



2011 Exhibitor Prospectus



Introduction

Dear Prospective Exhibitor:

The Congressional Black Caucus Foundation (CBCF) is seeking exhibitors for its Spirit of Healthy Living (SoHL) program. SoHL is a diabetes awareness initiative designed by CBCF to support active health ministries in their efforts to improve congregants' knowledge of chronic disease, health-promoting behaviors and health care resources. In partnership with Johnson & Johnson, the American Diabetes Association and faith-based partners, the Foundation is proud to present family-oriented SoHL Wellness and Diabetes Day events in communities across the country.

SoHL Wellness and Diabetes Days feature an educational and interactive diabetes forum and wellness fair. Free to attendees, programming includes presentations by health experts, fitness and cooking demonstrations, health screenings and engaging activities for the entire family. In previous years, CBCF has attracted 250-400 people to similar community events.

We extend an invitation to organizations and agencies committed to bettering health outcomes for African Americans and underserved groups to consider providing culturally relevant information and prevention-oriented services at an upcoming SoHL event. This guide provides information about Spirit of Healthy Living and exhibiting opportunities that are available at our kick-off events.

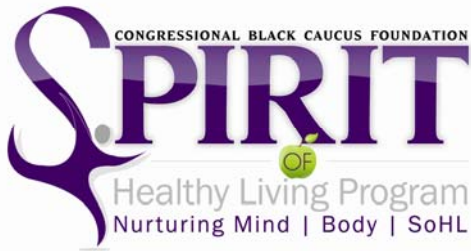
If you are interested in being an exhibitor, please review this manual closely, complete the attached Response Form (Page 5) and return via fax to (202) 263-0846. An acknowledgement of receipt will be sent to you shortly after your form is received. Subsequently, we will send a formal confirmation that includes venue access, set-up and break-down times as well as a detailed schedule to approved exhibitors. The SoHL team can be reached at (888) 353-2437. We look forward to working with your organization to present a beneficial and memorable experience that encourages attendees to "Nurture Body, Mind and SoHL."

Sincerely,

Lauren T. Thompson
Program Coordinator, Health

La Shonya McNeil
Consultant, Spirit of Healthy Living Program





Frequently Asked Questions

What is the Spirit of Healthy Living?

The Spirit of Healthy Living (SoHL) is a diabetes awareness program designed to support church-based health ministries in their efforts to improve congregants' knowledge of chronic disease, health-promoting behaviors and health care resources. The Congressional Black Caucus Foundation (CBCF) created SoHL to encourage the implementation of diabetes education programs in faith-based settings with predominately African-American memberships. In 2011, SoHL will be presented in up to three U.S. cities.



What are the goals of the initiative?

- Educate target audiences about obesity, diabetes and the link between the conditions
- Increase awareness of the risk-reduction benefits of healthy eating and regular physical activity
- Encourage proactive use of local health care and wellness resources to prevent or manage diabetes and related conditions

Who produces SoHL?

SoHL is a health program of the Congressional Black Caucus Foundation. CBCF is a nonprofit, nonpartisan public policy, research and educational institute that aims to help improve the socioeconomic circumstances of African Americans and other underserved communities. Founded in 1976 and based in Washington, D.C., CBCF envisions a world in which the black community is free of all disparities and able to contribute fully to advancing the common good. Its mission is to advance the global black community by developing leaders, informing policy and educating the public.

How is the program funded?

Johnson & Johnson provides funding for Spirit of Healthy Living. In-kind support is furnished by the American Diabetes Association.

Who does Spirit of Healthy Living reach?

The program's primary target audiences are black churches with active health ministry teams and African American adults who are interested in participating in a 12-week diabetes education program in a faith-based environment. The kick-off event is open to the public and welcomes everyone.

How is the kick-off event day structured?

9 a.m.: Registration

10 - 11:30 a.m.: Diabetes Awareness Program

12 - 2 p.m.: Wellness Fair

What type of activities take place at this event?

Spirit of Healthy Living Wellness and Diabetes Day events feature interactive presentations about nutrition, exercise, and chronic disease prevention as well as an introduction to a three-month diabetes education program. Highlights of the day include:

- An **inspirational health message** by the church's spiritual leader
- Recruitment for participation in a church-based health improvement program featuring **online health counseling** and a hands-on **diabetes education curriculum**
- **Free health screenings** (blood pressure, glucose, cholesterol and body mass index testing will be offered at most events)
- **Fitness and cooking demonstrations**
- **Exhibitors, giveaways and more!**



Exhibitor Opportunities

Exhibitor Registration

Complimentary exhibit space is furnished on a first-come, first-serve basis to organizations that share our commitment toward improving the health status of African Americans. These organizations are asked to confirm their participation by completing the Exhibitor Response Form, Conflict of Interest Certification Form, if applicable, and return both via fax to Lauren Thompson at (202) 263-0846.

