BLACK BUSINESS EDMONTON

BBE TRADE SHOW 2026

IMPACT REPORT

EVENT LINK:

www.bbedm.ca/tradeshow2026

PREPARED BY
BLACK BUSINESS
EDMONTON (BBE)

2026 BBE TRADE SHOW

SEPTEMBER 4–5

BEAUMONT COMMUNITY CENTRE

EDMONTON, ALBERTA

CONNECTING MARKETS. CREATING OPPORTUNITIES. BUILDING LEGACY.





AT A GLANCE

2 DAYS **60+ EXHIBITORS**

APX. 800 ATTENDEES

20 NAMED ORGANIZATIONAL SPONSORS AND PARTNERS IN THE WORKING LIST



THE BBE TRADE SHOW BROUGHT **ENTREPRENEURS, NEIGHBOURS, COMMUNITY LEADERS AND SUPPORTING ORGANIZATIONS TOGETHER** FOR TWO DAYS OF BUSINESS LEARNING, **CULTURAL EXCHANGE AND CELEBRATION.**

THE EVENT WELCOMED APPROXIMATELY 800 ATTENDEES ACROSS BOTH DAYS AND FEATURED MORE THAN 60 EXHIBITORS. FOR BBE, **THE AIM WAS NOT SIMPLY TO FILL A ROOM WITH BOOTHS**. **IT WAS TO HELP ENTREPRENEURS MEET CUSTOMERS, LEARN FROM EXPERTS AND FIND PEOPLE WHO MIGHT OPEN THE DOOR TO THEIR NEXT OPPORTUNITY.**



DAY 1: LEARNING, CULTURE AND INCLUSION

FRIDAY, SEPTEMBER 4 FOCUSED ON THE PEOPLE BEHIND THE BUSINESSES.



ANDREA JENKINS



AWELBUNA

AWELBUNA WELCOMED GUESTS WITH A **TRADITIONAL ETHIOPIAN COFFEE CEREMONY**, AND INDIGENOUS KNOWLEDGE KEEPER **ANDREA JENKINS SHARED INDIGENOUS PERSPECTIVES.**

THESE MOMENTS INVITED PARTICIPANTS TO CONNECT THROUGH CULTURE BEFORE MOVING INTO PRACTICAL BUSINESS CONVERSATIONS.

DAY 1: SESSIONS



ACCESSIBILITY AND SIGHTED GUIDING (CNIB FOUNDATION)



BUSINESS SYSTEMS AND SCALING (RIVR SOLUTIONS LTD.)



ACCESS TO CAPITAL AND FINANCIAL READINESS (ATB FINANCIAL)



ENTREPRENEUR WELLNESS (OASIS BY AQUALAB AND REIDEFINE WELLNESS)



FUNDING AND MENTORSHIP (FUTURPRENEUR)



SUSTAINABLE PROCUREMENT (CITY OF EDMONTON)



A MOPAWO BUSINESS SPOTLIGHT



AND ANTI-RACISM AND RESILIENT COMMUNITIES (OKAMA)

DAY 2: BUSINESSES AND COMMUNITY IN ONE SPACE

SATURDAY, SEPTEMBER 5 FEATURED THE PUBLIC EXHIBITION AND MARKETPLACE, WHERE VISITORS COULD DISCOVER PRODUCTS AND SERVICES, SPEAK DIRECTLY WITH BUSINESS OWNERS AND LEARN THE STORIES BEHIND LOCAL BRANDS.





COMMUNITY AWARDS, PUBLIC REPRESENTATIVES, NETWORKING AND LIVE ENTERTAINMENT ADDED TO THE DAY. THE PROGRAM RECOGNIZED **COMMUNITY LEADERSHIP, HUMANITARIAN SERVICE, FINANCIAL EMPOWERMENT AND NEIGHBOURHOOD CONTRIBUTIONS.** FOR PARTICIPATING BUSINESSES, CONVERSATIONS AT A BOOTH MAY BE AS VALUABLE AS AN IMMEDIATE SALE. THE EVENT **CREATED OPPORTUNITIES FOR BRAND DISCOVERY, CUSTOMER ENGAGEMENT, INTRODUCTIONS AND POSSIBLE FUTURE COLLABORATIONS.**

BBE HAS NOT YET QUANTIFIED THE RESULTING SALES, CONTRACTS OR REFERRALS.

