

PHILADELPHIA
NATURAL
HAIR
SHOW
2016

EXHIBITOR PACKET

Beautifully Natural

MAY 14



About the Show

History

The Philadelphia Natural Hair Show was created to offer women alternative methods to grow and retain healthy natural hair. Our core mission is to provide a dynamic platform that inspires, connects, and teaches women to better understand the intricacies of maintaining natural hair.

This Show

This year's event will continue to feature a series of workshops conducted by industry-leading hair care experts, salons, natural hair care companies, and local businesses. Over 1,000 women from the Mid-Atlantic Region are expected to be in attendance. In addition, the new *Curly Girl Corner* has been added to showcase quick tip presentations, mini hair demonstrations, and innovative styling techniques for home care.



Exhibitor Space Includes:

8'x10' booth

One 6' skirted table

Two chairs

Three exhibitor badges

Basic electrical outlet*

**Electricity is an optional choice and MUST be ordered when application is submitted.*



3 Ways to Upgrade Your Exposure

1. Become an Event Sponsor



2. Become a Gift Bag or Raffle Sponsor



Included your product or samples
in 100 signature gift bags

Sponsor a raffle by providing
product or services

3. Become a Workshop or Product Demonstration Host





Play Bigger

Take Advantage of Sponsorship Opportunities
Add Your Products or Services to our PNHS Signature Gift Bags

Drive Traffic To Your Booth

Donate Product or Services for our Raffles
Host a Workshop
Host a Product Demonstration



