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## EVENT OVERVIEW



SEPTEMBER 19th - 7:30am

Westin Atlanta Perimeter North  
CONFERENCE LEVEL  
7 Concourse Parkway  
Atlanta, GA 30328  
[events@laccgeorgia.org](mailto:events@laccgeorgia.org)

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## 1ST LATINO BUSINESS SUMMIT (LACC-GEORGIA)

# EVENT EXECUTIVE SUMMARY

### Objective

The 1st Latino Business Summit, hosted by the LACC Georgia has as main objective to foster and encourage the development and growth of small businesses in the Latino/Hispanic community in Georgia through making valuable connections, exploring opportunities for growth and by offering access to the industry's best practices and tools in an educational setting.

### Solutions/ Event Components

The Summit will provide the following opportunities to all participants:

- a) Targeted networking opportunities for small business executives to meet and greet seasoned business leaders
- b) Seminars and panels addressing key small business issues across industries and specific to the realities of Georgia led by industry experts and diverse speaker panels.
- c) Facilitate access to procurement opportunities for Hispanic/Latino businesses (B2B connections)
- d) Facilitate interactions between Local and Regional government agencies and Latino/Hispanic businesses.
- e) Highlight and celebrate our potential as a community during an Executive Luncheon & Latino Commerce Awards recognizing leading Latino businesses in 5 categories.

### Event Overview

The Latino Business Summit features the following activities/ connection opportunities

- Networking breakfast
  - Business Panels & Sessions addressing key small business issues
  - Executive luncheon
  - Opportunities for exhibitors to showcase specific opportunities & projects
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## 1ST LATINO BUSINESS SUMMIT (LACC-GEORGIA)

# PROGRAM OUTLINE

September 19th, 2014 - Westin Atlanta Perimeter North

- 7:30am**      **Registration, Light Breakfast & Networking**
- 8:00am**      **Welcome & First Business Panel (Concourse Room)**
- Growth Opportunities in Procurement + Q&A Session  
*This panel will focus on exploring and understanding what is necessary to access procurement opportunities for minority business owners*
- 9:00am**      **Break / Networking / Exhibitors in Pre-function**  
Beverage Break @ pre-function
- 9:10am**      **Access to Financing + Q&A Session**  
*Learn about opportunities to access capital for small businesses; how to apply for financing and what the lenders look for.*
- 10:00am**      **Break / Networking / Exhibitors in Pre-Function**
- 10:10am**      **Business Opportunities with the Government + Q&A**  
*How to do business with federal and local government, programs for minority business owners and how to navigate the process.*
- 11:10am**      **Networking + Exhibit Tables**
- 11:30am**      **Luncheon & Award Ceremony Registration**
- 12:00pm**      **2014 Commerce Awards & Executive Luncheon**  
Small Business of the Year:  
*Paul Davis Restoration & Remodeling of North Atlanta*  
Medium size business of the year:  
*Caduceus Inc.*  
Business of the Year  
*La Cosecha Group*  
Corporation of the year:  
*Walmart*
- 1:00pm**      **Keynote Address**  
William A. Ramos, Director of Intergovernmental Affairs at the U.S. Department of Commerce (DOC)
- 1:30pm**      **Event Adjourns**
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## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor (exclusive opportunity)

**\$10,000**

Prominent recognition as Presenting Sponsor & Event Partner in Sponsor Loop at the event, Welcome Sign, Logo in event website and Special Mention during the event. • Logo inclusion as sponsor for 1 year in LACC website. • Name recognition in press release and all event materials (print and online). • Opportunity to address attendees. • 1 full page in the in the event program (full-color). Preferred seating. • 20 full-day access tickets inclusive of luncheon tables. **EXCLUSIVE per category & industry**

### Founding Circle (exclusive per industry)

**\$5,000**

Recognition as Founding Circle Sponsor & Event Partner during the event in Sponsor Loop during the event, Event Welcome Sign, Logo inclusion on the event website and Special Mention during the event. • Logo inclusion as sponsor for 1 year in the LACC Georgia website. • Name recognition in press release and all collateral event materials (print and online). • 1 page in the event program. • 10 Full-Day tickets inclusive of luncheon with preferred seating & table tent. **EXCLUSIVE per industry,**

### Executive Level

**\$2,500**

Recognition as Executive Sponsor for the event in Sponsor Loop during the event, Event Welcome Sign, Logo inclusion on the event website and Special Mention during the event. • Name recognition in press release and all collateral event materials (print and online). • 1/2 page in the event program • Preferred seating with table tent. • 10 full-day passes including luncheon table (Preferred seating) **\*Non-Exclusive Category.**

### Business Leader

**\$1000**

Recognition as Business Leader for the event in Sponsor Loop during the event, Event Welcome Sign, Logo inclusion on the event website and Special Mention during the event. • Name recognition in press release and all collateral event materials (print and online). • Preferred seating with table tent. • 5 full-day passes including luncheon table (Preferred seating) **\*Non-Exclusive Category.**

### Up-and-Coming

**\$500**

Recognition Up-and Coming Business in: Event Welcome Sign, Event Website and Sponsor Loop during the event. - 2 Full-Day tickets with Preferred seating at Luncheon

### Table Host- Luncheon only

**\$1,000**

Recognition as table host (name only) in Event Welcome Sign and Sponsor Loop during the event. • One table (10 tickets).

### Individual Tickets (inc. Executive Lunch)

**\$120 (members) \$150 general**

### Lunch Only Tickets

**\$75 (members) \$80 general**

### Student Tickets

**\$50 general**

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