

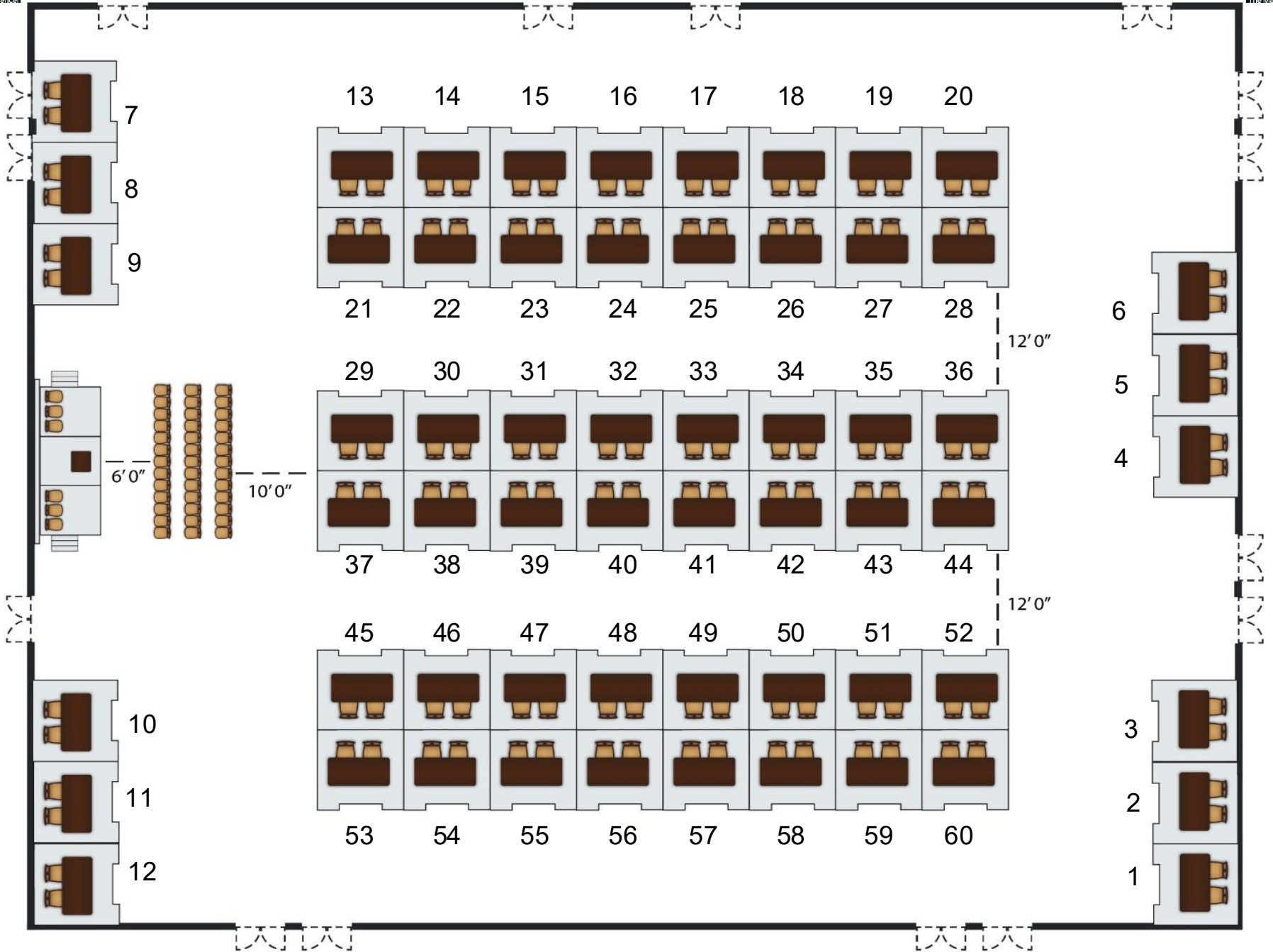


BLACK EXPO

H A M P T O N R O A D S

The Mall of Black Excellence!

BLACK EXPO FLOOR PLAN



10 Feet

MAIN ENTRANCE

EXHIBITOR / VENDOR SPACES



➤ **Standard Ballroom Vendor Space**

\$250

* 10' x 10' total space

* 6' table with black skirting

* 2 chairs

➤ **Electricity** and **WIFI** are available through the Hampton Roads Convention Center for an additional fee.

A-LA-CARTE OPTIONS

- | | |
|--|---------------|
| ➤ Full-page ad in festival brochure | \$2000 |
| ➤ Half-page ad in festival brochure | \$1000 |
| ➤ Quarter-page ad in festival brochure | \$500 |
| ➤ Retractable banner (size H81" by W36") | \$500 |
| ➤ Standard Ballroom Vendor Space | \$250 |
| * 10' x 10' total space | |
| * 6' table with black skirting | |
| * 2 chairs | |

RETRACTABLE BANNER

\$500

Get noticed! Add a retractable banner to your display or have it placed strategically where it will be seen by attendees! (Reusable!)

What's Included

- (1) 81" H × 33" W Custom Retractable Banner Stand Display (**reusable**)





BLACK EXPO
HAMPTON ROADS
The Mall of Black Excellence!

PATRONS WILL ENJOY

Marketplace: Black-owned vendors and exhibitors showcasing products and services.

Culture & Entertainment: Live performances including African Drummers, Live Band, Dancers, and more.

Networking & Seminars: Networking events and educational seminars on topics like entrepreneurship, business startup, marketing, funding, tax strategy, and investing.

Sponsorship spotlights your brand as a premier partner of the Black Expo of Hampton Roads. Your brand's presence will be felt and seen by entrepreneurs, business professionals, novices, and all those in attendance to support Black-owned businesses before, during, and after the event. With robust marketing packages and promotional tools, creative activations, heavy physical and digital logo placement, opportunities for gifting, partner programming, and more, this sponsorship package can be tailored to your brand's specific needs and goals.



MARKETING REACH

The Black Expo of Hampton Roads is brought to by the creators of the **Virginia Black Film Festival**, an annual star-studded event which celebrates Black culture through film, highlighting exceptional emerging artists and attracting multiple celebrity guests. This marketing momentum allows the Black Expo to achieve exceptional marketing reach in its inaugural year.

- Social Media delivers **500K+** impressions annually
- Website delivers **200K+** impressions
- Email list of **5K+** patrons
- On-screen theatrical branding reaches **3000+** patrons
- Press outlets include **Channel 3 News, Channel 13 News, Wavy 10 News, 12 On Your Side News, Virginia Gazette, Virginian Pilot, Next Door Neighbors Magazine,** and others.

From the team that brings you Virginia Black Film Festival...Our extensive Marketing Reach reflects an ongoing commitment to providing high quality cultural experiences for the Hampton Roads community!



From Iraq to Indie Films: Local veteran amplifies Black voices in film across Hampton Roads

Bryan G. Thompson built his film career from scratch after serving in Iraq. Now, he's using the big screen to spotlight Black cinematic talent across Hampton Roads.



The Virginia Black Film Festival in Hampton highlights history, culture and community

WHRO | By Staff Report
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The Virginia Black Film Festival heads to Hampton



The event is headed to Hampton next week, bringing in Juneteenth weekend with a celebration of Black filmmakers, Black entrepreneurs, and Black art.



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