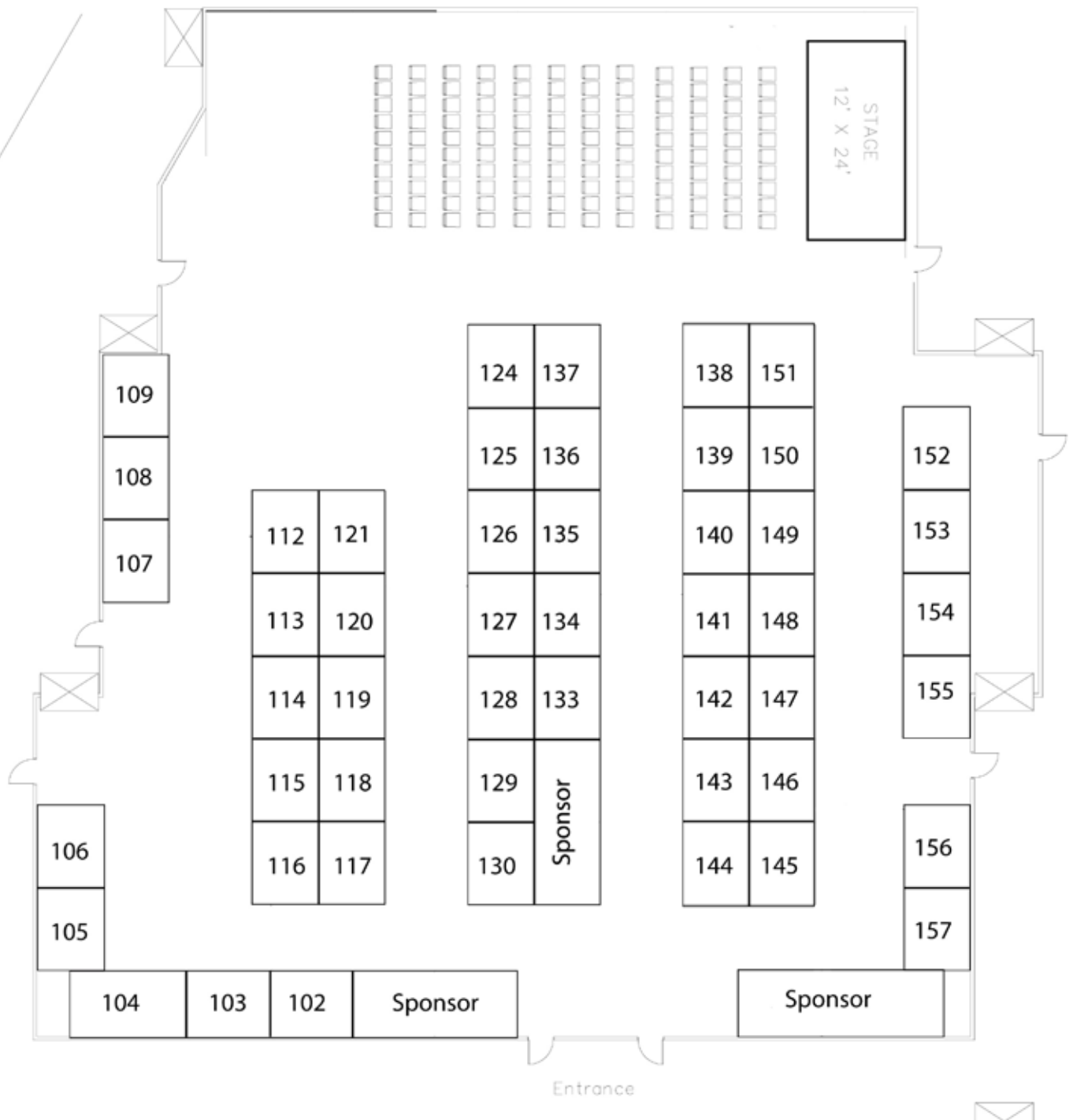


Connect With Our Audience
 Over 1,000 Women from the Mid-Atlantic Region
 From Beginner Transitioners to Seasoned Naturals
 Naturalistas Looking for High-Quality Products





2016 FLOOR PLAN



**The Philadelphia Natural Hair Show
Saturday, May 14, 2016**

**The Grand Ballroom at First District Plaza
3801 Market Street • Philadelphia, PA 19104**



PHILADELPHIA NATURAL HAIR SHOW 2016 EXHIBITOR CONTRACT

THE GRAND BALLROOM AT THE FIRST DISTRICT PLAZA
3801 MARKET STREET • PHILADELPHIA, PA 19104

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Person: _____

Telephone: _____ Evening/Cell: _____ Email: _____

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

I have read and accept the terms and agreement of this contract.

Authorized Signature: _____ Date: _____

Exhibit Booth:

Please choose one (1) option below.

8'x10' Inline Booth: \$260.00 (Please select 3 choices from floor plan.) 1. _____ 2. _____ 3. _____

8'x10' Corner Booth: \$275.00 (Please select 3 choices from floor plan.) 1. _____ 2. _____ 3. _____

Corner Booths: **106, 107, 112, 116, 117, 121, 124, 130, 137, 138, 144, 145, 138, 151, 152, 155, 156, 104***

** Booth 104 has extended space.*

Yes, I need basic electricity for my booth (no additional fees apply). **If this is uncheck, you will not have access to electricity.**

All spaces are available on a first-come, first-serve basis. Should your choice selections not be available at the time of your booth assignment, you will be issued a booth closest to one of your choices. There will be NO booth changes after spaces are assigned.

Check the appropriate categories of products (no food or beverage) or services that will be exhibited.

- Hair Care Skin Care Hair Accessories Wigs/Hair Extensions Styling/Cutting Tools
 Cosmetics Clothing Jewelry Fragrances Nail Products Fine Art/Posters
 Magazine/Trade Publications Education & Training Services Community Services
 Business/ Computers/Software Other: _____

Booth Setup/Breakdown:

Exhibitor Setup Time: Saturday, May 14, 2016 - 6:30 am – 9:00 am (ALL aisles must be cleared by 9:00 am)

Exhibitor Breakdown Time: Saturday, May 14, 2016 - 7:00 pm – 9:00 pm

No exhibitor can display in his booth any products, equipment or merchandise of any kind that was not included in booth contract description. Failure to abide will result in immediate removal from exhibit hall with all monies forfeited to show management. The *Philadelphia Natural Hair Show* may, without incurring any liability of any kind whatsoever, require an Exhibitor who violates any of the provisions of this contract or of its Conditions and Regulations, to remove forthwith together with his products, equipment and furniture, from the show. Upon a breach of the contract by the Exhibitor, the management of the Show shall have the right to retain all fees and deposits therefore paid as liquidated and not as a penalty. **All sound levels must be maintained at not greater than 80 decibels. Any violation will result in immediate disconnection of power without further warning.**

Payment Information:

Amount of Enclosed Check: _____ Applicant's Authorized Signature: _____

Title: _____ Date _____

Make Check Payable to **"C.E. Designs, LLC."** Acceptable forms of payments in US dollars include cashier's checks, company checks or money orders. If you are paying a 50% deposit, it must be submitted with the application.

