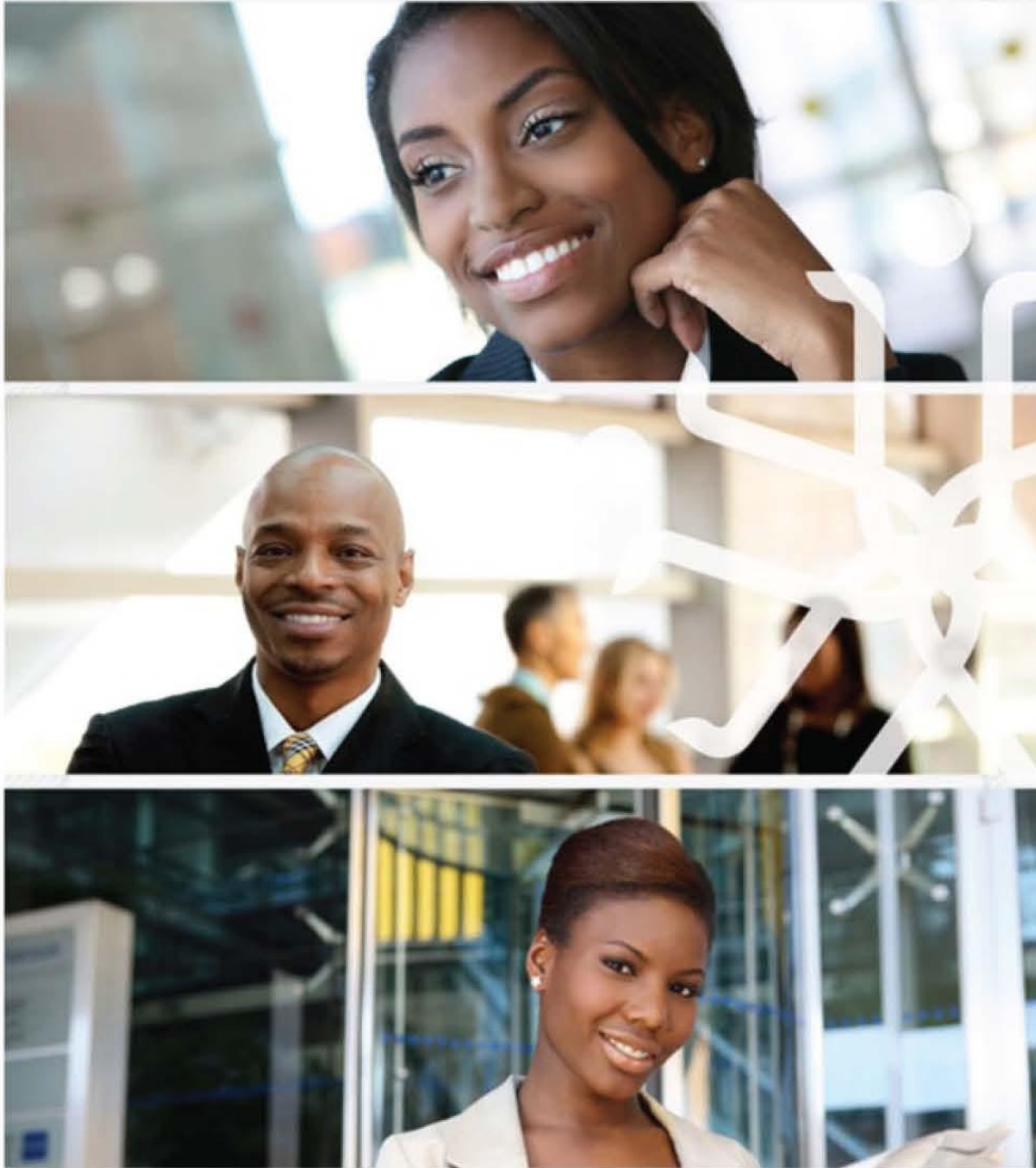


2ND ANNUAL

MONTREAL
BLACK ENTREPRENEURSHIP
CONFERENCE AND EXPO



EXHIBITORS' GUIDE





ABOUT THE 2ND ANNUAL MONTREAL BLACK ENTREPRENEURSHIP CONFERENCE AND EXPO

"Think like an entrepreneur, think like a winner!"

The Second Annual Montreal Black Entrepreneurship Conference and Expo is designed especially for future business leaders and innovators from the Montreal Black Community. This high-quality conference and networking event is for anyone starting a business or expanding a business. With seminars and exhibitors, one-to-one advice and networking, it's the perfect opportunity for entrepreneurs to find all the recession-defying tools and information to help their business thrive.