PARTNERS AND PARTICIPATING ORGANIZATIONS

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WHAT THE EVENT MADE POSSIBLE

VISIBILITY: MORE THAN 60 EXHIBITORS COULD INTRODUCE THEIR BUSINESSES TO PEOPLE OUTSIDE THEIR EXISTING NETWORKS.

KNOWLEDGE: PARTICIPANTS COULD ASK QUESTIONS ABOUT FUNDING, PROCUREMENT, ACCESSIBILITY, BUSINESS GROWTH AND WELLNESS.

COMMUNITY CONNECTION: CULTURAL PROGRAMMING AND ANTI-RACISM CONVERSATIONS PLACED INCLUSION ALONGSIDE ECONOMIC PARTICIPATION.

RECOGNITION: THE EVENT CELEBRATED PEOPLE CONTRIBUTING TO THE WIDER COMMUNITY.

THE PHOTOGRAPHS OFFER A RECORD OF THOSE EXPERIENCES: ENTREPRENEURS IN CONVERSATION, PARTICIPANTS ENGAGING IN WORKSHOPS, AND VISITORS EXPLORING THE MARKETPLACE.

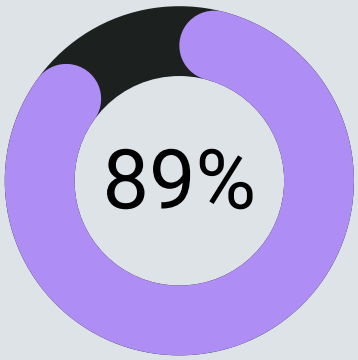


FEEDBACK AND EVALUATION

NINE EXHIBITORS AND PARTICIPATING ORGANIZATIONS COMPLETED THE POST-EVENT VENDOR SURVEY.

SIX OF NINE (67%) RATED THEIR OVERALL EXPERIENCE 4 OR 5 OUT OF 5.





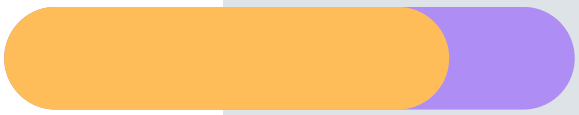
EIGHT OF NINE (89%) WERE SATISFIED OR VERY SATISFIED WITH SUPPORT FROM THE BBE TEAM.

FIVE OF NINE (56%) SAID THEY WOULD DEFINITELY OR PROBABLY PARTICIPATE IN A FUTURE BBE TRADE SHOW.



56%

SEVEN OF NINE (78%) SAID THEIR CONNECTIONS COULD DEFINITELY OR POSSIBLY LEAD TO OPPORTUNITIES AFTER THE EVENT.



78%

THESE ARE RESPONDENT-LEVEL RESULTS, NOT PERCENTAGES OF ALL 60+ EXHIBITORS.

RESPONDENTS REPORTED MIXED EXPERIENCES, INCLUDING POSITIVE FEEDBACK ABOUT COMMUNITY CONNECTIONS AND SUPPORT, AS WELL AS CONCERNS ABOUT ATTENDANCE, BOOTH SPACE, MARKETING REACH, SPONSOR PLACEMENT AND THE LENGTH OF DAY 1 WORKSHOPS. BBE WILL USE THIS FEEDBACK TO STRENGTHEN VENDOR COMMUNICATIONS, BROADEN OUTREACH, IMPROVE BOOTH ALLOCATION AND BUILD MORE STRUCTURED BUSINESS-TO-BUSINESS NETWORKING.

DOCUMENTED OUTCOMES AND PARTICIPANT VOICES

SIMPLER REPORTED A CONCRETE COMMERCIAL OUTCOME

“SIMPLER RECEIVED ITS FIRST CUSTOMER SIGN UP AT THE BBE TRADE SHOW.”

THIS IS A RESPONDENT-REPORTED RESULT, NOT AN INDEPENDENTLY AUDITED SALES FIGURE.

CITY OF EDMONTON DESCRIBED A PRACTICAL SERVICE CONNECTION

“WE MET SOMEONE WHO IS LOOKING TO OPEN A PHYSICAL STORE LOCATION IN EDMONTON AND NEEDED SUPPORT WITH PERMITTING AND WE WERE ABLE TO DIRECT THEN TO THE RIGHT CITY RESOURCES FOR SUPPORT.”

