



South Florida Hispanic  
Chamber of Commerce



## 2010 Hispanic Heritage Expo

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About the Hispanic Heritage Expo: Every year, the SFLHCC assembles its members and leaders in its marquee event. The Hispanic Heritage Expo is designed to help you promote your business in a two day event that is free and open to the public. With over 10,000 visitors, you are participating and meeting the demands of staying on top of your markets, while remaining profitable in today's challenging and changing economic times. Now, more than ever, it is essential for businesses to stay ahead in local and national markets and to implement new techniques to promote business. Join us in Miami and connect with leaders of different business sectors by signing up to attend the Hispanic Heritage Expo TODAY!

**ENTRANCE IS FREE AND OPEN TO THE PUBLIC**

**DOUBLE TREE MIAMI MART/AIRPORT**

**Hotel & Exhibition Center**

**711 NW 72<sup>nd</sup> Avenue**

**Miami, Florida 33126**

**Saturday, September 25, 2010: 11:00 a.m. - 7:00 p.m.**

**Sunday, September 26, 2010: 11:00 a.m. – 6:00 p.m.**

### [Artists and Culture Pavilion](#)

Fine Arts

Crafts

Fashion & Beauty

Jewelry

### [Banking, Procurement, Education, and Small Businesses Pavilion](#)

Procurement & Contracting Opportunities

Employment Opportunities

Financial Literacy Information (Workshops)

Small Business Loans Information/Consultations (Workshops)

Undergraduate and Graduate School Information

### [Health and Wellness Pavilion](#)

Health & Wellness Information

Free screenings - Diabetes, cholesterol, blood pressure and much more.

### [Green Pavilion](#)

Showcase your business and your green products  
 Meet green industry experts, and influential leaders in the community

[Latin American Food Tasting Pavilion](#)

Showcase your food product with samples and reach out to thousands of people who can be your future customers.

[Children's Pavilion](#)

Face painting, arts, crafts and many more activities for the children to enjoy.

<b>Sponsorship Opportunities</b>	
<b>Diamond Sponsor</b>	<b>\$15,000.00</b> (One available)
<ul style="list-style-type: none"> <li>• Best location</li> <li>• One 30`x 30` booth</li> <li>• <b>Company Name and Logo to appear for eight weeks in PSAs of Expo sponsored by Comcast (First Level) (Approximate Value \$50,000)</b></li> <li>• Full page (<b>back cover</b>) advertisement in Expo Program Guide</li> <li>• Pre-Expo email blast and post-conference mailing</li> <li>• Listed as Diamond Sponsor on the Sponsorship Board</li> <li>• Company logo and link on the Chamber website &amp; on all printed advertisement</li> <li>• Conference Bag Collateral Insert</li> </ul>	
<b>Premier Platinum Sponsor</b>	<b>\$8,500.00</b> (Five available)
<ul style="list-style-type: none"> <li>• Prime location 20`x 20` booth</li> <li>• <b>Company Name and Logo to appear for eight weeks in PSAs of Expo sponsored by Comcast (Second Level) (Approximate Value \$45,000)</b></li> <li>• <b>Full Page inside front cover, inside back cover, preferred location (first come first served) Advertisement in Expo Program Guide</b></li> <li>• Pre-Expo email blast and post-conference mailing</li> <li>• Listed as Platinum Sponsor on Sponsorship Board</li> <li>• Company name and logo on Chamber website &amp; on all printed advertisement</li> <li>• Conference Bag Collateral Insert</li> </ul>	
<b>Sunshine Gold Sponsor</b>	<b>\$5,000.00</b> (10 Available)
<ul style="list-style-type: none"> <li>• Prime Location 20`x 10 booths</li> <li>• <b>Half Page Advertisement in Expo Program Guide</b></li> <li>• Pre-Expo email blast and post-conference mailing</li> <li>• Listed as a Gold Sponsor on Sponsorship Board</li> <li>• Company logo and link on the Chamber website &amp; on all printed advertisement</li> </ul>	
<b>Silver Sponsor</b>	<b>\$2,500.00</b> (20 Available)
<ul style="list-style-type: none"> <li>• Prime Location 10' x 10' booth</li> </ul>	

