

EXHIBIT PROSPECTUS

WALTER E. WASHINGTON CONVENTION CENTER

47TH ANNUAL LEGISLATIVE CONFERENCE

AND STILL I **RISE**

WWW.CBCFINC.ORG/ALC | 877-585-6018



WELCOME

Raise your business profile among African-American consumers during the Congressional Black Caucus Foundation, Incorporated (CBCF) 47th Annual Legislative Conference (ALC), September 20 - 24, 2017 at the Walter E. Washington Convention Center.

ALC is the premier legislative conference exploring issues facing African Americans. Over the course of four days, attendees will actively participate in more than 70 issue forums, sessions and events, providing businesses with the opportunity to gain valuable exposure to diverse audiences.

The ALC Exhibit Showcase will be open from Thursday, September 21 through Saturday, September 23. Nearly 10,000 ALC registrants will visit the Exhibit Showcase as part of their ALC experience. Attendee demographics represent elected officials, business, educational, religious and civic leaders and include diversity in age, interest, and socioeconomic status, making the Exhibit Showcase a unique marketing opportunity for your organization. Your participation as an exhibitor will also support CBCF's many research, educational and scholarship programs.

Contact CBCF today to discuss how your business can benefit from the strategic visibility ALC offers. We look forward to your partnership during this momentous event.

2017 ALC EXHIBIT SHOWCASE

Don't miss the opportunity!

Join the Congressional Black Caucus Foundation, Incorporated (CBCF) for the 47th Annual Legislative Conference (ALC) Exhibit Showcase, September 21 - 23, 2017, at the Walter E. Washington Convention Center in Washington, D.C. This premier event is your opportunity to reach nearly 10,000 conference attendees from across the nation. Elected officials, business, industry and community leaders attend ALC to learn first-hand about products, services and opportunities of interest to African Americans.

Why participate in the Exhibit Showcase?

ALC is one of the largest gatherings of African-American professionals, offering on-site sales and long-range business contacts and opportunities. It is highly recognized as a premier event in the African-American community.

The Exhibit Showcase offers the advantage of immediate brand awareness and visibility with a diverse mix of conference attendees. There are numerous options for easy communication with potential customers including networking opportunities, a college and professional career job fair, a contract procurement platform, book signings, health screenings, product demos and more.

The new Priority Points system offers exhibitors early space selection and optimal placement to connect with more attendees.

Exhibiting companies can engage customers with face-to-face meetings that translate into direct sales leads and onsite sales.



About the Congressional Black Caucus Foundation, Inc.

CBCF is a nonprofit, nonpartisan public policy, research and education institute. The mission of CBCF is to develop leaders, inform policy and educate the public. CBCF is committed to promoting civic engagement, and eliminating economic, education and health disparities which impact millions of African Americans and the global black community.

KEY INFORMATION

IMPORTANT DATES

JUL 15 Exhibitor contracts deadline for priority points system

JUL 21 Priority space will begin

JUL 25 Booth assignments to be announced

JUL 28 Exhibitor services manual available to confirmed (paid) exhibitors

AUG 1 CANCELLATION DEADLINE - Last day to cancel exhibit space and receive a refund less \$50 administrative processing fee. Cancellation requests must be sent to Exhibits@CBCFinc.org. See page 10 for full cancellation policy.

AUG 29 Hotel reservation deadline

SEPT 13 Deadline for confirmed exhibitors to register for conference badges in advance.

SHOWCASE RATES

CORPORATE

Tier 1: In-line booth

\$27.50 per square foot—100 square feet
(e.g., 10'x10')

\$25.00 per square foot—200 square feet or more
(e.g., 10'x20' or 10'x30')

Tier 2: Island booth

\$22.00 per square foot—
(e.g., 20'x20' or 30'x30 or 40'x50')

GOVERNMENT

\$20.00 per square foot

MARKETPLACE VENDOR

\$10.00 per square foot

Note: The sale of merchandise is permitted only in the Marketplace Pavilion.

SMALL BUSINESS AND NONPROFIT

\$9.00 per square foot

Small Business is defined as an organization that grosses less than \$500,000 annually and will not be selling merchandise.

