins  
Huntsville City Schools  
District 1 Board Rep

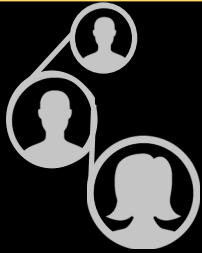




# WHAT'S IN IT FOR YOUR BRAND?



*Increase brand awareness among YOUR consumer market.*



*Engage your audience with an event that supports development and diversity in business.*



*Encourage and generate sales with the opportunity to sell, distribute samples and conduct product demo on-site.*



*Generate positive media coverage by partnering with a dedicated event for economic development of underserved communities.*



**Keaunna Swoopes & Staff**

**Knots & Pains**

**Massage Therapy**



# Opportunities

Exhibitor Name / Name: \_\_\_\_\_

**Date, Time & Location**

- Saturday, May 11, 2024
- Setup Times: 8:00am—9:45am
- Doors Open: 10:00 am– 3:00pm
- Tillman’s Corner Community Center

5055 Carol Plantation Road, Mobile, Alabama 36619

**Quick Info:**

- All payments must be paid by, March 1, 2024
- All exhibitor payments must be paid in full on agreement date.
- ABX requests all Exhibitors bring a prize for Expo Drawing.

**Late Registration: After March 1, 2024 will not be published in expo magazine due to print deadline.**

**Opportunities:** Standard Vendor Spaces are placed as first come first serve basis.

**VENDOR PACKAGE 1: \$50**

- One (1) Table, Two (2) Chairs, Directory Listing Ad Space in Event Magazine

**VENDOR PACKAGE 2: \$75**

- One (1) Table, Two (2) Chairs, Business Card Ad Space in Event Magazine

**BRONZE SPONSORSHIP: \$150**

- One (1) table, Two (2) Chairs, Half (1/2) Page Ad Space, Mentioned during Expo, Spotlight with link on ELB website, Provide an item for welcome bags, Two (2) Lunch Tickets

**SILVER SPONSORSHIP: \$300**

- One (1) table, Two (2) Chairs, Full Page Ad Space, Mentioned during announcements of Expo, Spotlight with link on ELB website, Social Post one (1) time per week leading to Expo, Provide an item for welcome bags, Two (2) Lunch Tickets

**GOLD SPONSORSHIP: \$500 \*\*ONLY 2 AVAILABLE**

- One (1) table, Two (2) Chairs, One (1) Inside Back Cover Page **OR** One (1) Inside Front Cover Page, Logo on Front Cover of Expo Magazine, Mentioned during announcements of Expo, Spotlight with link on homepage of ELB website, Social Post two (2) times per week, leading to Expo, Provide an item for welcome bags, Three (3) Lunch Tickets

**PLATINUM SPONSORSHIP: \$700 \*\*ONLY 1 AVAILABLE**

- One (1) table, Two (2) Chairs, One (1) Back Cover Page Ad, Logo on Front Cover of Expo Magazine, Mentioned during announcements of Expo, Spotlight with link on homepage of ELB website, Social Post three (3) times per week leading to Expo, Provide an item for welcome bags, Three (3) Lunch Tickets

**EXPO WELCOME BAGS SPONSOR: \$25**

**Must supply at least 2 promotional item. Quantity is 50.**

Alabama Black Expo Welcome Bags includes Everything Life Brings’ (ELB) exclusive Expo publication with logo and information about ELB and each Vendor (who meets the publishing deadline– March 1, 2024). You can put your companies branded products in the hands and homes of selected attendees. Products can range from business cards to promotional items. The products do not have to be full size you may also add sample sized items. ELB Staff member will contact you to arrange a date/time for delivery or shipping.

