

January 2, 2012



Dear Prospective Vendor:

It is our esteemed pleasure to invite you to be a part of the Phi Beta Sigma Fraternity, Incorporated 98th Eastern Regional Conference Small Business Expo. The event will be held on Saturday April 14, 2012 between the hours of 11:00am and 5:00pm at the Hartford Marriott Downtown. Through our programmatic thrust of Bigger and Better Business, Phi Beta Sigma is dedicated to promoting the various goods and services provided by small & minority owned businesses throughout the nation. The purpose of the expo is to highlight the wide array of small business represented throughout the state of Connecticut to the general public. The expo also serves as an opportunity for business owners to network amongst themselves and to share best practices in the areas of marketing and business growth.

We invite you to participate as a vendor to promote your business, products and services to the general public as well as to the approximately 600 registered conference attendees representing 14 states, the US Virgin islands and all of Europe. This is both a unique and exciting opportunity for both established and up and coming businesses.

If you are interested please secure your place by completing the attached registration form. Please be aware that space is limited and vendors will be accepted on a first come, first serve basis. Registration fees are as follows:

- \$125 per organization for 1 table (one skirted table/ 2 chairs)
- \$200 per organization for 2 tables (2 skirted tables / L Shape/ 2 chairs)
- \$100 discounted vendor fee for Full Page Ad in conference souvenir journal (Optional)
- \$35 Electricity Fee, per vendor if necessary (Setups with electricity are limited)

We look forward to your prompt response and participation in the business expo. Should you have any questions or concerns please contact Taiwan Richardson at 203-809-1068 or you can email inquiries to rtaiwan@hotmail.com.

Sincerely,

Taiwan Richardson
Phi Beta Sigma Fraternity Incorporated
Small Business Expo Coordinator