Showcase Hours

Tuesday, September 19

1 p.m. – 5 p.m. Installation

Wednesday, September 20

9 a.m. – 5 p.m. Installation

Thursday, September 21

Noon – 7 p.m. Exhibit Hall Grand Opening

Friday, September 22

9 a.m. – 7 p.m. Exhibit Hall Open

Saturday, September 23

8 a.m. – 4 p.m. Exhibit Hall Open

**Hours subject to change*

4 p.m. – 7 p.m. Dismantle

Nonprofit organizations must include a copy of their IRS 501(c)(3) Determination Letter to qualify for this rate.

JOB FAIR

\$20.00 per square foot. —100 square feet
(e.g., 10'x10')

SHOWCASE BENEFITS

1. 10'x10' (100 square feet) exhibit space with an 8-foot high back wall drape and 3-foot high side wall drape.
2. Booth furnishings to include: one (1) 6-foot draped table, two (2) chairs and one (1) wastebasket.
3. 7"x44" Booth identification sign printed with your company's name and booth number.
4. Company listing in the Exhibitor Directory on the ALC Mobile App.
5. Each confirmed exhibiting company will be provided with two (2) complimentary registrations per 100 square feet purchased (e.g., 10'x10' equals 2 badges). Only confirmed (paid) exhibitors will receive the exhibitor registration form along with their confirmation notice.

EXHIBIT HALL AND BOOTH SPECIFICATIONS

FACILITY INFORMATION

Walter E. Washington Convention Center
801 Mount Vernon Place, NW
Washington, D.C. 20001
Main Number: (202) 249-3000

Hall E: 119,000 gross square feet

Floor Covering: Cement

Ceiling Height: Predominantly 30 feet
180-foot clear span between “east and west” columns,
and 90-foot centers between “north and south”
columns.

Floor Load Capacity: 350 lbs. per square foot

SHOW DECORATOR

Hargrove Inc. is the official show decorator. All confirmed (fully paid) exhibitors will receive access to the Exhibitor Services Manual beginning July 28 by email.

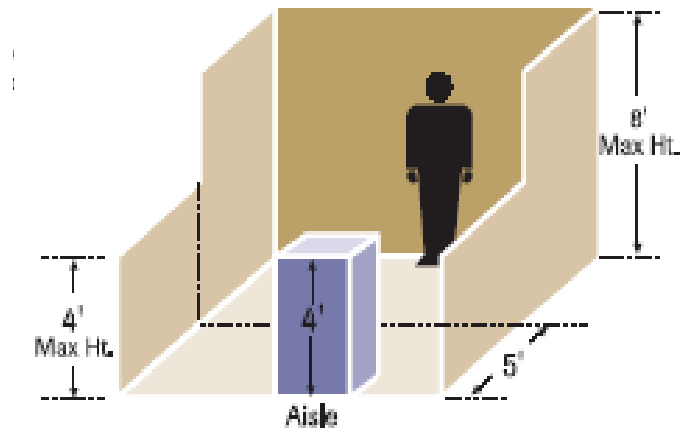


Figure 1 - Display fixtures over 4 feet high must be confined to the area of the booth that is at least 5 feet from the aisle line.

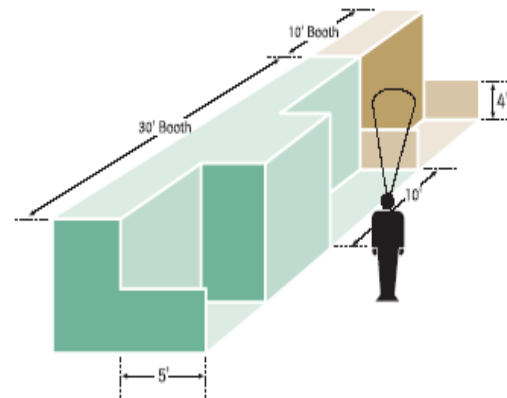


Figure 2 - Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger space -30 linear feet or more - should also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others. The limitation on display fixtures over 4 feet and within 10 linear feet of a neighboring exhibit is intended to accomplish both of these aims.

Don't delay.
Reserve your space
TODAY!