**Submit to alabamablackexpo@gmail.com**

<b><u>EXPO MAGAZINE SIZES</u></b>	<b><u>PER ISSUE</u></b>
Business Card	\$50
Quarter Page	\$75
Half Page	\$100
Full Page	\$200





**Expo Agreement**  
alabamablackexpo@gmail.com  
251-252-9814

May 11, 2024 Tillman's Corner Community Center 10:00am– 3:00pm

**Everything Life Brings Guidelines and Agreement:**

This Agreement is made and entered into by and between Everything Life Brings (referred to as ABX) and the Everything Life Brings Vendor or Sponsor, hereinafter referred to as "Exhibitor". The terms and conditions outlined here in have been established for the mutual benefit and protection of all Exhibitors, Visitors, Expo Organizers, the Everything Life Brings and may not be modified unless by writing signed by both parties. This Agreement is for Exhibitor and/ or the purchase of space. By signing this agreement, you agree to the terms and conditions as an integral part of this binding contract.

**The Décor/ Design of booth is the sole responsibility of Exhibitor.**

**Expo Booking:**

- To reserve a space at the Alabama Black Expo (ABX), all exhibitor spaces must be paid in full.
- Upon receipt of payment Alabama Black Expo (ABX) will hold your space.
- All payments must be received by, March 1, 2024, or reservation may be forfeited.
- **All payments are non-refundable.**

**Payments:**

- Cash, Checks, Money Orders, Visa MasterCard are acceptable forms of payment.
- Payments received are non-refundable and non-transferrable.
- **Full payment, submissions of any kind, images are all due by, March 1, 2024, by 5:00p.m., NO EXCEPTIONS.**

**Exhibitor Exhibit Space:**

- Distribution of space will be assigned and priority given upon receipt of payment and agreement.
- Booth space assignments are at the sole discretion of the ABX, however ABX will consider all requests in order of submittal.
- **Sharing of space or use of display by unauthorized or third parties is strictly prohibited.**

**Licenses, Insurance, Permits:**

- Exhibitors are fully responsible for obtaining all licenses, insurances or permits required and adhering to all applicable laws, ordinances, and statutes.
- Permits included, but not limited to, a sales tax permit, as well as health permits for any exhibitor selling, displaying or sampling food.

**Limitation on Liability:**

Exhibitor expressly releases Alabama Black Expo (ABX), Everything Life Brings, LLC and subsidiaries from any liability and waives...

- Any and all demands, claims, and causes of action in law or inequity, related to any defect, deficiency, failure or impairment of utilities or other facilities, including water and heating, electricity, ventilation, refrigeration or claims or any other mechanical systems failure.
- The conduct, negligence or claims of any exhibitor or attendee; And
- Any fire, flood, strike, terrorist attack, weather or other, force beyond control of Alabama Black Expo (ABX).



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May 11, 2024 Tillman's Corner Community Center 10:00am– 3:00pm

**No Guarantee of Results:**

ABX does not warrant or guarantee any particular results of the Expo nor does it guarantee a particular number of attendees, consumers, customers or exhibitors.

**Indemnification:**

- Exhibitors display and exhibit property at their own risk.
- ABX does not assume any responsibility for loss or damage to property.
- ABX will not be held accountable for the injury of any person attending an event, or for any damages suffered by Exhibitor, or its officers, agents, employees, or invitees as a result of any cause whatsoever.
- Exhibitor shall indemnify and hold ABX, its parent company, subsidiaries, affiliates, sponsors and their respective officers, directors, agents and employees harmless from any suit or claim arising out of any action or failure. Exhibitor shall be liable for any and all damages caused to the expo building's grounds, landscaping, floors, walls, columns, or any other part of the building, or to the fixtures of the provided space or any other Exhibitor or person or entity having property at the events premises.
- Exhibitors are advised to obtain insurance coverage for this risk.

**Cancellation:**

- ABX reserves the right to cancel this expo at any time prior to the date of the expo with refund of all amounts paid by participants to ABX in connection with this Agreement.
- Otherwise all payments are non-refundable.

**Booth Guidelines:**

Exhibitors may not...

