



The Marketplace Business Opportunity Conference

September 6-7, 2017
George R. Brown Convention Center
1001 Avenida de las Americas
Houston, Texas 77010-6032

RULES AND REGULATIONS FOR EXHIBITORS

SCHEDULE

September 6, 2017

9:00 a.m. – 11:30 a.m.	MBE Boot Camp
9:00 a.m. – 4:00 p.m.	Coaching Corner
Noon – 1:00 p.m.	Power Hour Luncheon
Noon – 5:00 p.m.	Exhibitor Move-In
1:10 p.m. – 5:00 pm	HMSDC & US Department of Energy Energy Summit
5:00 p.m. – 6:00 p.m.	Best of Class Private Reception (Sponsors Only)
5:30 p.m. – 8:30 p.m.	Best of Class Reception

September 7, 2017

6:30 a.m.– 8:00 a.m.	Exhibit Hall Open to Exhibitors
7:15 a.m. – 8:15 a.m.	Early Bird Energizer Breakfast
8:15 a.m. – 8:30 a.m.	Exhibit Hall Closes for Opening Ceremonies
8:30 a.m.	Ribbon Cutting
9:00 a.m. – 3:30 p.m.	One-to-One Sessions (By Corporate Invite Only)
11:30 a.m. – 1:30 p.m.	The Rigel Awards (Exhibit Hall Closed)
8:30 a.m. – 3:30 p.m.	The EXPO Marketplace
4:00 p.m. – 6:00 p.m.	Exhibitor Tear-Down & Move Out

EXHIBITOR REGISTRATION

All exhibitors should complete the exhibitor pre-registration form to register all company representatives who will be visiting and/or working The Marketplace. The registration fee for representatives of exhibitors is based on your exhibitor package. **Please pre-register your representatives by August 18th.** Register them as early as possible. Please don't wait until the last moment. Those not pre-registered will have to stand in line to register on-site. The Rigel Awards luncheon tickets will be placed with the name badges as indicated on your Exhibitor Pre-Registration Form.

GENERAL REGISTRATION

This year, general attendees have the option to register for the entire conference, Day 1 or Day 2. The registration fees for MBEs and other general attendees for the entire conference includes the program, materials, admission to preparation workshops, MBE Boot Camp, Energy Summit, Coaching Corner, the Best of Class Reception, the Early Bird Energizer Breakfast, The Marketplace and (if pre-registered) The Rigel Awards Luncheon. Day 1 registration includes program, materials, admission to preparation workshops, MBE Boot Camp, Energy Summit, Coaching Corner and the Best of Class Reception. Day 2 registration includes program, materials, admission to preparation workshops, the Early Bird Energizer Breakfast, The Marketplace and (if pre-registered) The Rigel Awards Luncheon.

PROGRAM

The Marketplace programs will be distributed to all general attendees beginning on September 6th. 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 is 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. Ads will not be substituted for program pages. **Deadline for submitting program copy is August 4th.** 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@hmsdc.org.

ADVERTISING

Exhibitors can purchase full or partial 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@hmsdc.org or (713) 271-7805. **All ads are due on August 4th.**

MOVE-IN DAY

Exhibitors are encouraged to move in on September 6th, 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 8:15 a.m. on September 7th for the ribbon cutting ceremony where we request exhibitors to clear the hall.** The back doors of the exhibit hall will be locked on September 7th promptly at 7:30 a.m. and will not reopen until 3:30 p.m. Exhibitors requiring special handling and large exhibits should move in on September 6th and make arrangements through the decorator in advance. **If you require special attention, please contact Constance Y. Jones at constance.jones@hmsdc.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 September 6th until 4:00 p.m. on September 7th.

BEST OF CLASS RECEPTION

Come enjoy a festive reception hosted by our MBEs to network and make great connections before The EXPO Marketplace. This is an elegant event sponsored by our MBEs and one that you

don't want to miss. All pre-registered attendees for EXPO is welcome to attend for free or the fee is \$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 5:30-8:30 pm. This year's reception will be held at The Ballroom at Bayou Place located at 500 Texas Ave, Houston, TX 77002. A shuttle will leave the George R. Brown, and the Hilton Hotel Americas and go to the reception.

EARLY BIRD ENERGIZER

A full breakfast will be served from 7:15 a.m. until 8:00 a.m. Your company will receive complimentary Early Bird Energizer breakfast tickets in the same number as The Rigel Awards luncheon tickets reserved for your company. **Meals will only be served until 8:00 am.** The program runs from 7:45-8:15 am and will feature remarks by our EXPO 2017 MBE and Corporate Chairs. City Council will provide a special recognition of our sponsors in the Exhibit Hall right before 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 sessions during The EXPO Marketplace. This year's deadline for corporate participation in One-to-Ones is July 28th to allow sufficient time to recruit, schedule and inform appropriate MBEs so that these sessions run without error. One-to-One Sessions are held from 9:00 a.m. – 3:45 p.m.

DIRECT CONNECT

Direct Connect allows MBEs to notify EXPO exhibitors in advance of their plans to visit your booth at EXPO 2017. MBEs provide HMSDC a one-page description of their company and a list of exhibitors they will visit the day of EXPO. HMSDC will forward a notice email to the exhibitors, with attached profiles, to inform them of the visits. This will assist exhibitors to plan accordingly and know the type of businesses that are interested in doing business with them.

THE RIGEL AWARDS LUNCHEON

The Rigel Awards Luncheon will be held on October 6th. Tables will be hosted by The Marketplace exhibitors. Don't miss this 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. The luncheon is held from 11:30 a.m. – 1:30 p.m. All seats will be forfeited if your luncheon attendees are not present before 11:45 a.m. It is imperative your attendees are on time.**

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 luncheon tickets or name badges for all requests received by August 18th.

VILLAGES

This year we will enhance the village concept. The categories we are focusing on this year include aerospace, construction, education, government, finance, oil & gas and utility. 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 Lloyd Wright at Lloyd.wright@hmsdc.org or (713) 271-7805.

MOVE-OUT

The exhibit hall will be open until 6:00 p.m. on Thursday, September 7th to allow exhibitors to remove materials and displays from their booths. **EXHIBITORS ARE ABSOLUTELY NOT PERMITTED TO TEAR DOWN THEIR BOOTHS BEFORE 3:30 PM ON SEPTEMBER 7TH.**

FACILITIES

DECORATING & EXHIBITOR NEEDS

The rental of your booth includes the following:

- * 8' high draped backwall and 3' sidewalls in red, white and black draping
- * 7"x 44" identification sign showing company name and booth number
- * draped 6' table with two chairs and wastebasket
- * carpet (exclusive of padding) 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.

SECURITY

Security will be on premises in the exhibition center from 1:00 p.m. on September 6th, through 4:00 p.m. on September 7th. **The exhibition booth area will be secured during the luncheon from 11:30 am until 1:30 pm with no admission allowed (this includes exhibitors).** 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.

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. 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@hmsdc.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. If you plan to share your booth, please contact Ingrid Robinson, Ingrid.robinson@hmsdc.org for consent.

UNOCCUPIED SPACE

Management reserves the right, should any rented exhibitor's space be unoccupied at 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 EXPO Marketplace. Persons having a "Committee" or "Staff" ribbon attached to their namebadge can help you. The EXPO Marketplace Registration, Information booths, and HMSDC booth will also be staffed for your assistance.