Complete and sign the enclosed Exhibit Contract and return to CBCF Inc., with full payment for booth space.

For more information, visit WWW.CBCFINC.ORG.

For questions, contact CBCF at
VFORE@CBCFINC.ORG OR (202) 263-2800.

ABOUT THE EXHIBIT SHOWCASE

The Annual Legislative Conference Exhibit Showcase features nearly 200 exhibit spaces for corporations, government and nonprofit organizations.

AUTHORS SHOWCASE

Meet the Authors! Premier African-American literary and scholarly talent from all over the country converge at ALC to greet conference attendees. Prominent authors share the spotlight with a diverse range of novelists, scholars, poets and self-published authors. Attendees will have the opportunity to meet authors for book signings.

BUSINESS AND TECHNOLOGY PAVILION

This pavilion is designed to attract influential industry leaders from around the world to introduce new products, services or advanced technology. Showcase the latest communication devices, computer accessories or industry updates to attract new buyers and generate new sales leads. In addition, lenders, investment professionals, credit counselors, government, private agencies, non-profits and others join together to create one of the most informative pavilions for attendees who want to learn more about home-based businesses, franchise opportunities, retirement, investment, asset protection and credit/debt management.

CAREER & JOB DIVERSITY FAIR

The Job Fair promotes initiatives by uniting employers and professionals to help fulfill the promise of equal opportunity for all. Local and national companies will discover talent looking for a better job, re-entering the workforce or just starting out.

GLOBAL TRAVEL PAVILION

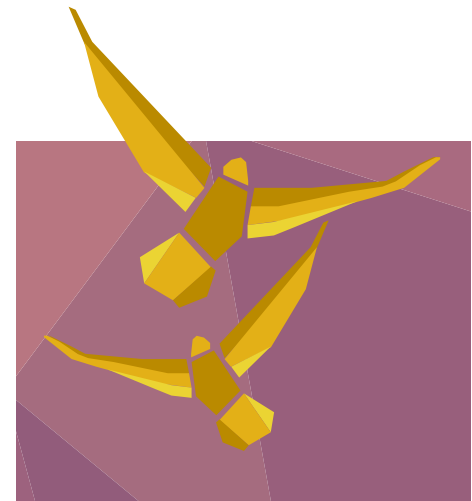
The Travel Pavilion will bring certified African American travel agents and tour operators, cruise lines, fun family attractions, transportation and other travel services professionals from the tourism industry together with people interested in travel. Whether it's escaping to the Caribbean, discovering Australia or seeing America like never before, attendees will meet the travel experts who can help them plan and book their next trip.

HEALTH & WELLNESS PAVILION

The Health & Wellness Pavilion will offer important and potentially life-saving health screenings to all exhibit hall visitors. Vital information on health issues and preventative measures will be provided to increase awareness of the negative impact of health disparities for African Americans in particular and on society as a whole. Also, join us for interactive health and wellness symposiums designed to provide useful and practical tools, information, and tips to transform your health and your life. Prepare to be energized, excited, and empowered with information to help you create and sustain balanced health! Meet with experts and talk about living an active and healthy lifestyle, see demonstrations on cooking healthy, tasty meals and sample healthy foods, and practice new exercises to stay fit.

MARKETPLACE PAVILION

Exclusively for professional artisans, designers and unique craftsman and businesses the Marketplace Pavilion is a source for one-stop shopping and features handmade artistry at its best. ALC attracts high-end consumers seeking one-of-a-kind, high-quality artistry, jewelry and apparel.



FREQUENTLY ASKED QUESTIONS

For full policies, refer to the Exhibit Terms & Conditions

How are booth numbers assigned?

Booth numbers are assigned by the Priority Points system until July 21. After July 21, space assignments are on a first-come, first-served basis to paid exhibitors, with priority selection given to sponsors and 2016 exhibitors in good standing. CBCF reserves the right to change booth assignments when deemed necessary. While changes to booth assignments are rare, CBCF will notify the exhibitor in writing before any such change is made. Booth assignments will be announced beginning July 25. Exhibitors may request their pavilion location based on their product or service offering; however, CBCF reserves the right to determine all booth placement.

How do I obtain badges for my booth personnel?

Each fully paid exhibiting company will receive two (2) exhibitor or standard registrations for every 100 square feet of exhibit space contracted up to fifteen (15) badges. Exhibit-only personnel badges up to ten (10 badges) are provided at no additional cost to confirmed exhibitors. Installation and dismantle (I&D) personnel not participating in the Exhibit Showcase will receive passes to enter the hall during booth set-up and tear-down.

Am I permitted to share my booth space with another company?

Vendors are not permitted to share booth space at any time, for any reason.

Can food taste samples be offered to my booth attendees?

Companies offering taste samples of their food products must obtain permission from the Walter E. Washington Convention Center. For further information, please refer to the catering order form in the Exhibit Service Manual.

Am I required to carpet my booth area?

All exhibiting companies are required to have a floor covering (i.e. carpet, hardwood tile, etc.) in their booths. Floor coverings can be ordered through the general contractor using the carpet form in the Exhibit Service Manual.

May I set-up a small table outside of the exhibit hall to share information?

ALC vendors are only permitted to exhibit within their contracted booth space in Hall E of the Walter E. Washington Convention Center. No other rooms or locations will be provided for exhibits of any type. Any tables or displays set-up outside of the exhibit hall will be removed by CBCF at the owner's expense.

May I cancel my booth at anytime?

August 1 is the last day to cancel exhibit space and receive a refund less a \$50 administrative processing fee. Cancellations made after 5:00 p.m. EST on August 1, will be processed without refund. For cancellations eligible for refund, CBCF will issue refunds within 30 days of the conclusion of ALC. Cancellation requests will only be accepted in writing. Phone and faxed cancellation requests cannot be accepted. Cancellation requests must be sent via email to VFore@CBCFinc.org.

Will my company be permitted to dismantle our booth one day early or a few hours before the show ends due to special travel arrangements?

ALC vendors are NOT permitted to dismantle for any reason prior to the end of the Exhibit Showcase. Dismantling must occur on the days and times as specified in the exhibitor's contract. Exhibitors who dismantle early will be subject to a penalty fee of \$200 and loss of priority booth selection for the 2019 Exhibit Showcase.

Is the Job Fair open to the general public?

The Job Fair, is open to conference attendees and to the general public. Attendees are instructed to bring resumes and be ready for on-the-spot interviews.

WHO ATTENDS ALC?



ALC '16 - GENDER

Female	38%
Male	62%

ALC '16 - AGE

18 - 25	5%
26 - 35	12%
36 - 45	14%
46 - 55	19%
56 - 61	10%
62 - over	21%

ALC '16 - ATTENDEE OCCUPATION

Business owner	12%
Corporate representative	7%
Educator	9%
Elected official	9%
Government employee	14%
Grassroots organizer	1%
Health practitioner	3%
Industry lobbyist	2%
Nonprofit employee	12%
Religious leader	2%
Retiree	9%
Student	7%
Other	13%

ALC '16 - ATTENDEE INCOME

\$0 - \$14,999	7%
\$15,000 - \$29,999	3%
\$30,000 - \$44,999	5%
\$45,000 - \$54,999	7%
\$55,000 - \$69,999	19%
\$70,000 - \$84,999	10%
\$85,000 - \$99,999	10%
\$100,000 or above	36%

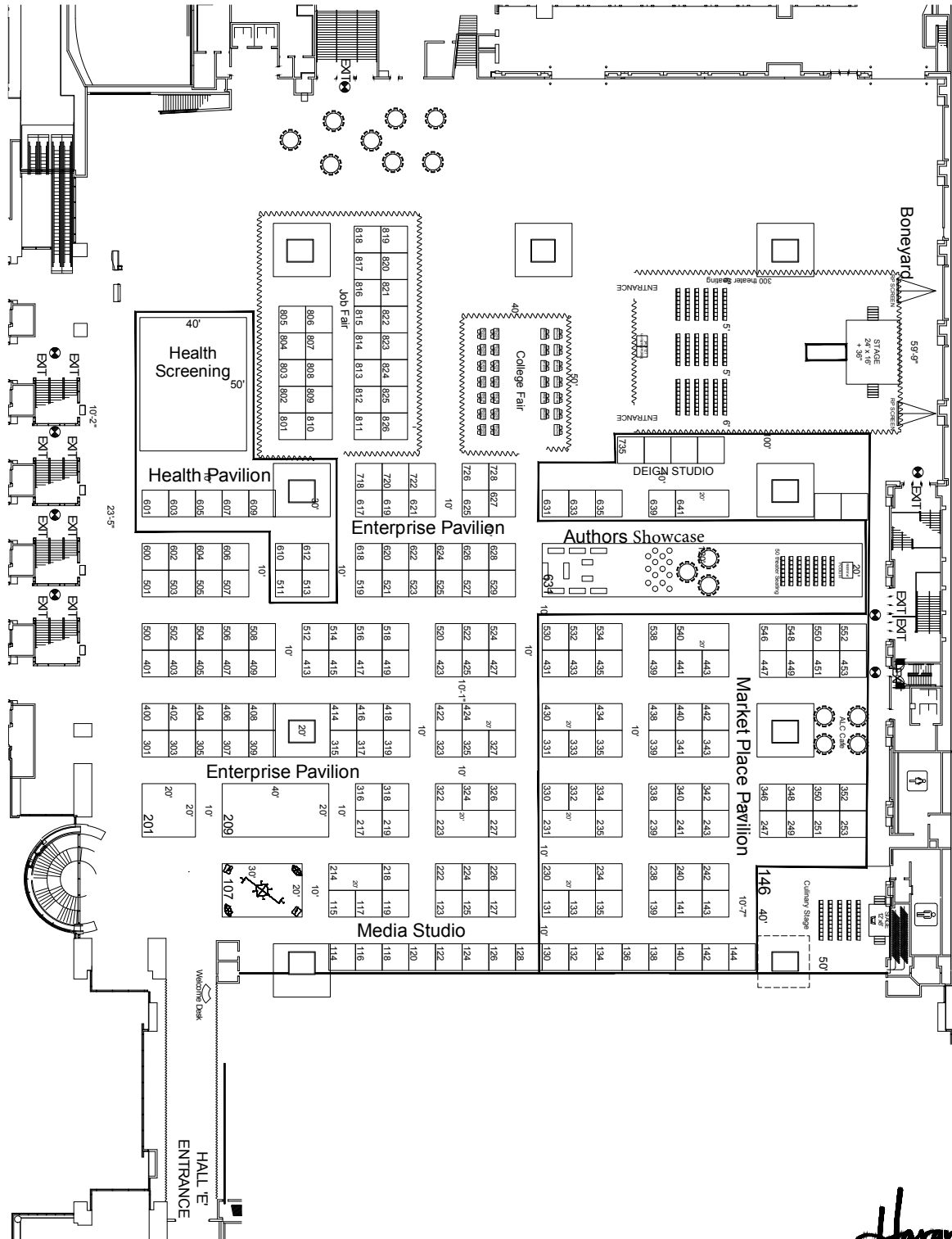
2016 EXHIBITORS*

#Cut 50
4 Seasons Custom Clothiers
AARP
African American Real Estate Professionals
AJC Radio
American Artesian Water
American Cancer Society
American Heart Association
Anne's Beautiful Creations
Another Phase by Karen Roache
Artist Frank
Frazier
Art View Creations
Arts World
AT&T
Author Jonathan Allen, Sr.
Aziz Fashions
Black Data Processing Associates
Bronner
Brothers
Brookings Institute
Center For Haitian Studies
Center for Responsible Lending
Cerese D. Jewelry
Chez Kevito
Consumer Financial Protection Bureau
Daff's Specialties
Daniel's Fashion and Furs
Democratic National Committee
District Department of Transportation
Diva Starr
DSY Fine Art
E&S Art Gallery
Events DC
Every Voice Center
Federal Bureau of Investigation
Federal Communications Commission
Federal Deposit Insurance Corporation
Federal Reserve System
Flex Office Space
Flori Roberts Cosmetics
Forever's Treasure's
Foundation for Individual Rights in Education (FIRE)
GEICO
GIST Family Catering Services
Glitz and Glamour
Greater Washington Urban League
Handbags U Like
HBCU Career Development Marketplace
Healthy Moguls
Herbal Alternatives
Hillary Apparel, LLC
Historical Dream, LLC
Idas Idea Boutique
Jerre's Ethnic Accessories & Apparel
Kimbrea Boutique
Lil Lady's Apparel & Accessories
Maragiya
MD Department of Transportation / Office of
Minority Business Enterprise
Meharry Medical College
Mike's Seasonings, LLC
Miles Beamon Jewelry
Millee P's Creation
Mirror Mirror Boutique
Miss Jessie's
National Association of Real Estate Brokers
National Black Justice Coalition
NICE
O'Bannon Studios
One United Bank
Planned Parenthood Federation of America
PNC Bank
Prince George's African American Museum
and Cultural Center
Pristine Care
Raggs On The Boulevard
Richard Wilson Fine Arts
RJ's Custom Clothiers
Rocky's Custom Clothes
Shades of Color
Shedrick Studios
Sigma Gamma Rho- USA Swimming
Smithsonian Institution
Social Security Administration
Solar City
State Farm Insurance Companies
Sweet Novelties & Things
Texas Southern University
CMPA Program
Thando's
The Go Generation
The Worthington Group "Thelma Good Times"
These Eyes of Mines, Inc.
Thurgood Marshall Center Trust
U.S. AID | Human Capital and Talent Management (HCTM)
U.S. Black Chambers, Inc.
U.S. Census Bureau
U.S. Coast Guard
U.S. Department of Agriculture (FSIS)
U.S. Department of Homeland Security/OSDBU
U.S. Department HUD
U.S. Department of State
U.S. Department of Transportation (FAA)
U.S. Department of Treasury / Bureau of Fiscal Services
U.S. Department of Treasury / Comptroller of the Currency
U.S. Drug Enforcement Administration
U.S. Fish & Wildlife Service
U.S. Intelligence Community
U.S. National Park Service
U.S. Postal Service
U.S. Secret Service
U.S. Selective Service System
Verse 9 - Custom Tailors
Watercolors Kolours
We Got U Covered
Wilbourn Sisters Designs
Wilkes Gallery of Art
Wisconsin's Equity and Inclusion Laboratory
With These Hands
Working Families Organization
Youth Entrepreneur Institute

*partial listing

EXHIBIT HALL FLOOR PLAN

HALL E FLOOR PLAN // Preliminary - Subject to Change



One Hargrove Drive, Lanham MD 20706 | 301.306.9000

47th Annual Legislative Conference Exhibit Showcase
 September 20-24, 2017 • Walter E. Washington Convention Center in Washington, DC
 Exhibit Showcase: September 21 - September 23 | Thursday 12:00 p.m. – 7 p.m. | Friday 9 a.m. – 7 p.m. | Saturday 8 a.m. – 4 p.m.

Priority space selection will be held beginning July 21, 2017. Exhibit Space Contracts received will be handled on a first-come, first-served, space-available basis.

(These areas must be filled in - Incomplete forms will not be processed)

EXHIBITOR INFORMATION

CompanyName: _____

***Important *** Print Company Name as it should appear on the Exhibit Identification Sign

StreetAddress (No P.O. Boxes): _____

City: _____ State: _____ Zip: _____

Company Contact: _____

Title: _____

Office: _____ Cell: _____

E-mail Address: _____

Website: _____

o First-time ALC Exhibitor? Check Here! If not, year last exhibited at ALC _____

EXHIBIT PRODUCT CATEGORIES

This category will be used to determine your exhibit location (pavilion) and your 2017 exhibit space priority selection process. Failure to adhere to this rule will result in the loss of ALL priority points and will affect your selection order at future ALC in the future.

Indicate the ONE (1) category that represents 60% of your exhibit product or service you will be showing in your exhibit.

- Author Showcase
- Business & Technology Pavilion
- Global Travel Pavilion
- Health & Wellness Pavilion
- Marketplace Pavilion
- Career & Job Diversity Fair

Please provide brief description of product or services: _____

By signing this Contract, Exhibitor agrees that they have received, read and agree to the attached 2017 Annual Legislative Conference (ALC) Exhibit Space Contract Terms and Conditions, incorporated in their entirety herein and expressly made a part of this Contract.

