



## **3<sup>rd</sup> Annual African American Wedding Expo**

**Welcome to the African American Wedding Expo 2005!!**

We received your request for Exhibitor information for the Sunday, November 20, 2005 Expo at the Be-the-Lite Conference Center, Jacksonville, FL

**Here's what will follow:**

Your complete exhibitor's packet with all the show information is attached. If there is a problem opening the attachment, please let us know what problem you experienced; and, [email](#) us back (or call direct at **877-249-6399**) and we will fax or mail another packet to you immediately.)

After your review, please call us and we will discuss the details of your exhibit investment and choose an ideal location that may be best for your display. If you are certain that you want to market or advertise your wedding services to our registered Brides and attendees, please complete the application form and submit your deposit to hold an Exhibitor Space at the show.

After final payment, your registration is complete and you will receive your complete Exhibitor's Confirmation Packet that includes free tickets for your prospective bridal customers, as well as additional marketing material that will be useful to help your business.

If we need more information from you, we will call you at one of the telephone numbers that you provide. Please don't hesitate to ask us more questions about this marketing investment for your business. If necessary, make a list of questions and email them to us.

Congratulations on your smart business decision! We're excited about your interest in exhibiting at the African American Wedding Expo.

Sincerely,

Jermyn Shannon EL  
**Marketing Consultant**  
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Jacksonville, FL 32218

# *The African American Wedding Expo 2005*

Sunday, November 20, 2005 . Be-the-Lite Conference Center . 1:00 noon - 5:00 p.m.

**VENDOR  
PACKAGE**



## *See You At The Show!*





# The African American Wedding Expo

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## The African-American Theme Wedding By Sally Manglicmot

Interest in African-American theme weddings has been growing in the last two to three years.

It is inspired by a combination of the African heritage, the African-American culture, and a Western-style ceremony. Some couples choose to forgo the Western-style altogether. The African-American wedding is truly a celebration of the marriage and the couple's roots. Its symbolism can be expressed in different ways: in the selection of the music (such as a gospel choir, drums, African dance), in colorful or African attire for the wedding party, in the display of the table decorations, and by providing an ethnic feast, including the cake decorations.

The wedding party can wear tunic gowns, African jewelry and head wraps with colorful patterns symbolizing the African heritage. The popular colors are red, yellow, black and green. The newlyweds can even ask their guests to dress in colorful African attire by adding a note in the wedding invitation. Entertainment for the guests can include African dancers at the reception while the guests are waiting for the arrival of the wedding party (who are busy taking photographs) or right after dinner.

A popular African-American tradition is known as "jumping the broom" signifying that after the couples exchange their wedding vows, they jump over, or step into their new life together, and it usually takes place at the end of the ceremony. There are many creative ways to celebrate this tradition. The guests can sign the broom with well wishes before entering the chapel. Or, a basket containing colorful ribbons can be placed at the door of the chapel and the guests can tie a ribbon on the broom as a personal contribution to its decoration. Arrange to have the decorated broom delivered to the altar by one or two special people at a specified time during the ceremony.

As a vendor, you can join our show management team as we work to bring an elegant yet savvy African-American theme wedding to Atlanta. This show will prove to be very stimulating! The colors, music, food and history all mix into a unique celebration of both marriage and the African heritage.



African American  
Wedding Expo History



# The African American Wedding Expo

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Gender	Percent
Female	52%
Male	48%
<b>Age</b>	
Under 18	26%
18-24	10%
25-44	34%
45-64	21%
65+	9%
Median Age:	32.3
<b>Household Population</b>	
Married Couples	39%
Other Families	26%
People Living Alone	27%
Other Non-family Households	8%
Average Household:	2.34
<b>Household Income</b>	
Under 25K	31%
25K-50K	24%
50K-150K	36%
150K+	9%
Average Household Income:	\$42,969
<b>Education</b>	
High School diploma or equivalent	24%
Associate Degree	9%
Bachelor's Degree	37%
Graduate or Professional Degree	30%
<b>Occupation</b>	
Construction, Manufacturing, Wholesale	16%
Transportation, Utilities, Warehousing	15%
Professional, Business Services	51%
Public Administration	18%

Source: US Census Bureau

Quick Facts About  
Our Target Audience





# The African American Wedding Expo

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## EXHIBITOR BENEFITS INCLUDE (\$2,200.00 Value)

- Complimentary listing in our Souvenir Program Booklets included in Bridal Registration Package. All exhibitors will be listed by category.
- Excel spreadsheet list of all registered Brides-to-Be that attended the expo within two weeks after the event.
- Up to 500 inserts in the Bride-to-Be Registration Package. All vendors are required to provide a minimum of two door prizes. (\$20 minimum dollar value request, per door prize)
- Two FREE tickets to the reception BEFORE the Expo. Meet and greet corporate sponsors, media, along with other service providers in the industry.
- Business listing in the fastest growing online African American Wedding Directory in the country.
  - Your company will be list for one year from the date you become an expo exhibitor.
  - You may include your company phone #, address, map to your location, hyperlinks to website and email.
  - You may also include a two hundred word description of your business and the product/service you offer!

