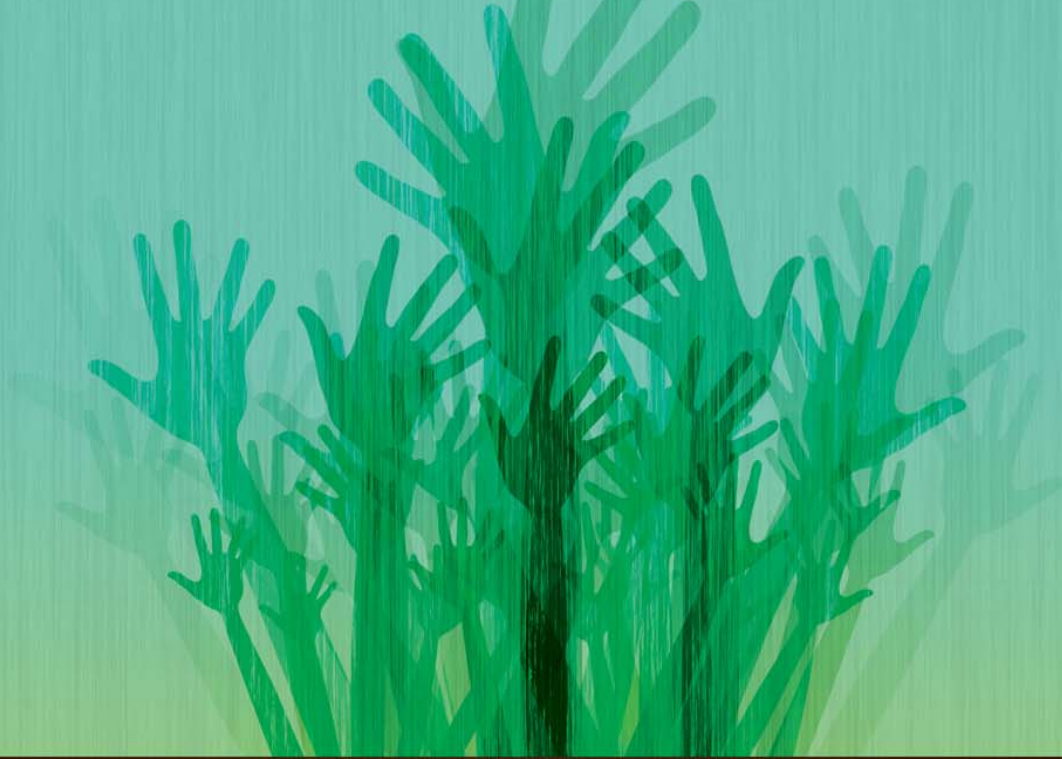
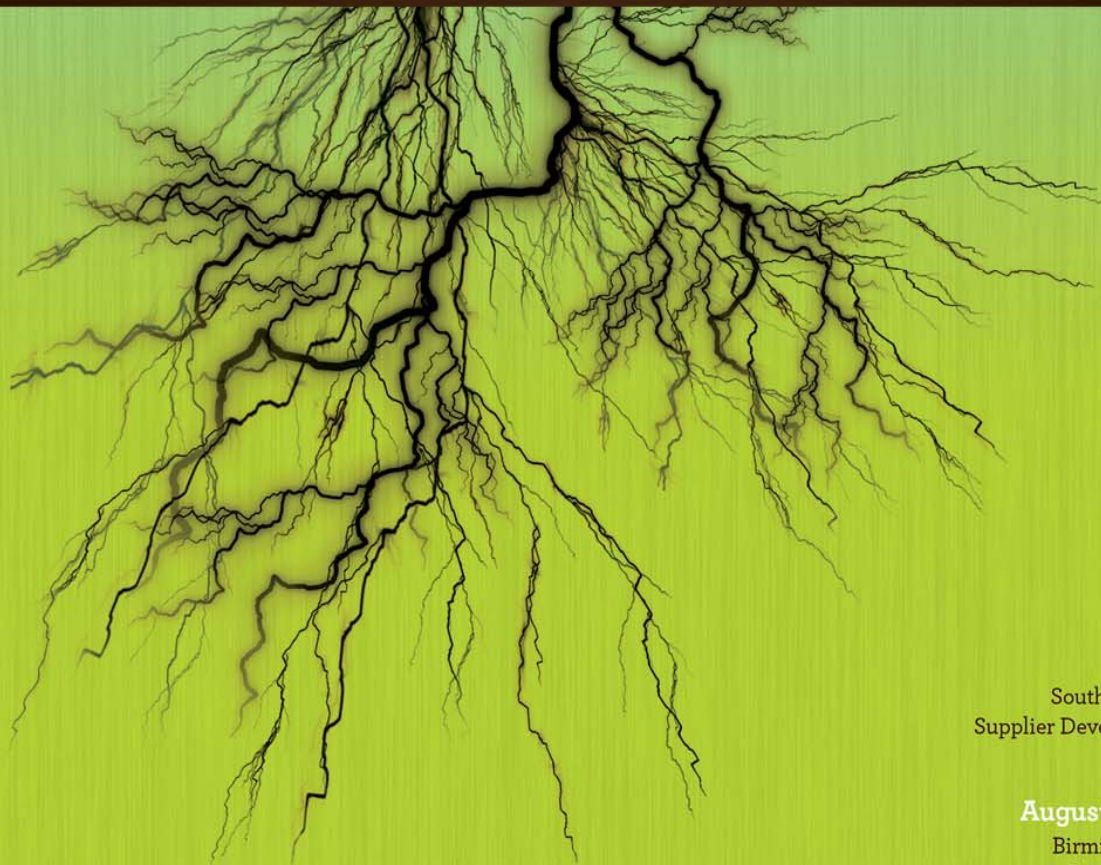