Final payments are due April 22, 2016.

Refund Policy: All booth sales are non-transferable, non-refundable and final.

Please mail the completed application and check to:

C.E. Designs, LLC

c/o PNHS

PO Box 426

Wynnewood, PA 19096

DO NOT WRITE IN THIS SPACE. FOR MANAGEMENT ONLY!

Space Assigned: _____ Approved by: _____ Type of Business: _____

Booth Size: _____

Check No. _____ Date: _____ Credit Card Receipt No. _____

Date: _____

Amount Received: \$ _____

Terms and Conditions

The Philadelphia Natural Hair Show is an event for the display of industry products and services for the purpose of increasing demand for such products and services. It is focused on educating persons engaged in healthy hair care, the development of new products and services and new rules and information affecting the industry. The Philadelphia Natural Hair Show reserves the right to refuse to make available exhibit space to any applicant whose displays of goods or services are not, in the opinion of The Philadelphia Natural Hair Show, likely to be compatible with the services of The Philadelphia Natural Hair Show.

Restatement of Reserved Rights

Without limiting any of the provisions of the contract or the contract conditions, it is specifically understood and agreed by the exhibitor that the Management of The Philadelphia Natural Hair Show reserves the rights enumerated below without incurring any liability to the exhibitor or releasing the exhibitor from any of its covenants and obligation under the contract.

1. To change the hours of the Show.
2. To allocate exhibit space, subject to the standards set forth in the contract.
3. To change, at any time prior to the scheduled opening date of the Show, the floor plan, or the location of the Show.
4. To determine the suitability of all exhibits and demonstrations.

It is further understood and agreed that the management of the show shall have each and all of the other rights and reservations contained in this contract.

Cancellation of Contract by Exhibitor

ALL booth sales (including deposits) are non-transferrable, non-refundable and are final. Failure to submit final balances by **April 22, 2016**, will result in forfeiture of any monies paid.

Failure to Exhibit

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

Insurance and Liability

Fire and theft insurance covering the Exhibitor's property, if desired, must be taken out by the exhibitor at his own expense. Neither C.E. Designs, LLC, YHD Enterprises, Inc. (dba The Philadelphia Natural Hair Show) nor the First District Plaza will be liable for damage done in your booth such as malpractice, or any loss of exhibitor's property through fire, theft, accident or any other cause. All products, equipment, furniture and furnishings of the Exhibitors are placed and exhibited at the sole risk of the Exhibitors and Show Management assumes no responsibility of any kind. Exhibitors are expected to maintain personnel in their exhibit booth at all times during the show hours.

Booth and Product Display

The Exhibitor making the reservation and contract can only occupy booths. No booths can be occupied in whole or part, for any purpose whatsoever, by any other person or persons, and neither subletting nor joint use of any means or for any purpose is permitted.

All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to interfere with the rights of the other Exhibitors and visitors. No exhibit will be permitted which interferes with the use of other exhibits or implies access to them or impedes the free use of the aisles.

All business activities, including the distribution of circulars and advertising matter may be conducted by exhibitors and their representative only within the assigned booth area. Violations will jeopardize their request to exhibit in future shows.

No Exhibitors can display in his booth any products, equipment, or merchandise of any kind that was not included in booth contract description.

No Exhibitor may offer for sale or sell or give away or distribute in any manner, any products, equipment or furniture, unless the Exhibitor of such products have also taken a booth space directly through Show Management.

Any violation of the above will result in removal from the First District Plaza.

All exhibits including products, equipment, and furniture must be confined wholly within the booth space as shown on the official floor plan. No use of any purpose whatsoever may be made of aisles or any other space adjacent to the booth reserved. Chairs or seating will be limited to the capacity of the measurements of the booths and will not be permitted on aisles or passageways.