- Utilize loud or offensive exhibits, subject to ABX discretion.
- Block aisles, soliciting customers in the aisles or handing materials out in the aisles is prohibited.
- Utilize displays that are not contained within booth space. If displays extend beyond the confines of the booth and either block or obstruct an adjoining booth on either side, exhibitor may be asked to alter display of ABX.
- View of immediate neighbors may not be obstructed via draping, the construction of a wall, high shelving, or any other type of imposing structure.
- Exhibitors must also comply with all requirements of venue provider.
- All exhibits must remain assembled and staff throughout exhibit hours until the official closing time. If a Exhibitor does not occupy space contracted for or should exhibitor's display or materials not arrive, exhibitor shall not be relieved of the obligation of paying full rental charge for space.
- If not occupied by the time set for completion of the installation of the displays, such space may be reallocated or reassigned.
- Exhibitor responsible for power cords/ extension cords.



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May 11, 2024 Tillman's Corner Community Center 10:00am– 3:00pm

**Alternative Dates and Location:**

Alabama Black Expo (ABX) reserves the right, upon reasonable notice to Exhibitor, to substitute alternate dates and/ or facilities other than those originally planned for a particular event.

**Marketing Release:**

- Exhibitor, also hereby grants ABX permission to use Exhibitor's name and/or logos for promotional purposes in connection with the Expo and/ or other events produced by Everything Life Brings, LLC.
- This permission shall extend to photographs of the Exhibitor's Booth.

**Pets:**

- The only pets allowed are service animals. Exhibitors with animals for sale not permitted.

**Expo Check-in:**

- Each Exhibitor must enter the Alabama Black Expo (ABX) exhibit hall via the designated areas.
- All Exhibitors must check-in at the Everything Life Brings Booth.
- All listed booth participants will be issued a wristband; Only participants listed will receive a wristband.
- Exhibitors are responsible for their vehicles.

**Set-up:**

- All Exhibitors must adhere to Expo and Event Space policies and procedures.
- Exhibitors must provide their own push carts/ hand trucks for movement of their equipment or products.
- Exhibitors are responsible for their own set-up and breakdown.
- All promotional materials must be in the designated area assigned.
- Alabama Black Expo (ABX) does not accept shipments for Exhibitors.
- If your booth uses liquids, please use in small containers

**Breakdown:**

- Early breakdown is not permitted.
- All Exhibitors must stay for the duration of the Expo.
- Breakdown shall occur after all consumers have cleared and conclusion of the Expo.





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May 11, 2024 Tillman's Corner Community Center 10:00am– 3:00pm

**Regulations & Conduct:**

- Glitter, confetti and sparklers are not permitted at the Alabama Black Expo (ABX).
- A representative must be present at booth at all times.
- Exhibitors shall not discriminate against any person, or directly or indirectly display, circulate, publicize or mail any advertisement, notice or communication which state or implies that service shall be refused or restricted because of sex, race, color, religion, ancestry, national origin or disability.
- Exhibitors shall not threaten, intimidate or harass, behave in an overtly discourteous, abusive or disrespectful manner toward any employee of Everything Life Brings, LLC, event center, or consumers.
- Exhibitors shall not consume alcohol or use illegal narcotics at any time during the Alabama Black Expo (ABX).
- Stealing, unauthorized removal, use, loss, damage or destruction of property belonging to Alabama Black Expo (ABX), employees and consumers is strictly prohibited.
- Alabama Black Expo (ABX) reserves the right to restrict, close and / or remove any exhibitor at any time due to failure to comply with the policies and procedures.

**Parking:**

- You may not park in hazard areas.
- Alabama Black Expo (ABX) is not responsible for exhibitor parking.

**Safety:**

- For the safety of everyone, Exhibitors bags and articles entering the exhibit hall may be subject to inspection by security prior to admittance and any other time as warranted without prior notice while at the Alabama Black Expo (ABX).
- The Alabama Black Expo (ABX) is an entirely smoke– free event.
- Smoking is not permitted inside the exhibit hall.

**Waste:**

- Exhibitors will be responsible for disposing of any set-up or breakdown trash in the designated trash receptacles.
- Disposing of trash in non– designated areas is strictly prohibited.



