



For Sisters Only[®]

MOST FREQUENTLY ASKED QUESTIONS..."

1. ***Can I choose my booth location?*** **No.** You may choose what **zone** you want to be in. This would be either zone 1, 2 or 3. The reason why we don't let people choose a number is because the floor plan may change, and we still have major sponsors who are buying blocks of space. We will do our best to honor your first zone preference, ***but it is not guaranteed unless you've pre-paid to upgrade to Zone 1.***
2. ***How many vendors participated last year?*** 325 average
3. ***Can I sample food?*** Yes, with the approval of the Congress Center. You must fill out their food sample form. Food must be sample size. You can't sell food that competes with the Congress Center's concession stands.
4. ***Do you supply electricity?*** **No.** Electricity does not come with the booth. It must be purchased separately through the Georgia World Congress Center. The form will come in your exhibitor kit. The cost is approximately \$51 if you order and pay 14 days before event. After that, the cost is approximately \$70. (Prices are subject to change)
5. ***What comes with my booth?*** One 6 foot table, 2 chairs, a waist basket and minimal signage. It is fully carpeted and draped.
6. ***Are there any restrictions as to what I can display in my booth?*** Yes. For Sisters Only is a **family oriented event**. Any materials that are inappropriate to children will not be allowed in the show. All male models must have on proper attire, no bare chest will be allowed. If these parameters are not met, Show Management will remove such materials from the show or ask you to leave. All monies paid will be forfeited. This information is also on your contract that you must sign.
7. ***Who's appearing at the expo?*** We will have a star studded line up like we do every year! Artists are not yet confirmed. This information won't be released until a few weeks before the show. In the past we have had: Usher, Destiny's Child, Johnny Gil, Mary Mary, Wyclif, Musiq Soulchild, Mario, Patti Labelle, Toni Braxton, Cameo, Gerald Levert, Frankie Beverly and Maze and many more!

8. ***Is this a kid or for women only show?*** Absolutely not! FSO is a family targeted event. The show attracts African Americans of all ages, but this is an Adult show attracting consumers who are eager to spend money.
9. ***How many people attend For Sisters Only?*** Over 50,000 in two days.
10. ***How is this show advertised?*** We use the combined power of both **WVEE/WAOK**, who combined reach over **700,000** people weekly. We reach close to 85% of the entire African American population. We will start promoting the show 5-6 weeks out, and we will invest over \$500,000 dollars worth of promotional time into advertising the show.
11. ***When do I receive my booth number/assignment?*** You will receive your exhibitor kit from the show manager approximately 1-2 weeks before the show. Your booth assignment and move-in time will come separate from your exhibitor's kit.
12. ***How do I pay for my booth?*** Booths are available on a first come first serve basis. The sooner you pay, the better your location will be. You can pay by cashier check, money order or credit card. **Please write your check to WAOK/WVEE. Do NOT make check payable to For Sisters Only.**
13. ***Can I play a sound system in my area?*** Yes, but it must be pre-approved by Show Management. **You will have to fill out a form.** Please be aware that if your sound system is not kept down to a satisfactory level, or if we receive complaints, your electricity will be shut off. You will not receive a refund if this happens.
14. ***Can I leave valuables in my booth over night?*** That depends. If you are leaving a car, you're pretty safe. If you're leaving jewelry and small electronics or anything that can be placed in a pocket, we recommend that you totally cover and secure these items. We do provide overnight security, but if you choose to leave valuables you do so at **your own risk.**
15. ***How do I avoid my purse from possible theft while I'm working the show?*** **DON'T BRING YOUR PURSE INTO THE HALL!! LEAVE IT IN YOUR CAR OR AT HOME.** We are not responsible for any thefts. Unfortunately, there are always going to be people looking for opportunities to steal. Don't put your bag or valuables on the floor behind you or in your booth. We recommend strongly that you wear a fanny pak.

16. ***What is the Vendor's Advantage Workshop?*** _This workshop is free to you and another person from your company to give you insight of what to expect at FSO, suggestion of setting your booth up, pre marketing your business, networking suggestions and a wealth of information.

17. ***How many people can I bring to the Vendor's Advantage Workshop?*** We ask that you limit your attendance to two (total) people from your company. Space is limited, however more workshops have been added this year.

18. ***If I was a vendor in FSO last year do I need to attend the Vendor's Advantage Workshop?*** You don't have to attend however you are more than welcome to attend for networking purposes and any new information that may be presented (i.e. floor layout, parking, load-in and out).

If you have any additional questions that are not listed here, please don't hesitate to ask your FSO representative **Tara Thomas at (404) 898-8984.**