The names of all representatives who will staff the exhibitor's table should be sent to Ms. Thompson no later than one week prior to the event date. Registration is required. Unfortunately, we cannot accommodate interested parties who were not confirmed in advance of the event date.

Exhibit Space

The SoHL wellness fair features tabletop health-focused exhibits. Each exhibitor is provided with one 6' or 8' (when available) banquet table, linen and two chairs. In rare cases, two organizations are assigned to one table. Requests for additional chairs and electricity must be made in advance. Exhibitors seeking access to an outlet must bring at least one long extension cord.

2011 SoHL Wellness and Diabetes Day Schedule*

- August 6: Greenville, North Carolina
- November 12: Jackson, Mississippi

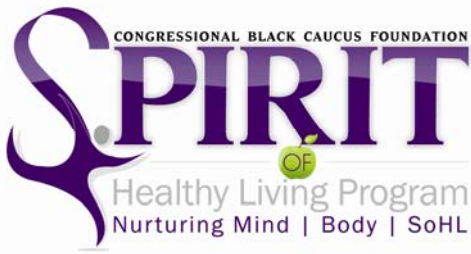
*Dates and locations are subject to change.



PREVIOUS CBCF HEALTH PROGRAM EXHIBITORS

(Non-Exhaustive List)

American Diabetes Association
 American Heart Association
 American Red Cross
 Bally's Total Fitness
 BET Foundation/A Healthy BET
 Community Flu Immunity Challenge
 Curves
 Dr. Ro / everythingRo
 God's House International, Inc.
 Gold's Gym
 Harmony Health Plan
 Healing Our Village
 Healthcare Consortium of Illinois
 African-American Dietetic Association
 Joy to be Fit
 Lindsey Williams / NeoSoul Catering
 Local Health Departments
 Metropolitan Family Services
 Mound City Medical Health Forum
 National Diabetes Education Program
 Opportunities Industrialization Center
 Planned Parenthood
 Real Men Charities
 Saddle Up Amusements
 Schneider Regional Medical Center
 Sickle Cell Association
 Social Security Administration
 Ta Yoga House
 Women's Sports Foundation
 YMCA



Exhibitor Space Request Form

Return via fax to (202) 263-0846

Company/Organization _____

Contact Name _____ Title _____

Phone _____ Fax _____ Email _____

Address _____ City _____ State _____ Zip _____

Exhibitor Registration

Representative 1 _____ Phone _____ Email _____

Representative 2 _____ Phone _____ Email _____

I would like to exhibit at SoHL in the following location(s) (please check all that apply):

- Greenville, North Carolina (August 6, 2011) Jackson, Mississippi (November 12, 2011)

Our exhibit will include (please check all that apply):

- Literature Distribution
- Fitness Demonstration (specify) _____
- Activity for Seniors, Men or Youth _____
- Equipment Demonstration (specify) _____
- Nutrition Demonstration/Samples (specify) _____
- Health Counseling (specify) _____
- Therapeutic Demonstration (specify) _____
- Giveaways (specify) _____
- Health Screenings (check all that apply)
 - Blood Pressure
 - Cholesterol
 - Glucose
 - BMI
 - Eye Health
 - Bone Health
 - HIV/STDs
 - Bone Density
 - Heart Disease
 - Cancer _____
 - Other _____

Booths and Special Equipment

All booths will be provided a standard rectangular banquet table, linen and two chairs (not to be removed from venue). Electrical needs must be pre-arranged with a SoHL team member. Any special equipment needs must be furnished by exhibitor.

- Electrical outlet (Note: Exhibitors are required to bring extension cords and/or a power strip to supplement the venue's resources.)
- Additional Chairs _____
- Other _____

Signature: Exhibitor assumes responsibility and hereby agrees to protect, indemnify, defend and save the CBCF, the event venue, and/or CBCF agents or designees from harm against all claims, losses and damages to persons or property arising out of or in connection with its participation in the CBCF Spirit of Healthy Living program. CBCF reserves the right to assign space and adjust the exhibitor floor plan as necessary. Exhibitors and their agents shall not injure or deface the exhibition premises or materials provided by CBCF or the event venue.

Name (Printed) of Authorized Representative _____ Name (Signature) of Authorized Representative _____

Title _____ Date _____