CALL FOR EXHIBITORS

*Booth Reservation Form * Setup/Takedown Schedule * Important Deadlines*



2010 BUSINESS CONNECTIONS
GROWING TOGETHER



South Region Minority
Supplier Development Council

August 18 + 19, 2010
Birmingham-Jefferson
Convention Complex

2010 BUSINESS CONNECTIONS GROWING TOGETHER

The 2010 Business Connections Tradeshow is expected to showcase over 60 of Alabama's top corporations and MBEs (minority business enterprises).

Companies participating in the Business Connections Tradeshow will engage a mix of nearly 300 entrepreneurs and corporate supply chain professionals with experience in doing business together.

Business Connections is for forward-thinking companies that want to position themselves as industry leaders among existing and potential customers, suppliers and vendors.

Benefits of participation:

- Opportunity to promote products and services to the 300+ Tradeshow attendees.
- Affordable, discounted booth for SRMSDC members.
- Draped booth space with table, chairs and company sign.
- Listing in official Business Connections program.*
 - ** If reservation form is received by Tuesday, July 27th.*
- One (1) Full Conference Registrant** (includes Crystal Awards Dinner)
 - Premium Booth participants receive Two (2) Full Conference Registrations
- Two (2) complimentary exhibit hall passes for your staff working your booth, includes Closing Reception
- Major media coverage of this event
- Website link from SRMSDC to your company website.

Exhibit Hall Programs Details

Ribbon Cutting

On Thursday, August 19 at 1:00 pm, the Tradeshow will open to attendees. Top event sponsors and SRMSDC board members will host our annual ribbon cutting. We have designed Business Connections to maximize your exposure and traffic at Business Connections!

Matchmaker

There is no better place for certified MBEs to meet with corporate and government purchasing agents. Up to eight (8) time saving, relationship-building meetings will be scheduled by our staff. Matchmaker will run concurrently with the Business Connections Tradeshow between 2 pm and 4 pm. Be sure to complete the Matchmaker registration form by July 27th and let us know how we help you schedule your Matchmaker experience around the Tradeshow.

Closing Reception

Our closing reception, sponsored by ARD Logistics, will feature all 60+ tradeshow exhibitors, plus a host of existing and aspiring Alabama elected officials. Complimentary beverages and live entertainment will close out 2010 Business Connections in style!

Tradeshow Schedule

Wednesday, August 18

Exhibit Set-up

8:00 am – 10:00 am (*Cars/Vehicles Only*)

10:00 am – 4:00 pm (*General setup*)

Thursday, August 19

Open/Ribbon Cutting

1:00 pm

Exhibit Viewing

1:00 pm – 5:00 pm

Closing Reception

4:00 pm – 5:00 pm

Exhibit Tear Down

5:00 pm – 7:00 pm (*please allow cars/vehicles to exit first*)

Ordering Your Booth -- DEADLINE: Tuesday, July 27, 2010 – Avoid a \$100 late fee!

1. Complete and return the booth reservation and payment page in this document.
2. Visit www.vealconventionservices.com to indicate your shipping, set up and additional service needs. Login with the following credentials to complete your reservation:
 - a. Username: GROWING
 - b. Password: TOGETHER
3. If you need electricity or internet services, please visit www.bjcc.org to complete the online order form.