What's more, it's completely free.

- Our conference will provide expert advice to aspiring entrepreneurs on how to start, grow, and maximize their business from day 1!
- An expo that will showcase promising entrepreneurs and the cream of business service providers!
- An opportunity for the business community to network with organizations, institutions, and industry leaders to gain vital information and powerful allies that will insure future success!

TARGET AUDIENCE

The primary target audience for our event are African-Canadians 25-45 years of age from the Montreal area. Entrepreneurs, graduate students, business owners of every sector, including non-profits, will be attending for a unique opportunity to market and buy goods and services, build key relationships and obtain valuable information that will strengthen their businesses or projects.

SOME STATISTICS ABOUT THE MONTREAL BLACK COMMUNITY

An overview

The Black community in Montreal can be portrayed as a distinctive, vibrant, evolving, and rapidly growing Black community—a multi-faceted tapestry of many strands, cultures and languages drawn from the experiences of the descendents of early settlers in Canada, of Caribbean and, more recently, African immigrants.

The Black community in Montreal increased **by 38% in a 10 year** period and now stands at **169,065 persons**.

The Black community is the largest "visible minority" community on the island of Montreal.

Education and language skills

On the whole, the black population tends to be somewhat better educated than the average population in Quebec. Among persons from the black communities aged 15 years and over, 43.6% have some post-secondary education, a diploma from a trade school at a college level or at a university level below the bachelor's degree, compared to 37.1% for the population overall. Some 14.7% have at least one university degree, versus 14% for all Quebecers.

Theoretically, the black population thus has a slight advantage on the labour market. It has a similar advantage in terms of language skills since 42% is bilingual, compared to 40.8% for the population as a whole. The black population rate of participation in the labour force (66%) is similar to that of the general population (64.2%).



BECOMING AN EXHIBITOR

Becoming an exhibitor is a very simple process given the advice, guidance and assistance that the U.I.B.E. team provides to new clients.

Everyone is given total support, as we take great pride in our customer service and subsequently our exhibitors retention.

WHY EXHIBIT?

Having a presence at the 2nd Annual Montreal Black Entrepreneurship Conference and Expo will give you:

A - The opportunity to sell your products and services to the largest gathering of Black business owners and entrepreneurs, all in one place.

B - The unique opportunity to talk to highly targeted and focused visitors on a face to face basis.

C - Exclusive brand awareness and the opportunity to demonstrate your standing to the small business sector.

D - Exceptional PR and web opportunities, including direct traffic to your own site(s).

DO YOU PROVIDE SERVICES IN THE FOLLOWING FIELDS?

Funding, finance or Grants
Branding b intellectual Property
Business Planning b Formations
Banking
Sales, Marketing and PR
Commercial Premises
Franchising
Business Support
Equipment b Supplies
Accountancy b Bookkeeping
Internet, IT b Telecommunications
Training, Motivation b Development
Legal Advice
Professional Services
Commercial Transport
Recruitment, HR and Health b Safety

If you supply products and services to small businesses, then you need a presence at the 2nd Annual Montreal Black Entrepreneurship Conference and Expo. Without question it is the most unique opportunity to meet hundred of highly targeted visitors who need your products and services.



A STRATEGIC CHOICE: DEVELOPING ENTREPRENEURSHIP

Studies show that the success of ethnic businesses depends on access to financial and human resources and markets, entrepreneurial motivation and the effectiveness of the entrepreneurial strategies implemented. The quality of the networks established is crucial to this success.

The black population, especially new immigrants, needs support in acquiring market knowledge and management skills. Furthermore, to ensure their success, members of black communities must break out of their social isolation and develop their networks, both inside and outside their community.

Every business sector will be represented at the 2nd Annual Montreal Black Entrepreneurship Conference and Expo: from multinational corporates to high street chains, professional services to website designers, public sector and private enterprises.



BOOTH PRICING

Early Bird Registration Fees

Corporate Booths	\$250
Government Booths	\$150
Association Booths	\$75

(Must be paid by February 29, 2012 to receive early bird rates)

Regular Booth prices

Corporate Booths	\$300
Government Booths	\$200
Association Booths	\$100

Specials:

- 50% off for all entrepreneurs and business owners from the Montreal Black Community.
- Free for U.I.B.E. clients and all finalist of the "Pitch the DREAM" contest.

March 15th 2012 is the deadline to register as an exhibitor.

