

THE BLACK EXPERIENCE ARTS PROGRAMME

BLACK
BLACK
MUSIC
MUSIC
FAIR
FAIR

86

BUSINESS

BEHIND PERFORMANCE

OBJECTIVES

The Music Fair will provide an opportunity for the various factions of the Black Music Community to get together for business and educational goals, offering new perspectives, strategies, contacts and associations for long term changes within the industries.

The Music Fair will create a convention where delegates from every level of the industry can meet as equals to explore the common interests which unite us. Furthermore the Music Fair will offer the ideal environment to carry out business and make available the best possible facilities to view and hear products.

The Music Fair will act as a catalyst for the Music Industry and will help the smaller companies to obtain the international contacts necessary to market their products outside the U.K. To facilitate this invitations will be sent to relevant international companies and organisations.

In formulating the contents of the Fair, efforts have been made to contact relevant groups, companies, organisations and individuals to gather feedback in order to identify how the BMF can best serve the needs of the Black Music Community.

The BMF will place considerable emphasis on "The Business behind Performance" through the seminars which will include Management, Marketing and Advertising, Promotion and Production. The Fair will show the historical and contemporary contributions made by black musicians to modern music as we know it while at the same time giving every opportunity to the less popularised areas of black music covering the whole spectrum.



BLACK MUSIC FAIR 86

ROOM 679 COUNTY HALL
LONDON SE1 7PB
01-633 7227/5824

THE BLACK EXPERIENCE ARTS PROGRAMME

STALLS APPLICATION FORM

ADVERTISEMENT RATES & SIZES

LAYOUT FOR STALLS SHOW ROOM

BLACK MUSIC FAIR 86

THE BLACK EXPERIENCE ARTS PROGRAMME



BUSINESS
BEHIND PERFORMANCE

Black Experience Arts Programme

Business Behind Performance

Venue: **BRIXTON RECREATION CENTRE**

Date: **21 22 23 MARCH**

We are delighted to announce Britain's first ever Black Music Fair, which we have made an annual event in the International Music Calendar.

The Black Experience is a London-wide Arts programme reflecting historic Black experiences through a variety of Art forms. It is an initiative of The Council's Race Equality Unit.

One of the events in the programme is The Black Music Fair "Business behind Performance" organised by six Arts Administrators who are:- Helene Clarke, Esther Edmond, Manjit Rooprah, Vernal Scott, and Artistic Director Ricardo Rennalls. The qualities of this team is outstanding, and with your participation, we will be extremely popular and successful event.

The aim of the organisers is to project and promote the contribution of black Music Industry. The BMF provides a unique opportunity for all those involved in music to assemble under one roof. Among those attending will be:- Producers, Companies, Distributors, Record Shops, Publishers, Radio Programmers, Music Promoters, Advertising Agencies, Music and National Press, Community Organisations, Educational Establishments, Funding Bodies and the general public.

Speakers taking seminars on Management, Marketing and Advertising, Production, will form a part of the educational structure of the BMF. The participants will be able to carry out all business transactions quickly and efficiently in the space provided. Those attending the BMF have an interest in one or more of the seminars.

Do you feel that your Business/Company/Organisation or Educational Establishment will benefit from the BMF, either by exhibiting, advertising, taking part in seminars, or the Fair by being present in some other form?

Should you require additional information about the BMF, please do not hesitate to contact our office.

Black Music Fair
Room 679 County Hall, London SE1 7PB. Telex 91944364 HQG.

BLACK MUSIC FAIR 86

THE BLACK EXPERIENCE ARTS PROGRAMME



Black Experience Arts Programme

Business Behind Performance

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We are delighted to announce Britain's first ever Black Music Fair, which we hope will become an annual event in the International Music Calendar.

The Black Experience is a London-wide Arts programme reflecting historical and contemporary Black experiences through a variety of Art forms. It is an initiative of The Greater London Council's Race Equality Unit.

One of the events in the programme is The Black Music Fair "Business behind Performance", organised by six Arts Administrators who are:- Helene Clarke, Esther Edmund, Paul Lanipekun, Manjit Rooprah, Vernal Scott, and Artistic Director Ricardo Rennalls. The individual artistic qualities of this team is outstanding, and with your participation, we will be able to make this an extremely popular and successful event.

The aim of the organisers is to project and promote the contribution of black people to the British Music Industry. The BMF provides a unique opportunity for all those involved or interested in music to assemble under one roof. Among those attending will be:- Producers, Record Companies, Distributors, Record Shops, Publishers, Radio Programmers, Managers, Agents and Promoters, Advertising Agencies, Music and National Press, Community Organisations, Educational Establishments, Funding Bodies and the general public.

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Do you feel that your Business/Company/Organisation or Educational Establishment would benefit from the BMF, either by exhibiting, advertising, taking part in seminars or by participating in the Fair by being present in some other form?

Should you require additional information about the BMF, please do not hesitate to contact this office.

Black Music Fair

Room 679 County Hall, London SE1 7PB. Telex 91944364 HQG.