Exhibit space description

- Regular booth spaces are 10 ft deep by 10 ft wide.
- Double booth spaces are 10 ft deep by 20 ft wide.
- Each booth includes:
 - One table (6' wide by 24" deep) that is covered and draped.
 - One 7" X 44" identification sign with your company name
 - Two chairs
 - One wastebasket
- **Electrical and internet connections are available for an extra fee through the Birmingham-Jefferson Convention Complex (BJCC)

BOOTH PRICING

*If reserved by 7/27/10
\$100 late fee after deadline*

MBE Affiliate Standard Booth

\$250

Non-MBE Affiliate/Government

\$400

Corporate Standard Booth

\$650

Corporate Premium Booth

\$1,200

Shipping Instructions

DO NOT ship directly to the BJCC (Birmingham-Jefferson Convention Center). Exhibit materials may be shipped to our drayage provider, Veal Convention Services (VCS), for delivery to the convention. Veal personnel will also be available on August 19 to accept materials for shipment after the show closes. Material shipped directly to the BJCC may incur fees on behalf of VCS. Contact VCS at (205) 328-1010 for drayage pricing and instructions.

STEP 1:

Confirm Your Booth

*Complete the attached form and
return to SRMSDC office
by 7/27/10*

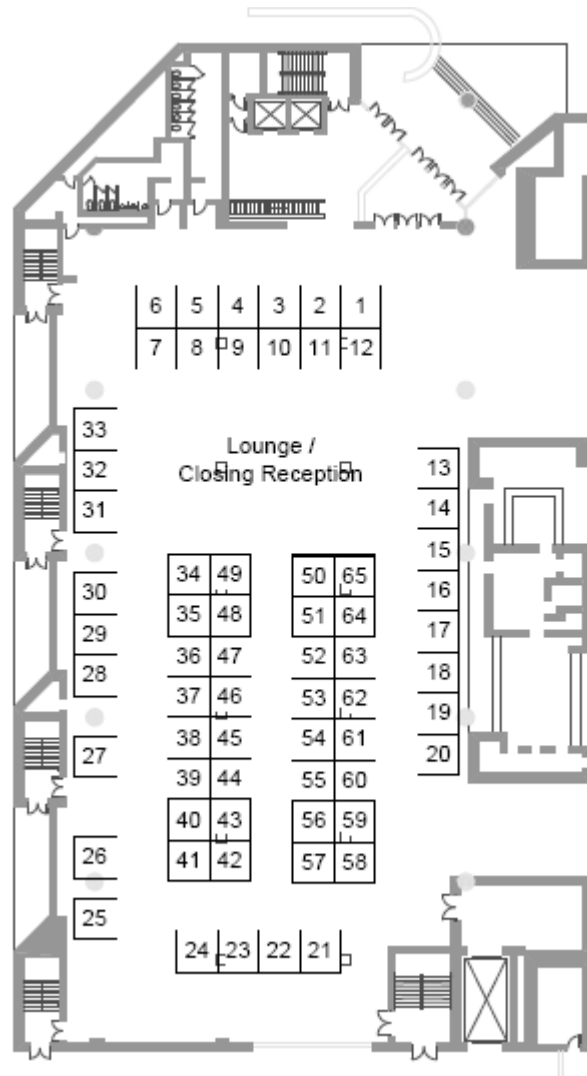
STEP 2:

*If needed, order drayage services,
including shipping and/or setup:
www.vealconventionservices.com
Username: GROWING
Password: TOGETHER
By 8/3/10*

STEP 3:

*If needed, order electricity
and/or internet.
www.bjcc.org
Complete the attached form and
return to SRMSDC office
By 8/3/10*

2010 Business Connections Tradeshow Schematic



IMPORTANT DEADLINES

- Booth Reservation Tuesday, July 27 (Program booklet listing, no \$100 late fee)
- Matchmaker Reservation Tuesday, July 27
- Hotel Reservation Monday, August 2
- Conference Reservation Monday, August 9
- Exhibit Shipping Monday, August 16
- Booth Payment Thursday, August 19,

2010 BUSINESS CONNECTIONS
GROWING TOGETHER

Please read these rules and regulations.

