



BUSINESS
BEHIND PERFORMANCE

Dear Sir/Madam,

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 by your participation you will help us 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.

Speakers taking seminars on Management, Marketing and Advertising, Promotion and Production will form a part of the educational structure of the BMF.

The participants will have the opportunity to carry out all business transactions quickly and efficiently in the space provided. Altogether, all 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 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.

Yours Sincerely

The Black Music Fair Organisers.

ROOM 679 COUNTY HALL SE1 7PB TELEPHONE 01-633 7227/5824 TELEX 949443 GLC¹-H06⁶

GREATER LONDON COUNCIL DEPARTMENT FOR RECREATION AND ARTS RACE EQUALITY UNIT
Working for London
archive.parmindervir.com



THE MUSIC FAIR

- The influence which Marketing/Promotion has on final demand is enormous.
- The Black Music Fair '86, the first promotional exhibition of its kind, will provide an important platform for the Music Industry to display and promote their goods and services.
- The fair will also provide a unique opportunity for the Black Music Industry to examine each others goods and services and explore areas of collaboration.

PRODUCT PROMOTION AND DEMONSTRATION

LIVE FAIR '86

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 which 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 100 (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 provided with each unit to include on request:-

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

THE BROCHURE

To coincide with the Black Music Fair a brochure will be printed. It is the intention of the fair organisers to pre-circularise a number of these brochures prior to the Music Fair, and to have the remainder of the copies available during the Music Fair.

To further promote advertiser's goods and services participants will be allowed free editorial of up to 300 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.

Lecturers taking seminars on Management, Marketing and Advertising, Promotion and Production will be part of the educational structure of the BMF. The participants will have the opportunity to carry out all business transactions quickly and efficiently in the space provided. Altogether all those attending the BMF have an interest in one or more of the seminar headings.

THE BLACK EXPERIENCE PROGRAMME

BUSINESS BEHIND PERFORMANCE

BLACK MUSIC FAIR '86

The Venue

"The Brixton Recreation Centre" 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

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

-The Catering Staff will be providing all meals, snacks and other refreshments. 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 the 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 100 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.

The Black Music Fair '86
Race Equality Unit
Room 679, The G.L.C County Hall
London S.E.1 7PB.