- **Quarter Page Advertisement in Expo Program Guide**
- Pre-Expo email blast and post-conference mailing
- Listed as Silver Sponsor on Sponsorship Board
- Company logo and link on the Chamber web site & on all printed advertisement

### EXHIBITOR TABLE RATES

#### Corporate Exhibitor Booth for Expo (two days) 10 x 10 Space

Rates: \$500.00 - \$1,200.00

#### **Member Rates:    Non-Member Rates:**

\$500.00 – \$650.00 Regular Booth Table, skirt, pipe, draping and two chairs

\$750.00 – \$900.00 Booth table in center of expo hall, skirt, pipe, draping and two chairs

\$1,200.00 – \$1,350.00 Booth table prime location in expo hall, skirt, pipe, draping and two chairs

\$300.00 - To support our **small businesses**, we are offering the first 10 booths at \$300.00

\*\*The \$300 rate is only for members\*\*

### ANCILLARY SPONSORSHIPS

Ancillary Sponsorships are à la cart features you can choose to increase the visibility of your company during the event. They are available to Exhibitors, Sponsors, and Non-exhibiting companies and are a great way to get the message out to all attendees.

Ancillary Sponsorships are great add-ons for exhibitors to get their message out to the participants.

#### **Welcome Reception V.I.P. and ribbon cutting in the Expo Hall US \$5,000.00 (1 Available)**

Ribbon cutting expo inaguration sponsor, half page ad in the expo program, speaking opportunity & a 10' x 10' booth.

#### **Saturday Afternoon Entertainment live music Break Sponsor US \$3,500.00 (1 Available)**

10' x 10' Booth, speaking opportunity during break, company novelties in bags & company logo in the event program.

#### **Sunday Afternoon Fiesta & live Entertainment Sponsor US \$3,000.00 (1 Available)**

10' x 10' Booth, speaking opportunity during break, company novelties in bags & company logo in the event program.

#### **Stage Sponsor US \$2,500**

Have your company banner on expo stage for two days, 10' x 10' booth & company logo on event program.

**Bag Sponsor US \$2,500.00** (Available)

**Conference Bag Collateral Insert US \$500.00** (3 Available)

Select this sponsorship to have one piece of your company literature placed in the Conference Bag. This insert will be given to every attendee at the conference. This is a great way to get your company's message to everyone.

**Special activities that will take place during the expo:**

Hispanic Fashion Designers' Fashion Show

Every hour an exhibitor will be featured with a speaking opportunity to highlight their business.

Saturday Night Fiesta with full Orquesta America

**Exhibitor Staff**

All exhibitors must be registered for the conference. The exhibitor registration allows access to all activities and the EXPO Hall. To register additional booth staff, please email the names to [info@sflhcc.com](mailto:info@sflhcc.com).

**Expo Program Advertisement**

**(See table below)**

Select this sponsorship to have your company advertisement placed in the expo guide. All attendees at the conference will receive this guide and will use it to navigate through the 2-day event.

To advertise in the **Hispanic Heritage Expo program**, please email us at [info@sflhcc.com](mailto:info@sflhcc.com) with details about the advertisement you would like to place.

	<b>Members</b>	<b>Non-Members</b>
<b>Full Page</b>	\$1,000	\$1,200
<b>½ Page</b>	\$600	\$750
<b>¼ Page</b>	\$400	\$500