Telephone 01-633 7227/5824



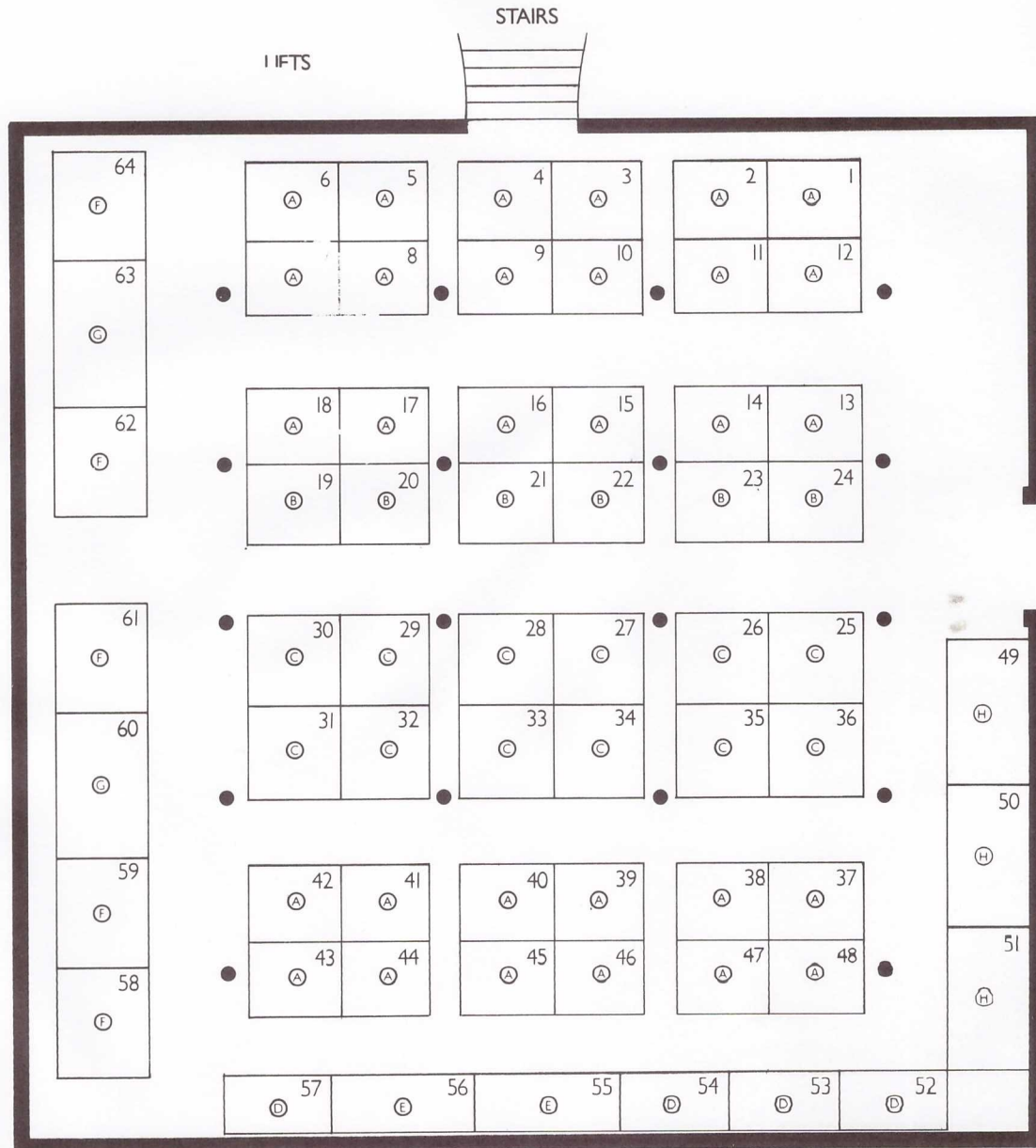
LAYOUT FOR STALLS SHOW ROOM

THE BLACK EXPERIENCE ARTS PROGRAMME

**BLACK
MUSIC
FAIR** 86

BUSINESS
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BRIXTON RECREATION CENTRE



- Ⓐ 8' x 10' Ⓔ 6' x 16'
- Ⓑ 9' x 10' Ⓕ 10' x 12'
- Ⓒ 10' x 10' Ⓖ 10' x 16'
- Ⓓ 6' x 12' Ⓗ 8' x 16'

ADVERTISEMENT RATES & SIZES

THE BLACK EXPERIENCE ARTS PROGRAMME



The Black Experience Arts Programme Business Behind Performance Black Music Fair '86

Black and White	Full page	£100 A4
	Half page	£60
	One quarter page	£40
	One eighth page	£25
Full Colour	Full page	£200 A4
	Half page	£125
Covers	Inside front	
	full colour	£250
	Inside back	
	full colour	£200
	Outside back	
	full colour	£300

Copy date: 28th February 1986

Application form

Name_____

Address_____

_____ Telephone No._____

I/We_____

Hereby apply for_____

Advertising space in the above mentioned brochure

I/We enclose 50% of the overall price of space taken, to reserve the space.