- 1. Contract for exhibit space** - Booth assignments and payment of the charges constitutes a contract.
- 2. Assignment of space** - Allocations of space will be made on a first come, first serve basis beyond designated preference based on sponsorship and payment level. SRMSDC reserves the right to change assignments.
- 3. Payment for space** – Agreements must be submitted no later than Tuesday, July 27 in order to be listed in program booklet. Full payment for space is due on or before August 19, 2010.
- 4. Cancellation or withdraw** - An exhibitor may cancel or withdraw in writing before August 3, 2010 for a full refund minus a \$100.00 cancellation fee. After August 3, 2010 no refunds will be given.
- 5. Occupancy of space** –The SRMSDC is not responsible for exhibitor materials.
- 6. Termination of the contract** - If the premises where the Business Connections is to be housed is destroyed or damaged, or the exhibition fails to take place as scheduled or is relocated, interrupted or discontinued; or access to the premises is prevented due to any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency, this contract may be terminated by the SRMSDC. In the event of such termination, the exhibitor waives any and all damages and claims for damages.
- 7. Exhibitor's representative** - Each exhibitor organization must have at least one person acting as its representative with authorization to enter into service contracts necessary for the installation and removal of exhibits and the provision for which each exhibitor is responsible. All materials placed with an exhibitor's booth are the responsibility of that exhibitor. The exhibitor agrees not to sublet any of their assigned space.
- 8. Exhibit standards** - The SRMSDC retains the right to prohibit any exhibitor or part of an exhibit that they do not deem suitable for the exposition or in keeping in character with or the purpose of this conference.
- 9. Liability and insurance** - Exhibitors agree to protect, save or hold the SRMSDC forever harmless from any damages or charges imposed for a violation of any law or ordinance by the negligence of the exhibitor, as well as strictly comply with the applicable terms and conditions contained in the agreement between the BJCC and the SRMSDC regarding the exposition premises. Further, the exhibitor shall at all times protect the SRMSDC and its members against and from any loss, damage, liability or expense arising from the exhibitor's occupancy of the exhibit space.
- 10. Safety** - Fire regulations require that all display material used for decoration be flame proof. All electrical equipment, including signage and lights shall be in good condition and be able to pass inspection by the fire marshal. Use of flammable materials necessary to the exhibit where no alternative can be used must first be brought to the attention of the SRMSDC 15 days prior to the event in writing. Vehicles must meet the BJCC's standards for display.
- 11. Shipping** - The exhibitors agree to ship at their own risk and expense property to be exhibited. All shipments must be prepaid. Contact our drayage provider, Veal Convention Services (VCS) at www.vealconventionservices.com for details.
- 12. Electrical** - There will be additional charges for the exhibitor electrical and internet needs in accordance with fees charged by the BJCC. Exhibitors who desire electricity/internet must contact the BJCC at www.bjcc.org.
- 13. Copyright permission** - The exhibitor represents and warrants that no work protected by copyright will be staged, produced or otherwise performed without the expressed written consent of the owner of the copyrighted material.
- 14. Miscellaneous regulations** - The exhibitor shall not foster or conduct outside activities which would take participants from the conference functions and/or exposition during scheduled hours.
- 15. Amendments and regulations** - All matters not related or mentioned in these rules and regulations shall be the decision of the SRMSDC. The aforementioned items covered in these rules and regulations may be changed at anytime by SRMSDC in the interest of Business Connections and notice thereof shall be binding.
- 16. Responsibility** - It is the responsibility of the exhibitor to be fully familiar with these rules and regulations.
- 17. Rights reserved** - The SRMSDC reserves the right to refuse space to any potential exhibitor or advertiser.

Booth Reservation Form

Exhibiting Company Name: _____
Contact Person : _____
Address: _____
City, State & Zip: _____
Phone: _____ Fax: _____
Email: _____ Website: _____
Product/Service Description: _____

Please select your choice of package:

- \$250 MBE Affiliate Standard Booth \$400 Non-MBE Affiliate/Government
 \$650 Corporate Standard Booth \$1,200 Corporate Premium Booth

Please indicate your top three preferred exhibit locations (see Business Connections schematic):

- 1.
- 2.
- 3.

Visit www.srmsdc.org for full program and registration details for 2010 Business Connections.

Company name as it should appear on booth sign: _____
Competitors NOT to be located near: _____

Indicate the name of the person responsible for exhibitor arrangements and serving as your full conference registrant:

Name (for nametag) _____ Title _____
Telephone _____ Fax _____ E-mail _____

Payment

The payment is due on or before July 27, 2010.*

TOTAL AMOUNT:\$ _____
(Add \$100 late fee if submitting after 7/27/10)

**To ensure company listing in official program booklet, this form must be received by July 27th.*

- I will mail the check payable to: SRMSDC
Attn: 2010 Birmingham Business Connections
4715 Alton Court
Birmingham, AL 35210

- I will Charge to:
__ MasterCard __ Visa __ Discover __ American Express **SEND FORM TO FAX#: (205) 957-2114**

Name as it appears on card _____
Account #: _____ Exp. Date _____
Signature: _____ 3 or 4 digit code _____ Billing Zip Code _____

On behalf of _____ (company name), I have read and understand the rules and regulations that govern the company as a 2010 Business Connections Exhibitor.

Signature

Date