## **The 2009 Exhibitors:**

AARP	Custom Silk Floral design	Miami Light House for the Blind
Bank of America	Dbletree Hotel	Miami Wow
Burger King	El Nuevo Herald	Millenia Financial
Citibank	Execumar	Mortgage Bank of Florida
Leon Medical Center	Farfalle Designs	Mortgage Bank of Florida
Macy's	Fassi Chemical	New York Life
Sanofi Aventis	Fisher Island	Ocean Bank
StateFarm	Florida Marlins	Organo Gold
Staples	Florida National College	Oskar Enterprise
The Nielsen Company C/O	Florida Shredding	Polar Beer
Republica	FPL	Preffered Ultimate Travel
United HealthCare	G Paradise	Primerica
Walmart A Touch of Elegance	Gal Program	Principal Financial Group
Photography	Gr8Taste	Prudential
Affiliated Healthcare Ctr	Guayabera Lady	Rocco Donna
Airport Fast Park	Hispanic Scholarship Fund	RVB Jewelry Design
All Green	Humana	Silvia Gomez
Amaro Travel	Humana Family	SOL -UM
American eldercare, inc	Ideal Medical Center of Hialeah	South Miami Middle School
Aon Risk Management	Jackson Memorial Hospital	St. Thomas University
AT&T	Jagua Tattoo	Sterling Benefits
Avon	Jump 4 Fun	Suntrust
Azentos LLC	Kaplan Test Prep	Sustainable Treasures
Bachareli	La Cuba de Ayer	TCT (AT&T)
Banana Republic	Labfarve Inc	TD Bank
Bank Atlantic	Las Vegas Cuban Cuisine	Texas de Brazil
Barry University	Liz Creation	TransAmerica Training
Bath Fitter	Lupus Foundation	U.S.Century
Bath Fitter	Maru and Friends	Univision TV
Bently Hotel	Mary Kay	Wachovia- A Wells Fargo Co
Bertha's Garden Center	MasterCard Hispanic	Wearable Sculpter
Biltmore Hotel	Financial Outreach Program	Wyndham Miami Airport
Body Shapers	Memorial Plan	Assc de Artesanos Indian Market
Body Shapers	Metro PCS	Assc de Artesanos Indian Market
Boston Beer Company (Samuel Adams Beer)	Miami Airport Marriott	BaezFineArt
Caballero Rivero Woodlawn	Miami Dade College North	Cacau Gallerie LLC
CAP	Miami Dade County	Mar Paintings
CBS Outdoor	Sustainability	Sauma
Chase Bank	Miami Institute for Human Genomics UM	Society of Hispanic Veteran
Collect Cuba	Miami Jewish Home & Hospital	Tony Mendoza Art
Comcast		
Compusource		
Costco		

**2010 HISPANIC HERITAGE EXPO**  
**REGISTRATION FORM**

Please complete and submit via mail, fax or email to:

South Florida Hispanic Chamber of Commerce  
333 Arthur Godfrey Road, Suite 410  
Miami Beach, FL 33140  
Fax: (305) 534-8365 Email: [info@sflhcc.com](mailto:info@sflhcc.com)

Sponsor Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

**Sponsorship Levels**

- Diamond \$15,000 30x30 space
- Premier Platinum \$8,500 20x20 space
- Sunshine Gold \$5,000 20x10 space
- Silver \$2,500 10 x 10 space in prime location

**Expo 10 x10 spaces (All spaces come with table, skirt, two chairs and pipe and draping)**

- Regular Booth: Members \$500  
Non-Members \$650
- Small Business (only 10 booths available) at: Members: \$300
- Booth table in center of expo: Members \$750/ Non-Members: \$900
- Booth table in prime location: Members: \$1,200/ Non-Members: \$1,350

**Ancillary Sponsorships**

- Ribbon Cutting inauguration sponsor \$5,000
- Saturday afternoon entertainment live music break sponsor \$3,500
- Stage Sponsor \$2,500
- Sunday afternoon fiesta & live music entertainment sponsor \$3,000
- Conference bag collateral insert \$500

**Program Advertising**

- Full Page Members \$1,000
- Full Page Non-Members \$1,200
- ½ Page Members \$600
- ½ Page Non-Members \$750

¼ Page Members \$400

¼ Page Non-Members \$500

Complete this section if you need additional registrations

## COMPLIMENTARY REGISTRATIONS

NAME(S)

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- YES      I plan to exhibit at the expo
- NO        I do not plan to exhibit at the expo
- YES      I plan to submit an ad for the expo program
- NO        I do not plan to submit an ad for the expo program
- YES      I plan to provide an organizational profile
- NO        I do not plan to provide an organizational profile

Company Profile (50 words maximum)

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Dead line for inclusion in expo program is August 2, 2010