I/We agree to pay the outstanding amount within 14 days from the date of invoice.

Total fee enclosed £_____

Cheques should be made payable to the Black Music Fair '86.

Signed by duly authorised person_____

Signature

Name_____

Position in Company/Organisation_____

Date_____

STALLS APPLICATION FORM

THE BLACK EXPERIENCE ARTS PROGRAMME



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Name of Applicant _____

Address _____

Telephone No. _____

Indicate extra facilities (IF REQUIRED)

1. Lighting

a) Spots _____

b) Power Points _____

2. Theatre Hire _____

3. Video Taping of Display _____

4. P.A. System _____

5. Furniture and Fittings _____

6. Telephone Hire _____

7. Any Other Requirements _____

ARTIST SHOWCASE

Please state whether the Company/Organisation would like to book a time schedule for on-stage Promotional Display. (YES/NO)

State format of Promotional Display _____

I/We _____

Hereby apply for _____ Stand (S)

Stand (S) No.: _____
(Refer to scale plans) at the above mentioned Music Fair.

Shell area of stand(s) is _____ Square metre @ £20 per Square Metre.
I/We enclose 50% of the overall price of space taken, to reserve space.
I/We agree to pay the outstanding amount within 14 days from the date of invoice.

Total fee enclosed £ _____
Cheques should be made payable to the Black Music Fair '86.

Signed by duly authorised person _____
Signature

Name _____

Position in Company/Organisation _____

Date _____

Completed Application should be submitted to:—
The Black Music Fair '86
Room 679 County Hall, London SE1 7PB.
Telex 919443 GLC HQG
Telephone No. 01-633 7227/5824

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ARTIST SHOWCASE

Adjoining the main exhibition area is a purpose-built theatre, fully equipped with every facility, seating for spectators, display area, stage and P.A. system. The theatre is reserved for Groups, Businesses and Organisations who may wish to have live demonstrations and promotions of their products and services. The cost of hiring the theatre is negotiable.

Advertising and promotion

In order to maximise target audience response to the Black Music Fair, a systematic and detailed advertising/promotion campaign is planned to commence in January 1986 through to the end of the Music Fair, utilising the Music and National Press.

Display units

There will be approximately 70 (Rapid Ex) Shell Scheme Units of various sizes (as shown in the scale plan) which will be available at £20 per square metre, on a first come first served basis, as from 30 January 1986.

Facilities which may be provided with each unit on request will include:—

- Name Plate/Display Sign
- Carpeted Floor
- Electricity Supply
- 13 Amps Power Point
- One 150 Watt Spot Lamp

The brochure

A brochure will be printed to coincide with the Black Music Fair. It is the intention of the Fair organisers to pre-circularise a number of these brochures prior to the Music Fair. Copies will be available during the Fair.

To further promote the advertiser's goods and services participants will be allowed a free editorial of up to 100 words in the brochure.

Advertising space in this publication is available at £100 per page for Black and White, and £200 per page for Full Colour.

February 28th 1986 is the DEADLINE for advertising and editorial copies.

Categories of exhibitors/participants

The BMF provides a unique opportunity for all those involved in the Music Industry to assemble under one roof. Among those attending the BMF will be:—

Producers, Record Companies, Distributors, Publishers, Radio Programmers, Managers, Agents and Promoters, Advertising Agencies, Music and National Press, Community Organisations, Educational Establishments, Funding Bodies and the General Public.

The venue

"The Brixton Recreation Centre" a GLC initiative is situated in the London Borough of Lambeth. A prestigious multi purpose venue, the centre has received national acclaim for the General Appearance, Spaciousness and Cleanliness of its building. The centre boasts:—

- A Spacious and Attractive Exhibition area.
- Squash Courts.
- Saunas.
- Three Swimming Pools.

Although the main function of the BRC is geared towards sports activities it has an in built Community Arts element with a compliment of specialist workers, and is an ideal venue for music events.

The facilities

Car parking

Up to 1000 Car Parking spaces are available within the complex, reserved Car Park Sticker for Exhibitors are available on request.

Catering

Meals, snacks and other refreshments will be available. There is also a licensed bar.

Public address system

The Brixton Recreation Centre is equipped with a P.A. System which may be operated from various points within the building. There is a charge for any specialized use of the system.

Passes

The Participant/Exhibitor Badges will be sent to each exhibitor for their use as security passes at the Music Fair and must be worn at all times.

Shopping facilities

Easy access to the Brixton Shopping Centre and the famous Brixton Market.

Lighting, electrics and power

This will be provided on request to meet the specific requirements of participants after installation costs have been agreed with the organisers.

Video taping

Arrangements can be made in advance for on-stage video taping of any event staged by the exhibitors.

Furniture & equipment hire

Available on request to meet individual needs.

Invitations

All exhibitors will receive 50 FREE Invitations in time for distribution to their clients.

Finally, if you require a service or facility which is not listed, please contact the organisers on 01-633 5824/7227.

