



**SoCal's** *2nd Annual*  
**NATURAL HAIR & HEALTH**  
*EXPO*

**JACOBS CENTER | SEPTEMBER 14, 2019 | 1PM – 6PM**

Dear Potential Sponsor,

Shukor BELLA will be hosting SoCal's 2<sup>nd</sup> Annual Natural Hair & Health Expo and would like to invite you to partake. The event will be held on September 14, 2019 from 1:00pm to 6:00 pm in the Jacob Center Celebration Hall. SoCal's Natural Hair & Health Expo (SNHHE) is committed to be the bridge that connects conscious consumers with high valued companies/services.

SNHHE focus will be on nurturing the hair, body & spirit through educational workshops, product demonstration, live entertainment, seminars and exclusive vendors; with products and services that contributes to a healthy lifestyle. By participating your organization will become apart of an annual gathering of socially conscious consumers "whose brand loyalty is contingent upon a brand's perception as authentic, culturally relevant, socially conscious and responsible" (Neilson, 2018).

SNHHE is requesting sponsors to lend their names and financial support to ensure we mark SoCal's 2<sup>nd</sup> Annual Hair and Health Expo as iconic as the first. The money raised will go to support the efforts of the 2<sup>nd</sup> Annual SoCal's Natural Hair & Health Expo.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed towards the supporters of the SNHHE. We have several levels of sponsorship packages as detailed below, you can select the level of participation that best meets the needs of you and your business

Thank you in advance for your willingness to support the efforts of the SNHHE and make a difference in our community.

Humbly,

SoCal's Natural Hair & Health Expo

Email: [shukorbella@gmail.com](mailto:shukorbella@gmail.com) Website: [www.shukorbella.com/registration](http://www.shukorbella.com/registration)  
Phone Number: (619) 633-0036 Roza Adam  
Trillianne Johnson (619) 307-5943

# SPONSORSHIP PACKAGE

## Platinum Level Sponsorship \$2000 (ONLY 2 AVAILABLE)

- Complimentary 10 x 10 vending booth with 8 ft table and electrical outlet.
- Complimentary 30-minute slot for class or demonstration on the main event stage. May be broken into two 15-minute segments or used as a 30-minute segment.
- Organizations name and or logo printed on flyers, literature and mentioned in any press platform as a platinum sponsor.
- Company bio and sponsorship acknowledge on social media as platinum sponsor with a web link to your personal site.
- Organization Banner near entrance or main stage area.
- Maximum exposure.

## Gold Level Sponsorship \$1000 (ONLY 5 AVAILABLE)

- Complimentary 15-minute slot for class or demonstration on the main event stage.
- Complimentary 10 x 10 vending booth with 8 ft table and electrical outlet.
- Organizations name and or logo printed on flyers, literature and mentioned in any press platform as a gold sponsor.
- Company bio and sponsorship acknowledge on social media as gold sponsor with a web link to your personal site.

## Silver Level Sponsorship \$500 (ONLY 15 AVAILABLE)

- Complimentary 10 x 10 vending booth with 6 ft table.
- Organizations name and or logo printed on flyers, literature and mentioned in any press platform as a silver sponsor.
- Company bio and sponsorship acknowledge on social media.

## Bronze Level Sponsorship (UNLIMITED)

- Full Size Products for swag bags – Samples and literature to go inside the swag bags (100 sample min. please)
- Company sponsorship acknowledge on social media and recognized as a bronze sponsor for the event.

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# VENDOR'S/EXHIBITOR'S RULES & REGULATION

## **Booth Parameter**

Booths can be occupied only by the approved vendor/exhibitor making the reservation and contract, plus representatives of the company. Vendor/exhibitor representatives must register as a volunteer through the online web portal. No booths can be occupied in whole or in part, for any purpose whatsoever, by any other person or persons without the approval from SNHHE. All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to interfere with the rights of other vendors/exhibitors and visitors. No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of their space. Booth must be occupied through the whole duration of the expo by vendor/exhibitor or representatives.

