

The Marketplace Business Opportunity Conference

October 6 – 7, 2010
George R. Brown Convention Center Exhibit Hall E
1001 Avenida de las Americas
Houston, Texas 77010-6032

RULES AND REGULATIONS FOR EXHIBITORS

SCHEDULE

**July 29, 2010
August 19, 2010**

11:00 a.m. – 1:00 p.m. Exhibitor Pre-Marketplace Preparation
**Houston Minority Supplier Development Council
Conference Room**
Three Riverway, Suite 555
Houston, Texas 77056
Tel: (713) 271-7805

October 6, 2010

Noon. – 5:00 p.m. Exhibitor Move-In

5:30 p.m. – 10:30 p.m. Best of Class Reception
The Crystal Ballroom @ The Rice
909 Texas
Houston, TX 77002

October 7, 2010

6:30 – 8:00 a.m. Exhibit Hall Open to Exhibitors
7:15 a.m. – 8:30 a.m. Early Bird Energizer
8:30 a.m. Business Starts “Right Here, Right Now!”
11:30 a.m. – 1:30 p.m. The Rigel Awards (Exhibit Hall Close)
8:30 a.m. – 4:00 p.m. The Marketplace (Products/Services EXPO)
9:00 a.m. – 4:00 p.m. One-to-One (By Corporate Invite Only)
4:00 p.m. – 6:00 p.m. Exhibitor Tear-Down & Move Out

EXHIBITOR REGISTRATION

All exhibitors should complete the exhibitor registration form to register all company representatives who will be visiting and/or working The Marketplace. There is no registration fee for representatives of exhibitors. **Please pre-register your representatives by September 24.** Register them as early as possible. You can always add more names to your list. Please don't wait until the last moment. Those not pre-registered will have to stand in line to register on-site. Early Bird Energizer breakfast tickets will be given to exhibitors as they arrive to retrieve their name badge. The Rigel Awards luncheon tickets will be placed with the name badges as indicated on your Exhibitor Pre-Registration Form.

GENERAL REGISTRATION

The admission fee is waived for all exhibitors who register for The Marketplace. The registration fees for MBEs and other attendees includes the program, materials, and admission to Step It Up preparation workshop, Capital Connections, 20/20 Insight, the Best of Class Reception, the Early Bird Energizer, The Marketplace and (if pre-registered) The Rigel Awards luncheon.

PROGRAM

The Marketplace programs will be distributed to all general attendees at The Marketplace. Each exhibitor and government agency will have a full page in the program to explain current business opportunities, who will staff the booth, and what commodities/services are sought. Prime Supplier exhibitors and resource organizations will only be listed in the program. The program will be a valuable guide to assist MBEs in scheduling their time at The Marketplace, **thereby channeling MBEs to exhibits according to the commodities/services being sought by the representative on duty.** Deadline for submitting program copy is September 10, 2010. **Ads that are submitted in place of program pages will not be printed.** If you would like to place an ad, please see the next section. If you need assistance with your program page, please contact Constance Y. Jones at constance.jones@hmbc.org.

ADVERTISING

Companies can purchase partial or full page ads in The Marketplace Program to advertise your products/services or MBE development program. If you are interested in advertising, please contact Constance Y. Jones at constance.jones@hmbc.org or (713) 271-7805.

MOVE-IN DAY

Exhibitors are encouraged to move in on October 6, 2010, from Noon until 5:00 p.m. Exhibitors who require little set-up can move in on the morning of the show from 6:30 a.m. until 8:00 a.m. **The exhibition hall will close promptly at 8:00 a.m. on October 7 for the Business Right Here Right Now ribbon cutting ceremony where we request exhibitors to clear the hall.** The back doors of the exhibit hall will be locked on October 7 promptly at 7:30 a.m. and will not reopen until 4:00 p.m. Exhibitors requiring special handling and large exhibits should move in on October 6 and make arrangements through the decorator in advance. **If you require special attention, please contact Constance Y. Jones at constance.jones@hmbc.org in advance to**

make arrangements. The exhibition center may not be air conditioned during move-in and move-out. Security will be provided from 1:00 p.m. on October 6 until 6:00 p.m. on October 7.

