

How-To Conference Exhibitor Packet June 17, 2017

Greetings Future Participant,

Urban Business Institute invites you to be a vendor for the 2017 How-To Conference taking place on June 17, 2017 at the Cobb Galleria Centre.

Our How-To Conference is the first of its kind. It is our annual conference that brings together experts, entrepreneurs, and prospective business owners in an educational empowerment environment, with the sole mission of eliminating the complexities of answering the biggest “How-To” questions of various professional industries.

The How-To Conference consists of a panel discussion, networking opportunities, and of course the opportunities for you to share your expertise, showcase your brand, and expand your market.

The following pages include our exhibitor participation form and our exhibitor agreement form. Please email your completed forms to Nafisah@UrbanBusinessInstitute.com

Thank you in advance for your participation. Doors open at 7am and the event continues until 7pm. Learn more about the schedule of the event by [clicking here](#). Exhibitor tables are limited, so early registration is suggested. We look forward to hosting you at the How-To Conference on June 17th!

Best Regards,

Nafisah Cabbell

Marketing & Event Coordinator
Urban Business Institute
770-850-9949
nafisah@ubinstitute.com
www.urbanbusinessinstitute.com



Exhibitor Application Form (Please print clearly)

[Online Vendor Payment Link](#)

Exhibitor forms must be submitted no later than May 1, 2017.

Contact Name/Title: _____

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Description of services, information, or products to be displayed or sold (50 words or less)

All names of participants with Exhibitor: (Only two per exhibitor party)



Exhibitor Terms of Agreement (Please print clearly)

The exhibitor (hereinafter referred to as the exhibitor) shall defend, indemnify and hold harmless the Urban Business Institute (UBI), its agents and its employees from and against all claims, damages, losses and expenses including attorney's fees arising out of or resulting from the display and operations of the Exhibitor. The Exhibitor shall furthermore hold harmless Urban Business Institute from all claims, damages, losses or expenses arising out of or resulting from display or operations at the How-To Conference provided that such claim, damage, loss or expense is (1) attributable to bodily injury, sickness, disease, or death, or to injury or destruction to tangible property, including the loss resulting there from, and, (2) is caused to or is claimed to have been caused, in whole or in part, by any product sold by the Exhibitor, its agents, employees or subcontractors regardless of whether or not such damage, loss or expense is caused or is claimed to have been caused in part by a party indemnified hereunder.

In any and all claims against Urban Business Institute, its agents or employees by an employee, subcontractor or anyone directly or indirectly employed by the Exhibitor, or anyone for whose acts they may be liable, this indemnification obligation shall not be limited in any way by any limitation on the amount or type of damages, compensation or benefits payable by or for the Lessee or any subcontractor under workers' compensation.

Exhibitor Restrictions

Exhibitors are only permitted to present products/services listed on their application and only within the allotted time and space provided (personal tables are not permitted). No exhibitor will be permitted to sell food items, to sublease, or to solicit store opening service. Items that are prohibited include the following: balloons due to fire hazard, animals of any kind on the premises, the sale of any illegal items, or the display of explicit material that is deemed discrimination to any gender, sexuality, culture, or religion.

I have read, understood & accepted the rules & regulations outlined herein. I fully understand that this contract shall become legally binding upon acceptance by Urban Business Institute. Manufacturers are required to give cancellation notice no later than **May 12, 2017. In lieu of not attending, a minimum of 50 product samples and company marketing materials are required to be mailed to Urban Business Institute per manufacturer expense.**

Exhibitor Name/Title: _____ UBI Name/Title: _____

Exhibitor Signature: _____ UBI Rep Signature: _____

Date: _____ Date: _____

How-To Conference Sponsorship Package

Exhibitor forms must be submitted no later than May 1, 2017.

Urban Business Institute desires to assist current and future business owners in reaching business goals. We take our students' businesses to the next level. We also teach students how to work with distributors successfully and connect them with vendors who care about their success. Additionally, our students become educated on transitioning from employee to enterpriser. Be a part of their success by becoming a sponsor today!

How-To Conference Sponsorship Packages:

Platinum Package (\$5,000) – One newsletter blast to all of the Urban Business Institute's subscribers; One Vendor table at the How-To Conference; Reserved spot as a panelist at the How-To Conference; Marketing Banner on stage all day; Company marketing materials distributed to each attendee in gift bag; Logo included in digital flyers posted to Urban Business Institute Facebook page.

Silver Package (\$2,500) - One newsletter blast to all the Urban Business Institute's subscribers; One post to Urban Business Institute Facebook page; One Vendor table at the How-To Conference; One 5-Minute Pitch Business Spotlight to audience at the How-To Conference.

Bronze Package (\$1,000) – One newsletter blast to all of the Urban Business Institute's subscribers; One post to Urban Business Institute Facebook page; one 5-Minute Pitch Business Spotlight to audience at the How-To Conference.

Sponsorship Package of Choice: (Circle one)

Platinum Package | Silver Package | Bronze Package

Contact Name/Title: _____

Business Name: _____

Phone: _____ Fax: _____

Email: _____

Authorized Signature: _____

Authorized Name Printed: _____

Date: _____