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May 11, 2024 Tillman's Corner Community Center 10:00am– 3:00pm

**Alabama Black Expo (ABX) will:**

- Provide the appropriate exhibitor display space, electrical.
- Secure appropriate event necessities such as police, fire, and security.
- Promote Alabama Black Expo (ABX) Day prior to and the day of Alabama Black Expo (ABX) through marketing, social media and print resources.

**Exhibitor will ensure:**

- All event content must be appropriate for a family and minor audience.
- All materials must adhere to proper copyright, trademark and third party rights.
- Alabama Black Expo (ABX) reserves the right to allow commercial sound recording, photography and / or filming by the expo and / or official sponsors.
- The working relationship is between your business / organization and the Alabama Black Expo (ABX). It cannot be assigned, subcontracted, shared, or in any way transferred to a third party.
- The relationship between the parties is one of independent contractors only; And no employee– employer benefits are conferred.
- The exhibit hall and Alabama Black Expo (ABX) presented by Everything Life Brings, LLC (ELB) reserves the right to cancel and no damages shall be due for a failure of performance occurring due to Acts of GOD, war, pandemic, terrorist, government regulation, riots, disaster, strikes, hurricane, tornado, or other circumstance outside of the, Everything Life Brings, Everything Life Brings, LLC and subsidiaries, control, any one of which make expo impossible.

**Contact Information:**

Everything Life Brings, LLC

251-252-9814

alabamablackexpo@gmail.com

elb.everythinglifebrings@gmail.com

www.AlabamaBlackExpo.com



# Expo Agreement

alabamablackexpo@gmail.com  
251-252-9814

**RETURN THIS PAGE ONLY.**

ALABAMA BLACK EXPO

May 11, 2024 · Tillman's Corner Community Center · 10:00am– 3:00pm

Exhibitor Booth Name : \_\_\_\_\_

(As you would like it to appear on signage)- Please Print Clearly

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

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

Website: \_\_\_\_\_ Phone: \_\_\_\_\_

Products / Services To Be Displayed: \_\_\_\_\_

\_\_\_\_\_

### **Expo Magazine Advertising Opportunities:**

**All Ads Full Color– Please mark your option: (All Ad spaces must be paid in full at time of agreement).**

<input type="checkbox"/>	<b>Business Card</b> \$50	<input type="checkbox"/>	<b>Quarter Page</b> \$75	<input type="checkbox"/>	<b>Half Page</b> \$100	<input type="checkbox"/>	<b>Full Page</b> \$200
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### **Expo Opportunities:**

<b>WELCOME BAG</b> \$25	<b>VENDOR 1</b> \$50	<b>VENDOR 2</b> \$75	<b>BRONZE</b> \$150	<b>SILVER</b> \$300	<b>GOLD</b> \$500	<b>PLATINUM</b> \$700
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<b>Total Expo Fees: _____ \$ _____</b>	<b>We will provide a prize for the Everything Life Brings Drawing?</b> YES / NO
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#### **PAYMENT METHODS:**

Payments at: [www.EverythingLifeBrings.com](http://www.EverythingLifeBrings.com)

\_\_\_\_\_ Cash      \_\_\_\_\_ CASH APP: \$everythinglifebrings

\_\_ Credit Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

Print Name

Signature

Date

I have read, understand and agree to affirm the agreement to participate in the Alabama Black Expo (ABX). I understand Everything Life Brings, LLC / Alabama Black Expo (ABX) has a clear and firm no refund policy. I, the Exhibitor/ Sponsor/ Contestant, will indemnify and hold harmless Everything Life Brings, LLC and all its successors against any and all loss, cost, damage to any person in our Expo premises. By the signature of the authorized representative of the Exhibitor that appears on this registration form constitutes an agreement between Everything Life Brings, LLC and Exhibitor/ Sponsor/ Contestant to comply to all terms and conditions.

I give Everything Life Brings, LLC permission to photograph, take videos and release said images for the purposes of brand promotion, sharing via social media outlets, and advertisement purposes.

I have received a copy the agreement with Terms and Conditions.

Print Name

Signature

Date

FOR ELB STAFF USE ONLY: Received By / Date: \_\_\_\_\_