BEST OF CLASS RECEPTION

Come enjoy a festive gala hosted by our MBEs to network and make great connections before The Marketplace. This is an elegant event sponsored by our MBEs and one that you won't want to miss. Anyone pre-registered for EXPO is welcome to attend for free or you can pay \$50 at the door. **There will be a special VIP Reception for all Marketplace Sponsors from 5:00-6:00 pm.** Followed by the Best of Class Reception from 5:30-10:30 pm. Transportation will be available for exhibitors from the George R. Brown Convention Center. This year's Best of Class Reception will be held at The Crystal Ballroom in The Rice Hotel, 909 Texas, Houston, TX 77002.

EARLY BIRD ENERGIZER

A full breakfast will be served from 7:15 a.m. until 8:00 a.m. in the Grand Ballroom on the third level of the George R. Brown Convention Center. Your company will receive complimentary Early Bird Energizer breakfast tickets in the same number as The Rigel Awards luncheon tickets reserved for your company. Additional tickets can be purchased for \$20 from HMSDC offices by calling (713) 271-7805. **Meals will only be served until 8:00 am.** The program runs from 7:45-8:30 am and will feature remarks by our EXPO 2009 MBE General Chairman, EXPO 2009 Corporate Chair and City Council with special recognition of our sponsors and a ceremonial parade to the Exhibit Hall for the ribbon cutting. Don't miss out on the fun at this event!

ONE-TO-ONE SESSIONS

This has been recognized by both MBEs and exhibitors as one of the most effective additions to EXPO. One-to-One sessions allow you to identify in advance what products/services you are seeking immediately or over the next 6-12 months. HMSDC will then seek suppliers and schedule 15 minute one-to-one meetings at The Marketplace. This year's deadline for corporate participation in One-to-Ones is September 3 to allow sufficient time to recruit, schedule and inform appropriate MBEs so that these sessions run without error.

THE RIGEL AWARDS LUNCHEON

The Rigel Awards Luncheon will be held in the Grand Ballroom of the George R. Brown Convention Center. Tables will be hosted by The Marketplace exhibitors. Don't miss this gala luncheon and the opportunity to express your gratitude and congratulations to those corporations and MBEs who have contributed the most to minority business development. **Please be sure that your representatives attend this luncheon and sit alternately with the MBEs who have specifically requested to be seated at your table to network with your company.**

SPECIAL DIETARY NEEDS

An alternative vegetable plate is available for anyone who requests it in advance. Please notify HMSDC as early as possible of any special dietary needs. A special "Veggie Plate" ticket can be picked up with name badges for all requested received by September 24.

VILLAGES

This year we will enhance the corporate village concept. The categories we are focusing on this year include construction, oil & gas, aerospace and technology. Corporations in these areas are being asked to exhibit and bring out their primes in order to maximize opportunities at The Marketplace. If you are interested in learning more about the corporate villages, please contact Richard Huebner at Richard.huebner@hmbc.org or (713) 271-7805.

MOVE-OUT

The exhibit hall will be open until 6:00 p.m. on Thursday, October 7, to allow exhibitors to remove materials and displays from their booths. **EXHIBITORS ARE ABSOLUTELY NOT PERMITTED TO TEAR DOWN THEIR BOOTHS BEFORE 4:00 PM ON OCTOBER 7.**

FACILITIES

HOTEL ACCOMMODATIONS

A reduced rate of \$179 has been negotiated for you at the Hilton Americas Houston Hotel adjacent to the George R. Brown Convention Center. Contact the Hilton at (713) 739-8000 or (800) 445-8667 for reservations. Other nearby hotels are the Four Seasons Hotel at 1300 Lamar, call (713) 650-1300; Hyatt Regency Houston at 1200 Louisiana, call (713) 654-1234; and the Doubletree Hotel Allen Center at 400 Dallas, call (713) 759-0202.