EXHIBITOR SPACES

20 spaces of 10' X 8' located in the Singapore Conference Hall (3 rooms in total) at the Ruby Foo's Hotel.

The exhibitors shall choose their booth space based on the availability at the time of payment.

One skirted table and two chairs will be provided to all exhibitors.

The exhibitors may rent additional equipment from the official supplier.

The Expo will take place on the main floor of the hotel, with direct access from the main lobby. It is clustered around a gracious lounge area with a large travertine-finish oak bar. This large hall of 2880 sq. ft. can accommodate 300 persons.



SPONSORSHIP WITH HIGH VISIBILITY

Sponsorship will give your business an unparalleled opportunity to network and to receive additional exposure through print, TV, radio and signage before, during and after the Expo.

Available sponsorship:

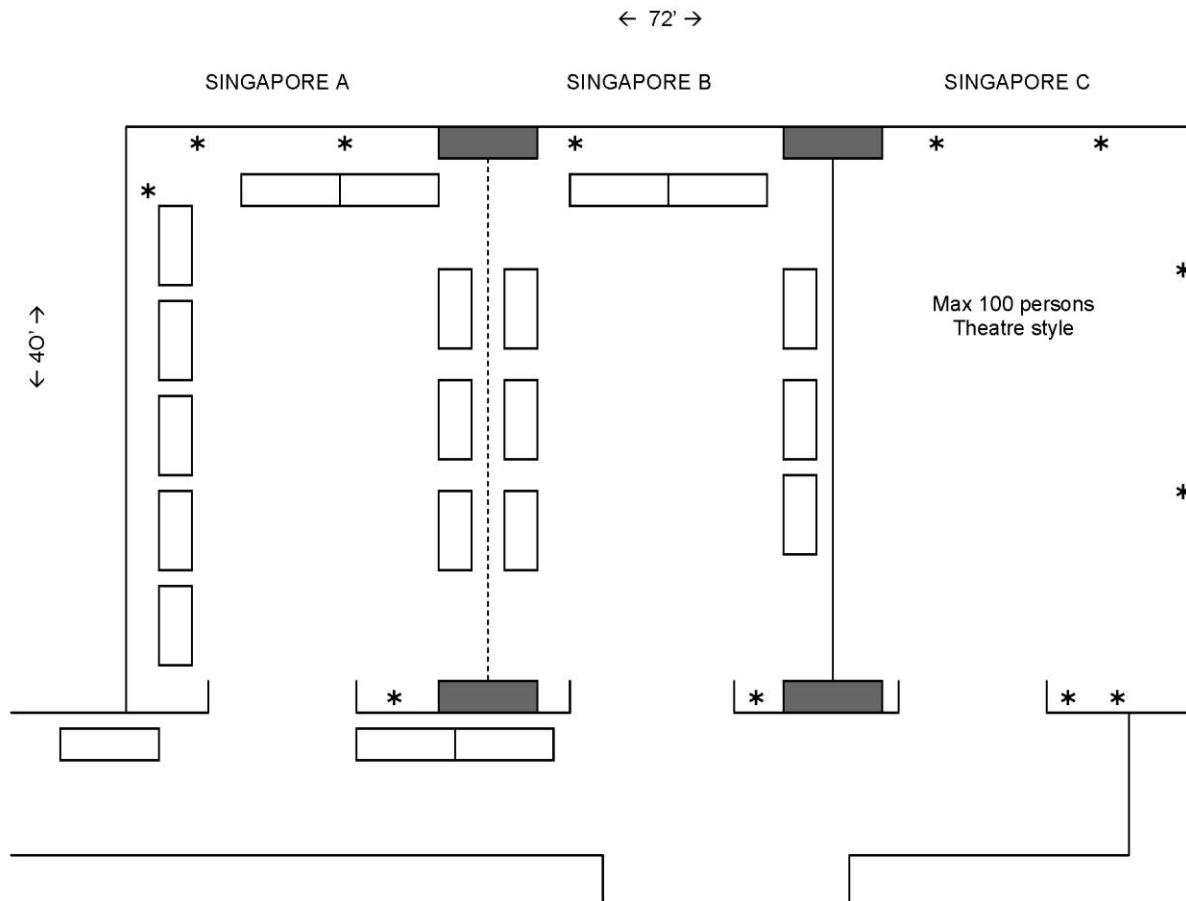
- Official "Pitch the DREAM" contest sponsor (1 spot available)
- Official sponsor of the event (2 spots available)
- Speaker series sponsor (2 spots available)
- Giveaways sponsor (5 spots available)

5000 \$
2500 \$
500\$ (booth not included)
100 \$-500 \$ (booth not included)

See our Sponsorship Guide for more details or contact Aissata Sow at aissata.sow@cdnbca.org



ROOM PLAN





TERMS AND CONDITIONS

Electrical hook-up for lighting or laptops will be available upon prior request, a minimum of twenty (20) days prior to the event. All wiring must be hidden under the presentation table. Any display material or inventory must be kept on a counter or hung up at the back of the booth. No material shall be hung from the ceiling, walls or other surfaces of the event. Wireless internet access will be available to all exhibitors.

