

Life, Liberty, and the pursuit of **Textures**  
*Celebrating Hair Independence!*



**June 7, 2014**  
**10 AM - 7 PM**



PHILADELPHIA NATURAL HAIR SHOW  
Vendor Packet

PO Box 426  
Wynnewood, PA 19096

[phillynaturalhairshow.com](http://phillynaturalhairshow.com)



The Philadelphia Natural Hair Show will showcase leading hair care experts, celebrity hairstylists, salons, top natural hair care companies, and local businesses to hundreds of women of color from the Mid-Atlantic area.

The Philadelphia Natural Hair Show was created to offer women with all textures alternative methods to grow and retain healthy hair. Attendees participate in a series of workshops that include: maintenance for transitioning hair to its natural state; understanding hair types and products that work best for them; and hands-on styling techniques for home usage. In addition, there will be focus group discussions that consist of a variety of hair trending topics. Professional stylists will also demonstrate creative options to give women various hairstyles that will take them from casual to corporate environments.

Philadelphia Natural Hair Show has a vision for all women to love and celebrate their hair.



Build trusting relationships with present and future consumers.

*Provide key giveaways to introduce your brand to a larger audience.*

The Philadelphia Natural Hair Show made its debut to a sold out crowd of over 1,300 in attendance. Consumers connected with top brand companies, made informed purchases and participated in standing room only workshops. Vendors gained new customers, increased brand exposure and were able to sell out of show inventory.

We are expecting more to come in 2014!

*At a glance...*

- Over 50 Vendors
- Hair Fashion Show featuring Professional Hair Salons
- How-to Workshops
- Book Signings with Notable Authors
- Live Music and Poetry
- Community Organizations
- Giveaways

More women are choosing healthier ways to manage hair care.



Book Signings  
Vendors  
Community Organizations  
Workshops  
Hair Fashion Show

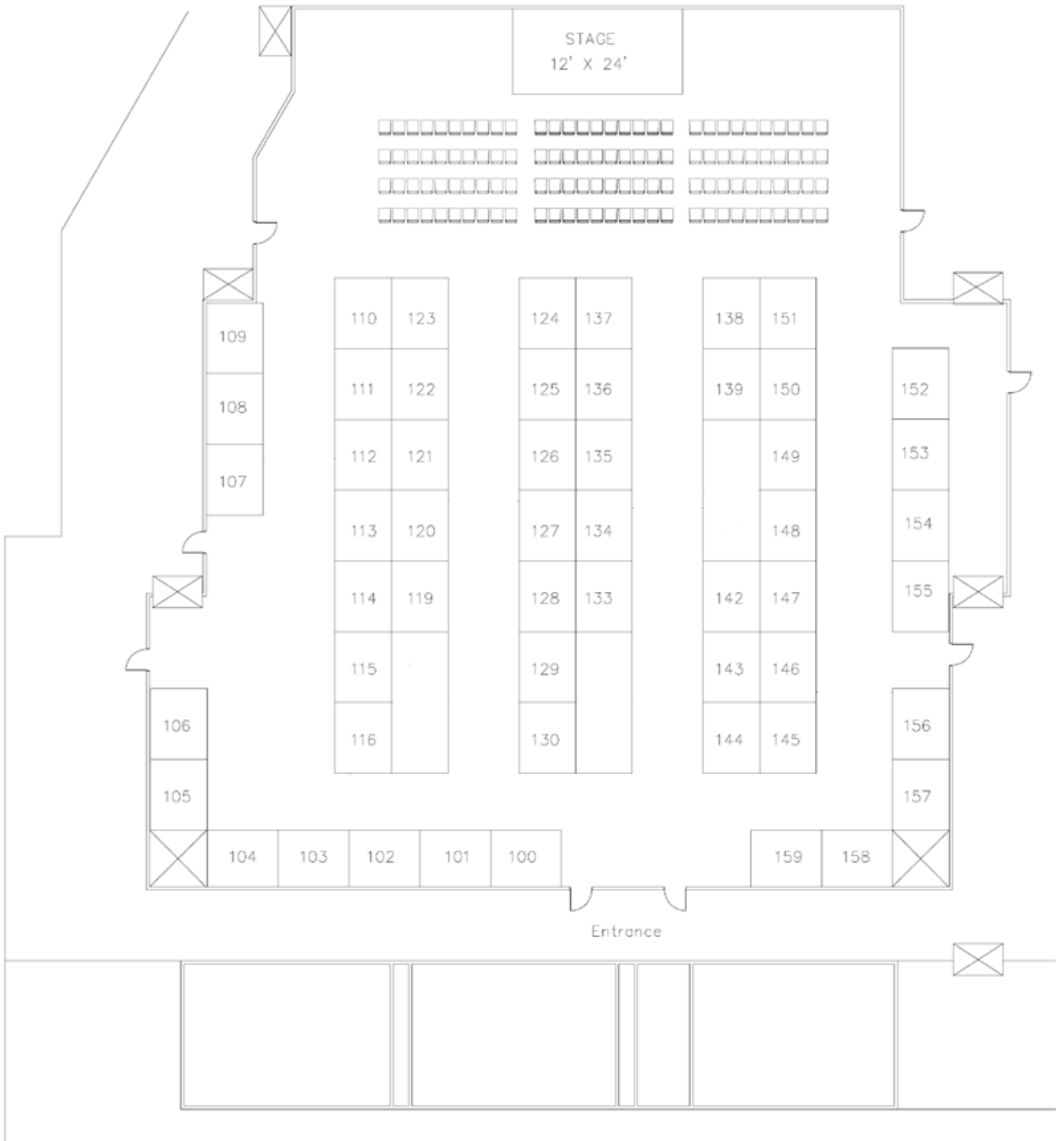


Engaging, participating and sharing!



