

[gwhcc.org/expo](http://gwhcc.org/expo)

# 6<sup>th</sup> ANNUAL GWHCC BUSINESS EXPO

CONNECTIONS, OPPORTUNITIES AND GROWTH

**MARCH 24, 2015**

MARCH 25, 2015 - International Symposium:  
Promoting Trade among the Americas



greater**washington**  
hispanic chamber of commerce

# WHY EXHIBIT?



Launched in 2010, the Business Expo has become the region's prime event to connect minority-owned businesses with potential clients and organizations that support their growth.

The Business Expo provides a great opportunity for you to showcase your business to thousands of potential new customers. Capitalize on this unique opportunity to reach one of the fastest growing Hispanic markets in the country!

## Expo Features



- ❖ Over 160 exhibitors
- ❖ Over 1,800 attendees
- ❖ Educational Seminars
- ❖ Business Matchmakings
- ❖ Resources to start, manage and grow your business
- ❖ Technology Row
- ❖ Health & Wellness Plaza
- ❖ Workforce Development and Education Row
- ❖ International Pavilions
- ❖ Entertainment
- ❖ And much more!

# HISPANICS 101

- ❖ **Population Growth** – The Hispanic population grew by 21.8 percent in Washington, DC, 106.5 percent in Maryland, and 91.7 percent in Virginia.\*
- ❖ **Business Growth** – Hispanic businesses are emerging and growing all over the country. In the Washington area, which includes parts of southern Maryland and West Virginia, increased 53.5 percent from 2002 to 2007 to 44,428. The gross revenue reported by area Hispanic-owned businesses grew by 79.2 percent to \$7.65 billion during the five-year period, while overall area business revenue grew just 26.2 percent to \$612.41 billion in the area.\*\*
- ❖ **Purchase/Consumption** - The highest Hispanic median household incomes among the top 60 metropolitan is in the Washington metro area with \$62,000.\*\*\* Hispanics represent 11 percent of the US's total buying power, or about \$1 trillion.

\*2010 Census Bureau/ \*\*2010 Census Bureau Bureau's Survey of Business Owners/ \*\*\*Pew Hispanic Research

# WHAT TO EXPECT ON MARCH 24<sup>TH</sup> & 25<sup>TH</sup>



## March 24<sup>th</sup> – 6<sup>th</sup> Annual Business Expo

The Expo will host its full day (from 9am - 7pm) of activities showcasing 160 exhibitors, educational seminars, speakers and much more! [Click here to see agenda.](#)

## March 25<sup>th</sup> - International Symposium: Promoting Trade among the Americas

A brand new feature, a post-expo International Symposium for companies looking to do business in the U.S. or in Latin America. Note that NO exhibitors will be showcased.

**\*“Promoting Trade among the Americas” is GWHCC’s recently launched initiative for promoting trade between the U.S and Latin America.**

# ABOUT THE GWHCC



The Greater Washington Hispanic Chamber of Commerce has been ***Moving Hispanic Businesses Forward*** in the DC metropolitan region since 1976. The Chamber empowers members, business leaders and entrepreneurs through technical assistance programs, networking, informational business seminars, and annual initiatives which strengthen partnerships among commercial, non-profit, and governmental institutions.

- ❖ Named Chamber of the Year (mid-size) by the US Hispanic Chamber of Commerce
- ❖ Top Hispanic Chamber of Commerce in the area by Washington Business Journal (WBJ) Book of Lists.
- ❖ Hosts more than 50 events throughout the year plus business matchmaking sessions.
- ❖ More than 550 members



# BUSINESS MATCHMAKING SESSIONS

THE EXPO WILL OFFER BUSINESS MATCHMAKING SESSIONS WHERE BUYERS AND SUPPLIERS CAN GET TO KNOW EACH OTHER IN ADVANCE AND SET ONE-TO-ONE MEETINGS ON THE DAY OF THE EXPO.

ALL EXHIBITORS AND CHAMBER MEMBERS WILL HAVE FREE ACCESS TO THE BUSINESS MATCHMAKING TOOL.