Cancellation by the Exhibitor

All exhibitors must notify the M.B.E.C.E. of their cancellation at least 7 days before the event date.

Cancellation by the M.B.E.C.E.

Should an unforeseen event beyond the control of the M.B.E.C.E cause interruption, postponement or cancellation of the event, a portion of the fees, calculated equitably by the M.B.E.C.E to cover costs already incurred, will be reimbursed. It is understood that the M.B.E.C.E will not be held liable for damages resulting from such an occurrence.

Compliance

The M.B.E.C.E may, before, during or after the event, change or add terms that it deems appropriate in the interests of the event. Furthermore, the exhibitor agrees to comply with and respect all rules and regulations put forth by the Ruby Foo's Hotel and the municipal authorities of the City of Montreal.

Refusal of merchandise

M.B.E.C.E. reserves the right to refuse any merchandise of persons whose presence or behaviour it deems dangerous or harmful to the smooth operation of the event. If the M.B.E.C.E deems it appropriate, and at its sole discretion, it may change the space allocated to an exhibitor as it sees fit so as to retain the specific character of the event or to ensure its smooth operation.

Display

No sign or billboard may be installed in any location other than those assigned for such purposes by the M.B.E.C.E; all signs and billboards must be approved by the M.B.E.C.E.

Restrictions

The use of any megaphone, sound system, strobe lights or any other appliance is forbidden. If the occupant uses a video, he must limit the volume to a respectable level. The booth must be maintained properly, at all times and no handwritten signs must be put up in the booth or in exhibition space. The number of representatives per booth is limited to two (2) people and a minimum of one (1) of the two must stay inside the booth during the M.B.E.C.E's opening hours. Any political, social, religious or other type of activity is forbidden.

Installation & Dismantling

Exhibitors will have access to their booth on March 31st 2012 starting at 7:30 a.m. or earlier if the hall is available. We will provide you with an installation schedule. Exhibitors will have until 4:30pm on March 31st 2012 to vacate their booth. The coming and going of any material will be done by a specified location on the side of the Ruby Foo's Hotel.

Liabilities

The organizers of the M.B.E.C.E as well as the Ruby Foo's Hotel cannot be held responsible for lost or damaged goods.

Insurance

Contact your insurance company to ensure that the equipment you bring to the event will be covered by your insurance.

Legal interpretation

Both parties agree that this contract shall be governed according to the laws in effect in the Province of Quebec and the jurisdiction of Montreal.



REGISTRATION

The registration form must be signed by a representative from the company participating in the 2nd Annual Montreal Black Entrepreneurship Conference and Expo (M.B.E.C.E.); hereinafter called « the exhibitor » The registration form becomes valid as soon as the M.B.E.C.E and the exhibitor indicate their acceptance by signing the present contract. All terms and conditions listed herein are integral to this contract.

FORMULAIRE D'INSCRIPTION / REGISTRATION FORM

Veuillez écrire en lettres moulées / Please use block letters

Entreprise / Company:

Représentant officiel /
Authorized representative:

Fonction / Title :

Adresse / Address :

Ville / City :

Code postal / Postal Code :

Tel. / Phone :

Courriel / Email:

Fax :

Site / Website :

Autre personne contact /
Other contact person :

Tel. / Phone :

Courriel / Email:

LOCATION D'ESPACE / SPACE RESERVATION

Choix d'emplacement selon le plan /

Choice of booth location as indicated on the site map:

No1:

No 2:

Nombre d'espace(s) /

Number of space(s):

10' X 8' Grande salle / Main Hall:

J'accepte que le logo et le nom de mon entreprise puissent être utilisés dans la campagne publicitaire du M.B.E.C.E (journaux, radio, affichage, site internet, etc.)

I hereby agree that my company logo and name may be used in the advertising campaign of the M.B.E.C.E (newspapers, radio, billboard, website, etc.)

J'ai lu et compris les règlements du M.B.E.C.E. 2012.
I have read and I understand the rules of M.B.E.C.E. 2012.

Signature:

Date: