



THE OFFICIAL
BLACK HISTORY
ACTIVITY BOOKS
THE OFFICIAL
BLACK HISTORY

ACTIVITY BOOKS
LAUNCH & EXPO
THE TRINITY

3.0

**THE BIGGEST BLACK HISTORY EXPO
& CULTURAL MARKET IN EUROPE**

Black Culture & History • Black Excellence & Unity
Health and Holistic Wellbeing • Natural Hair & Beauty

International Speakers, Presentations, Entertainment
Over 200 Vendors, Fashion Show, Performances And More!

Building Solidarity In The Black Community Through Our History!

@ The New Bingley Hall
1 Hockley Circus, Birmingham, B18 5PP

12-8pm on Saturday 1st October 2022



WE ARE BACK!

THREE IS THE MAGIC NUMBER

Following on from the huge success of the last two Black History Activity Book Launch events - we are back - bigger, better and bolder! Don't be fooled by the name, this is a showcase of excellence and a celebration of black history and diversity. It is a market place for developing and developed businesses and organisations to showcase opportunity. We have entertained over 5000 visitors and over 200 stallholders at our last two events.

The Black History Activity Book Launch 3.0 is set to be our biggest event to date!

We aim to have over 5000 visitors 200 Stallholders at our next event. This event will be evolution of showcasing- talent, diversity, a springboard for businesses. We will have an array of dynamic performances from dance groups, teachers to inspirational global speakers.

International Speakers

We will have internationally acclaimed speakers, mentors and educators, providing an oversight on heritage and culture. They will provide a wealth of information and thought provoking incite as to our remarkable history. The event will be a real family affair- with a childrens zones, lots of fun, and educational games for children and families alike to engage in. The event will have an array of mouth watering cuisines that will be made available throughout the day that showcase our story and amazing culinary talents!

Join Us

Whether you would like to network, meet potential clients or service users, there is no doubt that the BHAB Launch 3.0 is the place to be! We also have an array of great sponsorship packages that can further your business.

Spaces are allocated on a first come, first serve basis. Please be aware that the demand will be high and spaces will sell out quickly! So be sure to book your stall a.s.a.p! I look forward to seeing you on the day and wishing you all the best with promotion and sales when vending with us!

Andrew Lindo & The B.H.A.B Family





Benefits of being a part of the Black History Activity Books Launch 3.0

The event will be a free family event that will be highly publicized through a wide range of media. Showcase your business/organisation to a footfall of around 5,000 - 8,000 people from all sects of our multi cultural community. Position your brand/offer in a unique showcase, providing you space to interact and engage with attendees.

Why exhibit at The BHAB Launch & Expo Part 3:

- **Raise awareness** – Raise your profile as diverse and forward thinking business and generate brand awareness. As well as taking a stall why not advertise in our event guide or sponsor the event. *(See pages 5, 6 & 7 for details on advertising and sponsorship.)*
- **Make sales** – create revenue on the day and gain repeat business.
- **Meet in person** – meeting face-to-face with potential customers/service users is a great way to start building relationships.
- **Networking** - a great way to meet potential new customers, suppliers and learn more about your competitors.
- **Expand your database** – meeting potential customers helps you build your marketing lists and generate sales leads.
- **Launch new product** – a great place to introduce a new product or service.
- **Inspire the next generation** – inspiration propels others towards new possibilities





Entertainment On The Day

With a fashion show you can showcase your brand, fire breathers and so much more. The event is hosted by Birmingham's own Shazzy D and we plan on having special keynote speakers from the USA to join her.

Promotion Of The Event

To gain maximum coverage and exposure we will start an advertising campaign starting in February 2022 consisting of;

- A huge 20,000 national flyer run going out to schools, businesses, and community organisations;
- Radio interviews and adverts.
- A global social media campaign - attracting visitors from all over the world
- A distribution of 10,000 copies of our invaluable event guide/ black business directory. This will be distributed throughout the UK at many events, schools, and community centre's. This will be emailed to over 3,000 people on our mailing list.

We will use our many global affiliates to promote this event to ensure this will be the Biggest Black History Event of 2022 in Europe! Be sure to be a part of this Historic day and help create a lasting legacy for Birmingham and the UK.



Space for Over 200 Exhibitors

You can exhibit and promote your business at The BHAB Launch & Expo3.0 as a great way to promote and gain mass exposure. The standard stalls are 6x2ft (table), The larger stalls are a 3x3m, Extra large stalls are 6x3m. Please book early to guarantee your space at the event! These spaces sell out quickly!

Past Exhibitors have included:

- Prostate UK
- NHS Blood & Transplant
- Diabetes UK
- South & City College
- Harper Bell School
- King Solomon School
- Black Country Muesum
- Birmingham Crisis Centre
- Potential Unlocked Tuitions
- St Christopher's Fellowship
- OVP Coaching
- The Hugh Dwyer Foundation
- Meroe Jewellery
- Woke babies
- WN publishing
- I.D Barbers
- CBD Sensations Ltd
- LOSA LTD
- Magic Girls
- Jbeon comics
- Murray the Milkman
- Apex Ink
- NFJ Juices
- Nzinga Water
- St Lucia Sea Moss

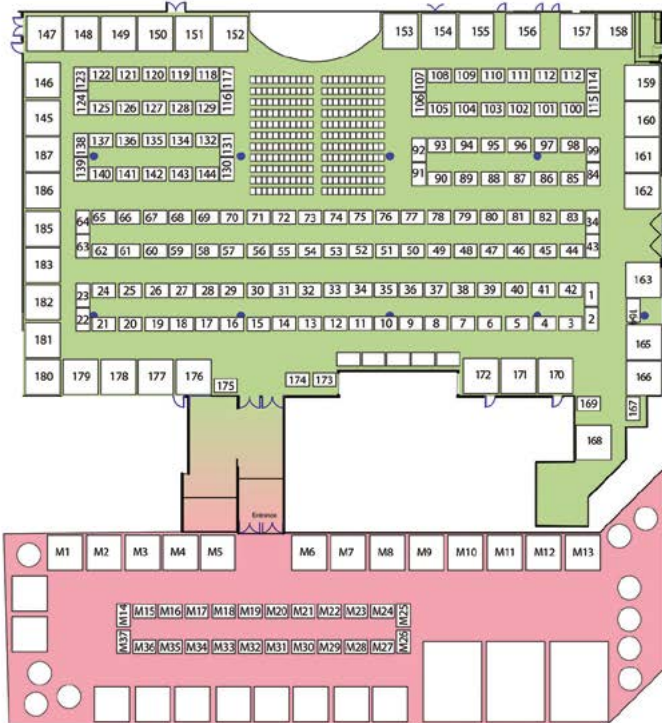




Exhibit Your Brand

Exhibit your business or organisation at the Black History Activity Books Launch 3.0 as a great way to promote and gain mass exposure.

Prices

Standard Stalls £150 *Dry goods only. No hot food*
Size: 6ft x 2ft tables and 2 chairs

Large Space 3x3m £250 *Ideal if you have racks, rails or stands*
 Dry goods only, no hot food. You will need to bring own tables and chairs. If you do not have your own tables we can supply them at an extra £10 per 6ft tables. You may bring a tent or gazebo if you wish.

Please Note: Prices are subject to increase in August 2022.

Food Stalls £450
Size: 3x3m Space

Please Note: There is no access to a kitchen. You must bring own cooking equipment.

Set Up Info

Parking: Free all day on site

Set Up Time: 10:30am access to the venue to set-up for Stallholders.

Access: The exhibition hall is on the ground floor with easy access from the car park

Electricity can be supplied on request but cannot be guaranteed.

Be sure to bring along a table cloth, personalised and branded artwork to promote your business.

Food & refreshments will be on sale all day vegan & vegetarian options available.



Events Guide, 3.0 & Black Business Directory

Our amazing event guide is our very own magazine, it lists the itinerary for the day, confirmed vendors, floor plan, logos of our sponsors, adverts, inspirational articles and activities. We will be publishing 5000 free event guides, which will be distributed from September and on the day. The magazine will also contain black history articles, articles on local businesses, positive role models, food guides and more.



Have A Feature In The Event Guide For Lasting Impact

There is a range of opportunities for you and your business/organisation to be featured in our events guide. Please see below for your options.

Quarter Page Advert
£85

Full Page Advert
£250

Half Page Advert
£150

Please Note: If you do not have your own artwork we can design yours for you at an additional cost. Please contact us if you need our assistance.

Contact: Andrew Lindo on 07896 494 056 or email on andrewplindo@gmail.com

Sponsor Us & Make a BIG Impression!

Sponsorship packages are available for your business/organisation to partner up with the biggest Black History Event in the UK. Find the best sponsorship package that suits your needs below:

£1000

Logo to be featured on all flyers, in the event guide/magazine, and on Entrance Banner and all our social media channels.

£1250

Logo to be featured on all flyers, in the event guide/magazine, and on Entrance Banner and on all our social media channels + Full page Advert in Event Guide

£1500

Logo to be featured on all flyers in event guide/magazine, and on Entrance banner and on all our social media channels.
+ Full page Advert in Event Guide
+ Advertising Stage Slot, *Talk for 5 minutes on the stage to promote your business.*

£1750

Logo to be featured on all flyers in event guide/magazine, on Entrance banner and on all our social media channels.
+ Full page Advert in Event Guide
+ Double Spread Article in the Event Guide Magazine

£2000

Logo to be featured on all flyers in event guide/magazine, and on Entrance Banner and on all our social media channels.
+ Full page Advert in Event Guide
+ Double Spread Article in the Event Guide Magazine
+ Advertising Stage Slot, *Talk for 5 minutes on the stage to promote your business.*

£2500

Logo to be featured on all flyers, the event guide, Entrance Banner, Stage Banners, and on all our Instagram, Facebook & YouTube
+ Full page Advert in Event Guide
+ Double Spread Article in the Event Guide Magazine
+ Advertising Stage Slot, *Talk for 5 minutes on the stage to promote your business.*
+ Digital advert playing on big screens on rotation all day at the event in the main hall.

£5000

- Logo to be featured on all flyers, the event guide, Entrance Banner, Stage Banners, and on all our Instagram, Facebook & YouTube
- + Full page Advert in Event Guide
- + Double Spread Article in the Event Guide Magazine
- + Advertising Stage Slot, *Talk for 5 minutes on the stage to promote your business.*
- + Digital advert playing on big screens on rotation all day at the event in the main hall.
- + Filmed interview to be used on YouTube and Instagram

£15,000

Have your name presents the Black History Activity Book Launch on all promotional material including flyers, event guide, radio adverts and social media videos and post.

- Logo to be featured large on all flyers, the event guide, Entrance Banner, Stage Banners, and on Instagram, Facebook & YouTube.
- + Full page Advert in Event Guide
- + Double Spread Article in the Event Guide Magazine
- + Advertising Stage Slot, *Talk for 5 minutes on the stage to promote your business.*
- + Digital advert playing on big screens on rotation all day at the event in the main hall.
- + Filmed interview to be used on YouTube and Instagram
- + Logo used on the B.H.A.B website as headline sponsor

"Let's talk about prostate cancer"
Prostate Cancer UK supporter Godfrey Fletcher shares his story to encourage everyone to talk about their prostate cancer risk.

DOUBLE SPREAD ARTICLE

Black man over 45?
You have an increased risk of prostate cancer.

Early diagnosis can make a difference.
Matt, we are with you.

PROSTATE CANCER UK

FULL PAGE ADVERT

SPECIAL GUESTS
PROFESSOR SIR JOHN HUGHES
PROFESSOR SIR JOHN HUGHES
Chen 100 Market South, Fun
Tara Gora Aranya, Murali

SET YOURSELF TICKET FROM

BACK OF EVENT FLYER

Introduction
I feel so proud to be holding this amazing event against the Official Black History Activity Book Launch 2.0... to set the bar for the biggest Black history event and cultural market to be in the UK.

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LOGO IN THE EVENT GUIDE

LOGO FEATURED ON ALL PROMOTIONAL MATERIAL

LARGE LED SCREENS IN VENUE

LOGO ON STAGE BANNERS

STAGE FEATURE



What are the Black History Activity Books?

The Black History Activity Books have been designed to inspire and educate young people on some of the greatest figures in history. The books use a series of puzzles and activities to stimulate the minds of the reader whilst aiding them to learn in a fun and exciting way.

We believe that it is our responsibility to inspire and educate our children about their history. There are many positive black role-models that are truly inspirational. No longer will they be kept away from us and hidden in the shadows and their contributions to be ignored! We highlight these role-models, giving young people a greater sense of self thus building confidence. We believe that educating young people about our achievements, contributions to society and this civilisation is of paramount importance.

Aims

We believe our books can aid young people to accomplish their goals and make the world a better place. Through our books, we can help to empower young people with knowledge and love of self. By opening their minds to the unlimited options they have and giving them alternatives to the “drug and knife crime” culture; which is being promoted so prevalently in our society today. We have the potential to achieve this via our books, events and workshops that give young people the confidence that they can achieve anything they put their ‘mind to’. Children knowing this information at an earlier age can receive a life-changing impact, allowing them to realise the potential for greatness that they possess.



Terms And Conditions

Stallholders will not be permitted entry after 12:00pm.

Please arrive on time. If you have not arrived by 12:00pm, this will result in you forfeiting your stall. No refunds will be given. No stallholders will be allowed to set up when customers start arriving to the venue. This is highly unprofessional.

Please note that no additional ground space is permitted.

Stallholders must work within the confinements of the space covered by the table. Please work within the confines of your area. Please do not put extra, table rails, baskets or other items in the walkways and aisles. Please respect the other exhibitors space and keep to your designated area, failure to do so may result in you being asked to leave.

If you need a large space or area, please consider taking a large space like a 3x3 meter plot where you can use up to 3 tables and racks, you are more than welcome to share this space with a friend or business.

Table locations

Tables are allocated once payment has been received. You can choose where you would like to be located, these spaces are made on a first come first serve basis.

Stallholders must be packed up and out of the room by 9:00pm. You are responsible for removing all rubbish from your area after the event.

Keeping safe

You are solely responsible for your own products, money and personal belongings. We will take no responsibility or liability for any losses or damages. Please note that by purchasing a table you are agreeing to this term. Stallholders must make sure their tables are staffed at all times.

The organisers reserve the right to object to anything in any way associated with the table or goods which are not deemed appropriate for the benefit of the event. The businesses/stallholders accept that they must immediately rectify any such occurrences to the satisfaction of the organisers.



12-8pm On Saturday 1st October 2022

**THE BIGGEST BLACK HISTORY EVENT
& CULTURAL MARKET IN EUROPE**