PHILADELPHIA NATURAL HAIR SHOW

# Optimizing your brand reach by showcasing your products and services.



Market Street

FIRST DISTRICT PLAZA



## PHILADELPHIA NATURAL HAIR SHOW 2014 EXHIBITOR CONTRACT

**LOCATION CHANGE:** 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' Booth: \$260.00** (Please select 3 choices from floor plan.) 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**8'x10' Corner Booth: \$275.00** (Please select 3 choices from spaces below.)

\_\_ 100 \_\_ 106 \_\_ 107 \_\_ 109 \_\_ 116 \_\_ 110 \_\_ 123 \_\_ 124 \_\_ 130 \_\_ 137 \_\_ 138 \_\_ 144 \_\_ 145 \_\_ 151  
\_\_ 152 \_\_ 155 \_\_ 156 \_\_ 159

**Yes, I need basic electricity for my booth.**

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, June 7, 2014 - 6:00 am – 9:00 am (ALL aisles must be cleared by 9:00 am)**

**Exhibitor Breakdown Time: Saturday, June 7, 2014 - 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 include cashier's checks, company checks or money orders. **Final payments are due May 23, 2014.**

**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**

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**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 May 23, 2014, 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 within the large salons to amplify guest artist within the confines of the SALONS ONLY. 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.



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

### Philadelphia Natural Hair Show Vendor Menu Order Form

Welcome to The Grand Ballroom at First District Plaza! We are very happy to have the 2014 here at our historic venue. As a courtesy extended to you as a Vendor for the Show, you are welcome to pre-order your lunch and other refreshments. Please find below our menu and price list. **All orders should be submitted via email [ccavaness@firstdistrictplaza.com](mailto:ccavaness@firstdistrictplaza.com) or fax (215) 387-3585 no later than Friday, May 30, 2014.** Our office will be certain to confirm receipt of your order and delivery time during the show. Please feel free to advise us if you have any special requests - we will try our very best to honor.

**Date Submitted to First District Plaza:** \_\_\_\_\_

<b>Vendor Name</b>	
<b>Business Name</b>	
<b>Contact Address</b>	
<b>Contact Phone Number (please provide day of event #)</b>	
<b>Contact Email Address</b>	

### PAYMENT FORM

Order Grand Total: _____
Method: <input type="checkbox"/> Credit Card <input type="checkbox"/> Money Order <input type="checkbox"/> Check
<b><u>For Credit Card:</u></b>
Name as it appears on Credit Card: _____
Credit Card Number: _____
Expiration Date: _____ CVV _____
Zip Code _____
Signature _____

## MENU

First District Plaza is happy to announce  
The Bynum Brothers (WarmDaddy's, Relish, Green Soul) are our exclusive caterers.

<b>Menu Option</b>	<b>Unit Price</b>	<b>Quantity</b>	<b>Total Cost</b>
<b>Boxed Lunch</b> (includes premium wrap, bag of chips, fruit, cookie, water) <b>Please check wrap option:</b> <input type="checkbox"/> Smoked Turkey and Cheese <input type="checkbox"/> Salmon BLT <input type="checkbox"/> Black Bean <input type="checkbox"/> Grilled Veggie <input type="checkbox"/> Roast Beef <input type="checkbox"/> Chicken Salad	\$14.95		
Country Chicken Cobb Salad	\$11.95		
Mango Jerk Salmon Salad	\$11.95		
Southern Spinach Salad	\$9.95		
Southern Caesar Salad	\$9.95		
Fruit Medley	\$6.95		
Cornmeal Crusted Catfish ~ served with Collard Greens, Macaroni and Cheese with Honey Cornbread	\$16.95		
Southern Fried Chicken served with Collard Greens, Macaroni and Cheese with Honey Cornbread	\$16.95		
3 Piece Chicken Platter	\$11.95		
Macaroni and Cheese	\$5.00		
Collard Greens	\$4.00		
Bottle of Water	\$2.00		
Can of Soda (Pepsi, Sprite, Ginger Ale)	\$2.00		
Lemonade	\$3.00		
Iced Tea	\$3.00		
<b>GRAND TOTAL:</b>			

Please advise below of any special instructions, questions.

**We look forward to seeing you at The Grand Ballroom at First District Plaza!**

For Internal Use Only:

Date Received: \_\_\_\_\_

Payment Received: \_\_\_\_\_

FDP Representative: \_\_\_\_\_

Order Confirmed: \_\_\_\_\_

# 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](http://phillynaturalhairshow.com)  
[info@phillynaturalhairshow.com](mailto:info@phillynaturalhairshow.com)