## EXHIBITOR REGISTRATION INCLUDES \$350.00

- Single 10' X 10' Booth Unit with back pipe drapes and side dividers (double size exhibitor space available upon request)
- Company Banner
- One (1) 8' x 2' covered and skirted table
- Two (2) chairs
- Two (2) additional complimentary expo tickets (\$20.00 value)
- One (2) complimentary exhibitor badges



Sponsorships Rates

# The African American Wedding Expo 2005

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How did you hear about the African American Wedding Expo: \_\_\_\_\_

### VENDOR INFORMATION

Company Name \_\_\_\_\_  
 Type of Business \_\_\_\_\_  
 Contact Person First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Position/Title \_\_\_\_\_ Email \_\_\_\_\_  
 Address 1 \_\_\_\_\_  
 Address 2 \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Website \_\_\_\_\_ Years In Business \_\_\_\_\_

Each exhibitor will include two (2) exhibitor badges. Please list two names

1. \_\_\_\_\_
2. \_\_\_\_\_

Please indicate at least **ONE** category you wish to be listed:

<input type="checkbox"/> ACCESSORIES	<input type="checkbox"/> CATERERS	<input type="checkbox"/> INTERNET WEDDING SERVICES
<input type="checkbox"/> BANQUETS / RECEPTIONS	<input type="checkbox"/> ENTERTAINMENT	<input type="checkbox"/> INVITATION/STATIONARY
<input type="checkbox"/> BEAUTY & HEALTH	<input type="checkbox"/> FAVORS & GIFTS	<input type="checkbox"/> JEWELERS
<input type="checkbox"/> BRIDAL ATTIRE	<input type="checkbox"/> FINANCIAL SERVICES	<input type="checkbox"/> TRANSPORTATION
<input type="checkbox"/> BRIDAL REGISTRY	<input type="checkbox"/> FLORISTS	<input type="checkbox"/> PHOTOGRAPHERS
<input type="checkbox"/> CAKES	<input type="checkbox"/> FORMAL WEAR	<input type="checkbox"/> VIDEOGRAPHERS
<input type="checkbox"/> BAKERIES	<input type="checkbox"/> GUEST ACCOMMODATIONS	<input type="checkbox"/> WEDDING CONSULTANTS
<input type="checkbox"/> DANCE INSTRUCTION	<input type="checkbox"/> HONEYMOON /TRAVEL	<input type="checkbox"/> OTHER: (please specify) _____
<input type="checkbox"/> DECORATIONS	<input type="checkbox"/> ICE SCULPTURES	_____

### EXHIBITOR INVESTMENT

Please select the opportunities you are investing in:

<input type="checkbox"/> Exhibitor Booth - <b>\$350.00</b>	<input type="checkbox"/> Bridal Kit Insert ( <b>FREE</b> for PAID Exhibitors) <b>\$50.00</b>
<input type="checkbox"/> Program Advertisements (Call for pricing)	Description of Insert _____
<input type="checkbox"/> Full Page - 8.5 x 5.5 <b>\$150.00</b>	<input type="checkbox"/> Post Show Mailing List - <b>FREE</b> for PAID Exhibitors <b>\$50.00</b>
<input type="checkbox"/> Half Page - 4.25 x 5.5 <b>\$100.00</b>	<input type="checkbox"/> As a vendor I plan to offer Door Prizes:
<input type="checkbox"/> Business Card - 2.5 x 2.5 <b>\$75.00</b>	Description _____
	Value \$ _____
	Quantity _____

### PAYMENT INFORMATION

We accept checks, money orders or credit cards



**PLEASE FAX FORM BACK TO 866-764-7944**

Once payment has been processed, our representative will contact you and forward your organization an official AAWE2005 Vendor Package. **See you at the show!**

VENDOR REGISTRATION

## Saying 'I do' with Pizzazz

*Brides take a new look to cultural, trendy yet elegant weddings African American Style!*

While the traditional 'something borrowed and something blue' has been 'in the family for years', don't forget to leave room for the cultural touch of Therez Fleetwood at the African American Wedding Expo to be held on Sunday, October 2, 2005 at the Cobb Galleria in Atlanta, Georgia from 12 p.m. – 6 p.m.

The Expo is a bridal show extravaganza that attracts hundreds of soon-to-be brides from throughout the nation eager for a sneak preview on how to spruce up their wedding day with trendy, yet cultural fashion. The highlight of the event is a very upbeat fashion showcase that includes an African dance and drum session leading into the finale Mock West African Wedding.

With a splash of tradition and the flair of trendy cultural gowns, Ms. Fleetwood has mastered the art of bring her brides an alternative to the traditional wedding gown. "Our society is a melting pot of various cultures", says Fleetwood, "but for a long time, brides wore traditional wedding dresses that did not represent their diversity. My gowns bring together different cultures in a way that is very fashion-forward".