This document, when signed by Exhibitor and accompanied by full payment, constitutes a binding legal agreement and agrees Exhibiting Company is consistent with CBCF eligibility requirements and policies. Exhibitor understands CBCF will assign exhibit space to the company name listed above on a space available basis.

The individual signing this document represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibiting Company.

Authorized Company Rep (print): _____

Title: _____

Signature _____ Date: _____

CANCELLATION POLICY August 1, 2017 is the last day to cancel exhibit space and receive a refund less a \$50 administrative processing fee. Cancellations made after 5:00 PM EST on August 1, 2017 will be processed without refund. CBCF will issue refunds within 30 days of the conclusion of ALC. Cancellations will only be accepted in writing. Phone and faxed cancellation requests cannot be accepted.

EXHIBIT SPACE CHOICES

Refer to the 2017 ALC floor plans and list three (3) space choices in order of preference.

We will try to accommodate your preference, but space requests are for guidance and are not guaranteed.

Assignments are based on: a) Product Category; b) Priority Points; c) Special Requirements; and d) Space Availability. All requests received will be handled upon receipt of this executed

1. _____ 2. _____ 3. _____

EXHIBIT RATES

Booth Size	Corporate	Booth Size	Category
Tier 1: 100 sq. ft. 10' x 10'	\$27.50 sq. ft. \$2,750	\$9.00 per sq. ft. \$900 per 10'x10'	Author Showcase
200 sq. ft. (i.e. 10x20, 10x30)	\$25.00 sq. ft. \$5,000	\$20 per sq. ft. \$2,000 per 10'x10'	Government
Tier 2: Island	\$22.00 sq. ft.	\$10 per sq. ft. \$1,000 per 10'x10'	Marketplace
20' x 20'	\$8,800		
20' x 30'	\$13,200	\$9.00 per sq. ft.	Small Business and Private Non-Profit
30' x 30'	\$19,800	\$900 per 10'x10'	
30' x 40'	\$26,400	\$20 per sq. ft.	Professional Career & Job Diversity Fair
40' x 40'	\$35,200	\$2,000 per 10'x10'	
40' x 50'	\$44,000		
50' x 50'	\$55,000		

See the Contract Terms and Conditions for complete specifications and details.

Marketplace Vendors: The sale of merchandise is only allowed in Marketplace Pavilion.

Small Business: Organization grossing less than \$500,000 annually and not selling merchandise.

Non-Profit: Include a copy of IRS 501(c)(3) Determination Letter.

Please be advised!!! The selling of raffle tickets for prizes is not allowed on the Showcase floor.

PAYMENT INFORMATION

o Corner booth surcharge Add 10% per 10'x10' corner booth

Booth Size _____ TOTAL Exhibit Space Cost: \$ _____

Visa MasterCard American Express Check or Money Order

Card#: _____

Expiration Date: _____ / _____ CVV Code: _____

CBCF Inc. reserves the right to charge correct amount due if listed incorrectly in "Total Due" column

Name as it appears on Card: _____

Authorized Signature: _____

PAYMENT POLICY AND SCHEDULE

Exhibit space and location will be confirmed upon receipt of signed contract and FULL PAYMENT for the total cost of exhibit space. CBCF will not accept contracts without full payment. Exhibit booth fees are tax-deductible to the extent allowed by law. Please allow 5-7 days processing time.

Make all checks payable to:

Congressional Black Caucus Foundation, Inc.
 Attn: 2017 ALC Exhibit Showcase
 1720 Massachusetts Avenue, NW
 Washington, DC 20036

Non Profit
U.S. Postage
PAID
Permit No. 5782
Washington, D.C.

1720 Massachusetts Avenue NW
Washington, D.C. 20036



 Congressional Black Caucus
FOUNDATION | ALC '17
SEPTEMBER 20-24

EXHIBIT PROSPECTUS

47TH ANNUAL LEGISLATIVE CONFERENCE
AND STILL I RISE