DECORATING & EXHIBITOR NEEDS

The rental of your booth includes the following:

- * 8' high draped backwall and 3' sidewalls in royal blue, white and black draping
- * 7"x 44" identification sign showing company name and booth number
- * draped 6' table with four chairs and wastebasket
- * carpet is included only for sponsors

The exhibit hall is not carpeted, although we will pay to have the aisles and lounges carpeted in tuxedo. Exhibitors should feel free to decorate their booths with displays, additional signs, corporate logos, etc. **Freeman Decorating will be the official decorator for The Marketplace.** Their representative may be reached at (713) 433-2400 or by fax at (713) 433-9441 for information on ordering furniture, decorations, etc. for your exhibit. A decorator kit will be sent to you direct from Freeman Decorating. The person handling our account is Ms. Melissa Vanderhorse.

SECURITY

Security will be on premises in the exhibition center from 1:00 p.m. on October 6, 2010, through 6:00 p.m. on October 7, 2010. The exhibition center booth area will be secured during the luncheon from 11:30 am until 1:30 pm with no admission allowed. The sponsors of The Marketplace cannot be held liable for property loss. The exhibitor is responsible for securing

any items which can be hand-carried from the booth. Management will not be liable for loss or damage to property of the exhibitor or its representatives due to theft, fire, accident, water, or any other cause beyond Management's control. Exhibitor's equipment, etc. is to be brought in, displayed and removed at the exhibitor's risk. Exhibitors agree to hold Management harmless in the case of claims, suits or liabilities resulting from negligence on the part of the exhibitor. Exhibitors are advised to carry insurance coverage on their exhibit and materials.

PARKING

Parking is available behind the exhibit hall and in surface lots immediately across the street from the George R. Brown Convention Center at a cost of \$7. There will be a charge for exhibitors unloading on October 6 in the parking lot behind the exhibit hall. You may also park in the garage adjacent to the George R. Brown. It is the closest place to Exhibit Hall E.

FOOD & BEVERAGE GIVE-AWAYS, REFRESHMENTS & COCKTAILS

A snack bar will be in operation while The Marketplace is open. The snack bar will be located in the center of the exhibition area in Exhibit Hall E. Food and beverages may only be given away by an exhibitor if given in sample size and with prior consent from HMSDC. You must also comply with all City of Houston licensing requirements. If you plan to distribute food at your booth, please contact Constance Y. Jones at constance.jones@hmbc.org.

EXHIBITOR'S PERSONNEL

Advertising matter, souvenirs, etc. must be confined to the exhibitor space. Aisles must be kept clear. All personnel including demonstrators, models, and receptionists are to be dressed in a dignified manner. Undignified methods of attracting attention are not permitted.

FILM, SOUND DEVICES AND LIGHTING

If moving pictures are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Sound movies will be permitted if turned down to conversational level and if not objectionable to neighboring exhibitors. Operating equipment that emits excessive noise, vibrations or fumes must be run intermittently for specific demonstrations only. HMSDC reserves the right to restrict the use of glaring lights or objectionable lighting effects.

FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city, state and George R. Brown Convention Center ordinances and regulations covering fire, safety and health. All exhibit equipment and materials should be reasonably located within the exhibit and protected by safety guards where necessary. Only fireproof materials should be used in displays, and necessary fire precautions are the responsibility of the exhibitor. **No helium balloons are allowed in the convention center.**

INABILITY TO PERFORM

If Management is prevented from holding the exposition due to acts of God, fire, strikes, etc. Management shall have no further obligation or liability to the exhibitor. This does not release exhibitor from obligation to pay proportionate expenses of contracted booth space.

SUBLETTING SPACE

The exhibitor shall not assign any portion of its space nor have representatives or equipment from other firms in the exhibit space without consent of Management.

UNOCCUPIED SPACE

Management reserves the right, should any rented exhibitor's space be unoccupied of the ribbon-cutting or should any space be forfeited due to failure to make proper payment, to rent that space to any other exhibitor or use said space in any other manner. However, this clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in his invoice for space rental under the terms of the contract.

OFFICIALS TO HELP YOU

There will always be people available to help solve any problems and answer questions that may arise before, during and after The Marketplace. Persons having a "Committee" or "Staff" ribbon attached to their namebadge can help you. The Marketplace Registration and Information booths will also be staffed for your assistance.