In addition to the culturally mixed fashion show, Ayisha Bennet, a New York based fashion designer with Enville, Inc. will feature fashions geared toward the rehearsal dinner and the honeymoon. Accompanied by our fashion experts will be live entertainment by the Supa Lowery Bros through out the course of the event. The sextet led by twin brothers Chris and Wes, is a self-described "street bop" group that plays a variety of jazz, hip and soul. Their CD entitled *Vol. 1* will be available for purchase at the expo. To add zest to the expo, cake tasting will be provided by the well-known Cakes by Coco, Inc.



"The African American Wedding Expo is a huge benefit for the bride/groom, sponsors, vendors, models, musicians and the community at large," says Jermyn Shannon-EI, president of Blacksonville, LLC and visionary behind this extraordinary event. Mr. Shannon-EI originally birthed this cultural event in Jacksonville, Florida. Through resounding response, he has been asked on several occasions to take the show on the road. Although there is currently a waiting list, he decided to expand his reach from Jacksonville to Atlanta. With Atlanta's culturally diverse demographic mix, Mr. Shannon-EI felt the African American Wedding Expo would do very well in this community based city. "The expo says, we care about family and our future generations. It sets the respective communities in a positive light because we address critical issues that too many people neglect" says Mr. Shannon-EI.

Statistically, almost 50% of marriages fail. Although these numbers are staggering, we still believe in the sanction of marriage," say Oldine Jean-Charles, owner of the advertising agency of Lord, Jean-Charles & Lord, Inc. and promoter of the event. "We hope to use the African American Wedding Expo as a platform to promote longevity in marriage as we educate consumers through seminars."

The African American Expo will feature seminars by Faye Parks with Ameriprise, Inc. Ms. Parks will facilitate a seminar geared to assist couples on the importance of financial planning to build a solid future together. Robert Washington, president of Washington Mortgage, a midtown-based mortgage company will teach couples to build a strong foundation through preparing them for the joys of home ownership. Lastly, we recognize the importance of keeping relationships in tact. Therefore, Elder Brenda Sims, president of the counseling organization Matters of Heart, Academy of Pre-Marital Counseling will give vital tips to keeping the fire burning throughout their marriage.

Jermyn Shannon EI's goal is that the "African American Wedding Expo will result in the unification of the family as we work to embrace longevity in our marriages."

**Special thanks to our sponsors:**

Blacksonville, Inc.	<a href="http://www.blacksonville.com">www.blacksonville.com</a>
Lord, Jean-Charles & Lord, Inc.	<a href="http://www.ljclaa.com">www.ljclaa.com</a>
Rolling Out Urbanstyle Weekly Magazine	<a href="http://www.rollingout.com">www.rollingout.com</a>
Atlanta Wedding Ideas Magazine	<a href="http://www.atlantaweddingideas.com">www.atlantaweddingideas.com</a>
Cakes by Coco, Inc.	<a href="http://www.cakesbycoco.com">www.cakesbycoco.com</a>
Casa di Moda, Inc.	<a href="http://www.casadimoda.com">www.casadimoda.com</a>
Savvi Formal Wear, Inc.	<a href="http://www.savviformalwear.com">www.savviformalwear.com</a>
Exquisite Brides	<a href="http://www.exquisite-brides.com">www.exquisite-brides.com</a>
Creative Designs by Teras	<a href="http://www.creative-designs-atl.com">www.creative-designs-atl.com</a>
Washington Mortgage, Inc.	<a href="http://www.washingtonmortgageatlanta.com">www.washingtonmortgageatlanta.com</a>
American Express Financial, Inc.	<a href="http://www.ameriprise.com">www.ameriprise.com</a>
Matters of The Heart Academy of Pre-Marital Counseling	(404) 284-6880

For exhibitor opportunities, sponsorship, or Brides-to-Be registration please call 404-541-6599 or log on to [www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com) or via email at [info@africanamericanweddingexpo.com](mailto:info@africanamericanweddingexpo.com)

**About Blacksonville, LLC**

Blacksonville LLC, a full service urban marketing firm, has one of the fastest growing online community portals in the country. The minority-owned and operated firm specializes in research development, media advisory, community relations, and event marketing. Online, the firm's community portal, Blacksonville.com, is heavily recognized as a "Key Resource" and "Must See Website". For more information: [www.blacksonville.com](http://www.blacksonville.com)

**About Lord, Jean-Charles & Lord, Inc.**

Lord, Jean-Charles & Lord, Inc. is a full service marketing and advertising agency with its headquarters located in Atlanta, Georgia. The agencies capabilities include strategic advertising and market planning, brand positioning, interactive campaigns and promotional programs. Through every project, the agency integrates the clients' vision, integrate it with our mind and deliver a powerful impression to the target audience. For more information: [www.ljclaa.com](http://www.ljclaa.com)