All business activities, including the distribution of circulars and advertising matter, may be conducted by vendors/exhibitors and their representatives only within the booth area assigned to the vendor/exhibitor. Violators will jeopardize their request to exhibit in future shows. No vendor/exhibitor can display in his/her booth any products, equipment or merchandise of any kind that was not included in the booth contract description. No vendor/exhibitor may offer for sale or sell or give away or distribute in any manner, any products, equipment or furniture, unless the vendor/exhibitor of such products has also taken a booth space directly through the Event Host Director. Any violation of the above will result in removal from the expo.

## **Failure to Exhibit**

In the event that the vendor/exhibitor fails to exhibit in the space allocated to him/her on opening day, SNHHE may make such use of said space, as it sees fit, without any liability whatsoever to the vendor/exhibitor who shall remain liable for the payment of the total booth price due under contract, whether the space is resold or not.

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### **Use of Audio Equipment/Video Monitors**

The use of loud speakers, amplifiers and/or loud music which interferes with another vendor/exhibitor shall not be permitted. Host reserves the right to require sound systems to be turned down or shut off and monitors removed. Small low powered sound systems and video monitors are permitted within the booths and must remain within the confines of the booth only.

### **Insurance and Liability**

Fire and theft insurance covering the vendor's/exhibitor's property, if desired, must be taken out by the vendor/exhibitor at his/her own expense. The SNHHE will not be liable for damage done in your booth such as malpractice, or any loss of vendor's/exhibitor's property through fire, theft, accidents or any other cause.

Cancellation Policy: Vendors canceling prior to June 18, 2019 will only receive 50% of fees paid. Vendors canceling after July 18, 2019 forfeit 100% of the vendor/sponsor fee.

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Signature & Date

With my signature I agree to all the terms of this agreement listed above. I agree that I understand the full contents of this contract as it pertains to execution of show duties and the return/refund policy of the SoCal's Natural Hair Expo and its owner/operators.

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Signature & Date

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# SPONSORSHIP APPLICATION

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

Address: \_\_\_\_\_  
*Street Address*

\_\_\_\_\_  
*City State ZIP Code*

Primary Phone Contact \_\_\_\_\_ Email: \_\_\_\_\_

Secondary Phone Contact: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Options:

- Platinum Sponsorship Level
- Gold Sponsorship Level
- Silver Sponsorship Level
- Bronze Sponsorship Level

If applicable

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

Facebook URL: \_\_\_\_\_

Instagram Handle: \_\_\_\_\_

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## SPONSORSHIP DONATION

Please mail completed and signed application along with DONATION to:

**SHUKOR BELLA - SNHHE 2019 –**

PO BOX 153273

SAN DIEGO CA 92195

Acceptable forms of payment are:

PayPal, Visa, MasterCard, and Business Checks only.

NO PERSONAL CHECKS accepted

REGISTER/DONATE ONLINE AT  
[WWW.SHUKORBELLA.COM/REGISTRATION](http://WWW.SHUKORBELLA.COM/REGISTRATION)

It is understood that this application will become a binding contract upon acceptance by SNHHE and is subject to the terms, conditions, rules, and regulations which constitute part of, or are included in this application and contract.

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## **Why should you sponsor?**

“Our research shows that Black consumer choices have a ‘cool factor’ that has created a halo effect, influencing not just consumers of color but the mainstream as well,” said Cheryl Grace, Senior Vice President of U.S. Strategic Community Alliances and Consumer Engagement, Nielsen. “These figures show that investment by multinational conglomerates in R&D to develop products and marketing that appeal to diverse consumers is, indeed, paying off handsomely.” (Nielsen, 2018)

Andrew McCaskill, Senior Vice President, Global Communications and Multicultural Marketing, Nielsen. “With 43% of the 75 million Millennials in the U.S. identifying as African American, Hispanic or Asian, if a brand doesn’t have a multicultural strategy, it doesn’t have a growth strategy.

## **What does that mean?**

SoCal’s Natural Hair and Health Expo will give you the opportunity to connect with conscious consumer, who set the trends and leads the marketplace.

**What’s your company’s multicultural growth strategy?**



## What kind of vendors/exhibitors to expect?

### Hair

- Braiders - Barbers - Beautician
- Natural hair care products

### Body

- Natural body care products - Health providers (check-up's)
- Dietary (farmers market) - Physical fitness (trainer, gym)

### Spirit

- Spritual adivosor - Local healthy hobbies
- Motivational books - Meditation - Mental Health