THE UTILITIES CONSUMER ADVOCATE THANKED BBE FOR THE CHANCE

“TO ENGAGE AND SHARE VALUABLE UTILITIES INFORMATION TO COMMUNITY MEMBERS AND ENTREPRENEURS” AND EXPRESSED INTEREST IN FUTURE COLLABORATION.

THIS IS AN INDICATION OF POTENTIAL FOLLOW-UP, NOT A CONFIRMED PARTNERSHIP.

TARGETXX PRODUCTION INC. WROTE

“GREAT JOB THANKS FOR SUPPORTING THE COMMUNITY!”

GATEWAY HOLISTIC CARE GROUP HIGHLIGHTED THE

“GREAT OPPORTUNITY TO CONNECT WITH OTHER VENDORS IN ADDITION TO ATTENDEES.”

SURVEY DETAILS

- OVERALL EXPERIENCE (1–5): 5/5: 2; 4/5: 4; 3/5: 1; 2/5: 1; 1/5: 1.
- EIGHT OF NINE RATED BBE TEAM SUPPORT POSITIVELY.
- ONE RESPONDENT REPORTED NO MEANINGFUL CONNECTIONS, SEVEN REPORTED 1–5, AND ONE REPORTED MORE THAN 20.
- TWO REPORTED DEFINITE POST-EVENT OPPORTUNITIES, FIVE REPORTED POSSIBLE OPPORTUNITIES, ONE SAID NOT YET, AND ONE SAID NO.
- THE FEEDBACK ALSO INCLUDED A NOTABLY DISSATISFIED VENDOR WHO DESCRIBED THE EVENT AS DISAPPOINTING AND CALLED FOR STRONGER PROMOTION AND LARGER BOOTH SPACES.

THIS CONCERN IS RETAINED IN THE EVALUATION BECAUSE **IMPROVEMENT DEPENDS ON LISTENING TO CRITICAL FEEDBACK ALONGSIDE SUCCESS STORIES.**

LESSONS AND NEXT STEPS

THE SURVEY POINTS TO PRACTICAL PRIORITIES: ADVERTISE EARLIER AND BEYOND EXISTING COMMUNITY NETWORKS; REVIEW BOOTH DIMENSIONS AND SPONSOR VISIBILITY; ALLOW BUFFER TIME BETWEEN PRESENTATIONS; CONSIDER OPTIONAL RATHER THAN MANDATORY EXTENDED WORKSHOPS; IMPROVE TRANSPORTATION INFORMATION; AND PROVIDE STRUCTURED B2B AND PROCUREMENT MATCHMAKING. THESE IMPROVEMENTS RESPOND DIRECTLY TO PARTICIPATING EXHIBITORS RATHER THAN RELYING SOLELY ON ORGANIZER OBSERVATIONS.

REPORTING AND METHODOLOGY: EVENT ATTENDANCE (APPROXIMATELY 800) AND EXHIBITOR TOTALS (60+) ARE BBE ESTIMATES. SURVEY FINDINGS ARE BASED ON NINE RESPONSES AND SHOULD NOT BE GENERALIZED TO ALL EXHIBITORS. REPORTED OPPORTUNITIES ARE PROSPECTIVE UNLESS EXPRESSLY DESCRIBED AS COMPLETED. QUOTATIONS BELOW ARE REPRODUCED FROM THE VENDOR FEEDBACK SURVEY; PUBLIC REUSE SHOULD BE CONFIRMED WITH THE RESPONDENTS WHERE APPROPRIATE.

SINCE 2023, BBE HAS WORKED TO MAKE BLACK-OWNED AND DIVERSE BUSINESSES MORE VISIBLE AND BETTER CONNECTED. THE 2026 TRADE SHOW CONTINUED THAT WORK BY BRINGING BUSINESS, CULTURE AND COMMUNITY INTO THE SAME ROOM. THE NEXT STEP IS TO FOLLOW THOSE CONVERSATIONS BEYOND THE EVENT AND BETTER DOCUMENT WHAT THEY LEAD TO.








OASIS
DECOMPRESSION PERFECTED

BLACK BUSINESS
EDMONTON

Thank you!

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