

"Black History Matters Too"

Shirley Chisholm: She was the first African-American congresswoman and represented New York state in the House for seven terms. She also ran for the Democratic nomination for president in 1972.



Executive Level: At this level you will have two full pages of advertisement in the Black History Month Black Expo Special Edition Of Today's Times Newspaper; one 10x20 "double-sized" exhibit booth (with tables; chairs; backdrop; side rails); on Saturday February 25th at Cal Expo. Our directional signage will direct people to your exhibit booth; you will be introduced as a VIP exhibitor on the main stage to have comments; your commercial will be shown in sequence all-day on the Black Expo Sponsor's screen; you will be featured in the Black Expo "take home" DVD given away at the Expo; your company name and logo will be included on 70,000 flyers and posters; all the radio, television and print advertisements and outreach will include your logo insignia in high visibility; car dealers can park as many as four autos on the showroom floor; plus you can host your very own workshop seminar on your services, goods or products. \$1700.00

Civil rights activist Rosa Parks refused to surrender her bus seat to a white passenger, spurring the Montgomery boycott and other efforts to end segregation



Corporate Level: At this level you will have one full page of advertisement in the Black History Month Black Expo Special Edition Of Today's Times Newspaper; one 10x10 exhibit booth (with tables; chairs; backdrop; side rails); on Saturday February 25th at Cal Expo at the Black Expo Diversity Fair. There will be directional signage will direct people to your exhibit booth; you will be introduced as a VIP exhibitor on the main stage to have comments; your commercial will be shown in sequence all-day on the Black Expo Sponsor's screen; your company name and logo will be included on 70,000 flyers and posters; all the radio, television and print advertisements and outreach will include your logo insignia in high visibility; car dealers can park as many as three autos on the showroom floor; plus you can host your very own workshop seminar on your services, goods or products. \$1200.00

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Madam C.J. Walker, born Sarah Breedlove, created specialized hair products for African-American hair and was one of the first American women to become a self-made millionaire.



Business Level: At this level you will have one half page of advertisement in the Black History Month Black Expo Special Edition Of Today's Times Newspaper; one 10x10 exhibit booth (with tables; chairs; backdrop; side rails); on Saturday February 25th at Cal Expo; directional signage will direct people to your exhibit booth; you will be introduced as a VIP exhibitor; your company name and logo will be included on 70,000 flyers and posters; car dealers can park as many as two autos on the showroom floor; plus you can host your very own workshop seminar on your services, goods or products. \$900.00.



Deemed one of the finest contraltos of her time, Marian Anderson became the first African American to perform with the New York Metropolitan Opera in 1955.

Community Level: At this level you will have one half page of advertisement in the Black History Month Black Expo Special Edition Of Today's Times Newspaper; one 10x10 exhibit booth (with tables; chairs; backdrop; side rails); on Saturday February 25th at the Cal Expo your company name and logo will be included on 70,000 flyers and posters; car dealers can park as many as two autos on the showroom floor: \$700.00.

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Thurgood Marshall was the first African-American to serve as a U.S. Supreme Court Justice. Before he took his seat on the high court, however, Justice Marshall was a leading civil-rights attorney who successfully argued many famous cases, including the school-desegregation case of Brown v Board of Education of Topeka.

Supporter Level: At this level you will have one 10x10 exhibit booth (with tables; chairs; backdrop; side rails); on Saturday February 25th at Cal Expo the Black Expo; your company name and logo will be included on 70,000 flyers and posters; car dealers can park as many as two autos on the showroom floor: \$600.00.

CALIFORNIA BLACK EXPO

This Annual Celebration of Black History Month is also recognized as the California Black Expo. This is a very special aspect that makes the Expo a complete statewide event that represents the entire State of California. It will allow you to maximize your exposure and remain locally relevant. Businesses from everywhere in California and across the nation are invited to participate in the largest celebration of Black History Month in California to be held in Sacramento. Special hotel and travel accommodations are available with registration.

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When you participate at any level of the 29th Annual Sacramento Black History Month Black Expo you are receiving enormous benefit. The impact you will have to increase the fluidity of people learning about your services, your goods and your products is more than an adequate return on your investment in your organization. Black Expo held during Black History Month is just as important as Cinco de Mayo; Japanese New Year; St. Patrick's Day; Mexican Heritage Month and any of the most popular cultural references celebrated on a national scale. Black Expo is a manifestation of the need to open the doors of equality to those who have been marginalized for much too long. The relationships cultivated through Black Expo over the past years has led to increases in business, careers, housing, education and access to multiple opportunities. In essence, because the Black Expo has been such a resounding powerful point of opportunity for everyone, companies, corporations, organizations and small business utilize the event to sustain growth and build a presence amongst the number one ethnic consumer base in the nation. When you participate you are not only finding benefits of your own, you are also helping to build a better community. The Black Expo has workshops, seminars, youth programs, community tributes, arts and entertainment and other structured activities for two days that touch the lives of thousands. You are helping to help people live a better life. We thank you and look forward to your participation. Call 916 477-0157 today to confirm your selection.

**The 30th Annual Sacramento
BLACK HISTORY MONTH
BLACK EXPO**

“Our Future Is Now”

February 24 & 25, 2018

Cal Expo Exhibit Halls B&C

Participation Confirmation/ Registration Form

Name Of Company: _____

Representative Name _____

Contact Telephone _____

Email: _____

Website: _____

Type Of Company: Real Estate _____ : Banking _____ : Financial _____ : Education _____ :

Food _____ : Construction _____ : Medical _____ : Health _____ : Fashion _____ :

Marketing _____ : Social / Community Services _____ : Entertainment _____ :

Jobs/Career: _____ : Construction _____ : Energy _____ : Auto _____ : Other: _____

Size Of Business: Corporate _____ : Non-Profit _____ : Government Agency _____ :

Medium _____ : Small _____ : Self Operated _____ :

Level Selected: Executive _____ : Corporate _____ : Business _____ ;

Community _____ : Supporter _____ : Other _____ :

African American Shopping Center Marketplace _____ : *(clothing, jewelry, hats, t-shirts, etc...)*

Amount Agreed Upon: \$ _____ Amount Paid: \$ _____ Balance Owed: \$ _____

VISA _____ : M/C _____ : AMX _____ : Check # _____ : Cash _____ :

Approved By: _____

Expo Representative

Accepted By: _____

Registering Client

Paid By: _____ Date Paid _____

Received By: _____ Date Received _____

Call 916.477.0157 Email: rwmedia@hotmail.com website: www.blackexpoevents.info