Vendors further grants full permission perpetual and worldwide to The Philadelphia Natural Hair Show to use all names, photographs, video or quotes in accounts and promotions in any medium.

Use of Audio Equipment/Video Monitors

The use of loud speakers, amplifiers and/or loud music, which interferes with another exhibitor, shall NOT BE PERMITTED. Control your video monitors and sound system to avoid annoying your neighbors. Video monitors are to be restricted to your area only. Show Management reserves the right to require sound systems to be turned down or shut off altogether and monitors removed. Small, low-powered sound systems and video monitors are permitted. THIS POLICY WILL BE STRICTLY ENFORCED. The Philadelphia Natural Hair Show reserves the right to prohibit or expel an exhibitor, which in its judgment is not in keeping with the sound level allowed by show management.

Meeting Rooms

The Philadelphia Natural Hair Show reserves the right to control all suites and meeting rooms and ballrooms in the host hotel, which is participating in lodging for The Philadelphia Natural Hair Show. These controls have already been set up with proper persons in each lodging property. This applies to your company direct or your company through an agent or any other connection or vehicle for performing above restrictions. Failure to abide will result in immediate dismissal from the present and future shows.

Acts of God, Fires, Strikes, Etc.

In the event that any outside cause, such as war, fire, strike or other emergency, prevents The Philadelphia Natural Hair Show from being held, C.E. Designs, LLC., YHD Enterprises, Inc., may retain such part of the Exhibitor's rental as shall be required to recompense management for expenses incurred up to the time such contingency shall have occurred.

THE GRAND BALLROOM

at First District Plaza

3801 Market Street
Philadelphia, PA 19104
Telephone: (215) 387-3550
Fax: (215) 387-3585

From North 95 (traveling South from New York, North Jersey): Take I-95 to Exit 4 (Ben Franklin Bridge Exit). Cross the Ben Franklin Bridge. Follow signs for Philadelphia Center City. Follow signs for Vine Street. The Vine Street Expressway is 76 West. Follow 76 West to 30th Street Exit. Follow the 30th Street Exit around the back of the 30th Street Amtrak Train Station (there is only one way you can go). Take this to Market Street. Turn right onto Market Street. Go to 38th & Market Streets. The First District Plaza is on the corner of 38th & Market Streets.

From South 95 (traveling North from Washington DC, Baltimore, Wilmington): Take I-95 North to Philadelphia. Take the Center City Exit (on your right, just beyond the Philadelphia International Airport). Cross the George Platt Bridge. Get into the left lane to make an immediate left turn at the light. Follow the signs for Route 76 going West. Follow Route 76 West to the 30th Street Exit - about one and a half miles. Exit at 30th Street. Go one block to Market St. and make a left turn. Take Market St. to 38th St. The First District Plaza is on the corner of 38th and Market Streets.

From West 76 (traveling East from Allentown, Harrisburg, King of Prussia): Take 76 East to Philadelphia/Center City. Take the Center City Exit for Vine Street. Follow Vine Street (which is still 76) to 30th Street Station. Follow the 30th Street Exit around the back of the 30th Street Amtrak Train Station (there is only one way you can go). Take this to Market St. Turn right on Market Street. Go to 38th and Market Streets. The First District Plaza is on the corner of 38th & Market Streets.

From South Jersey area using the Walt Whitman Bridge (Cherry Hill, Marleton, Mt. Ephraim, Atlantic City, etc.): Follow signs for 76 West to 30th Street. Cross the Walt Whitman Bridge and follow the signs for 76 West. Follow 76 West to 30th Street Exit. Follow the 30th Street Exit around the back of the 30th Street Amtrak Train Station (there is only one way you can go). Take this to Market St. Turn right onto Market St. Follow Market St. to 38th St. The First District Plaza is on the corner of 38th & Market Streets.

From Center City Philadelphia:

Follow Market Street West to 38th Street....OR Follow Walnut Street West to 38th Street. Turn right onto 38th Street and follow 38th St. two blocks to Market St. The First District Plaza is on the corner of 38th & Market Streets.

Public Transportation:

Market-Frankford Line - 40th Street Station

Septa Bus - #s 21,30, 31, 40, 42



phillynaturalhairshow.com
info@phillynaturalhairshow.com