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# EXHIBITOR BOOTH RATES



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Corporations	\$2,500
Business with 50 to 500 employees	\$1,250
Business with less than 50 employees	\$700
Non-profit Organizations with budgets of \$10M or less	\$350
Non-profit Organizations with budgets of more than \$10M	\$1,000
Government Agencies	\$500
Companies based outside the U.S.	\$250

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**\*GWHCC Members get a 50% discount  
except for companies based outside of the  
U.S.**

# SPONSORSHIP OPPORTUNITIES



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# PREVIOUS EXPO SPONSORS

Previous sponsors include:

- ❖ American Airlines
- ❖ BB&T Bank
- ❖ Capital One Bank
- ❖ Citibank
- ❖ Carefirst
- ❖ Comcast
- ❖ DSLBD
- ❖ DC Health Link
- ❖ Events DC
- ❖ Erie Insurance
- ❖ El Zol 107.9
- ❖ Gelberg Signs
- ❖ Latina Style
- ❖ Mayorga Coffee
- ❖ Metro/WMATA
- ❖ National Children's Center
- ❖ State Farm Insurance
- ❖ SunTrust
- ❖ TD Bank
- ❖ Telemundo Washington
- ❖ Univision/Entravision
- ❖ Verizon
- ❖ PNC Bank
- ❖ PriceWaterhouse Coopers
- ❖ Walmart

# SPONSORSHIP LEVELS



<u>Sponsorship</u>	<u>Available sponsorships</u>	<u>Investment</u>
Presenting Sponsor	3	\$25,000
Gold Sponsor	4	\$15,000
Internet Café Sponsor	1	\$10,000
Silver Sponsor	2	\$10,000
International Row Sponsor	4	\$10,000
Lanyard Sponsor	2	\$7,500
Business Reception Sponsor	3	\$6,000
Health & Wellness Sponsor	3	\$6,000
Workforce Dvlpt. & Education Row Sponsor	2	\$6,000
Breakfast Sponsor	1	\$6,000
Matchmaking Session Sponsor	1	\$6,000
Booklet Sponsor	1	\$6,000
Exhibitor Lunch Sponsor	1	\$5,000
Corporate Sponsor	10	\$5,000
Media Sponsor	6	\$ 5,000

# PRESENTING SPONSOR - \$25,000



## ❖ ON SITE

- ❖ Sponsor remarks in Ribbon-cutting ceremony and closing reception
- ❖ Sponsor of private VIP Reception before Expo
- ❖ Recognition as Presenting Sponsor at the Expo
- ❖ Four 10 x 10 booths in prime location
- ❖ Company logo on main entrance signage and on banners as presenting sponsor
- ❖ Complimentary meals for up to eight company representative
- ❖ Corporate giveaways or materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition on newspapers: the Washington Business Journal, El Tiempo Latino and Washington Hispanic
- ❖ Full page advertisement in Expo program
- ❖ Relevant business article in Expo program
- ❖ Company logo on all Expo printed materials and event

signage

## ❖ ON TELEVISION

- ❖ Sponsor logo recognition Telemundo and Univision

## ❖ ON RADIO

- ❖ Sponsor recognition on local Hispanic radio stations El Zol and La Nueva.

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website
- ❖ Database of Expo attendees

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year
- ❖ Add sponsor on Expo reel

# GOLD SPONSOR - \$15,000



## ❖ ON SITE

- ❖ Sponsor remarks before educational panel at the Expo
- ❖ Recognition as Gold Sponsor at the Expo
- ❖ Two 10 x 10 booths in prime location
- ❖ Company logo on main entrance signage and on banners as gold sponsor
- ❖ Complimentary meals for up to six company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition on newspapers El Tiempo Latino and Washington Hispanic
- ❖ Full page advertisement in Expo program
- ❖ Company logo on all Expo printed materials and event signage

## ❖ ON TELEVISION

- ❖ Sponsor logo recognition Telemundo and Univision

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website
- ❖ Database of Expo attendees

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year
- ❖ Add sponsor on Expo reel



# SILVER SPONSOR- \$10,000



## ❖ ON SITE

- ❖ Recognition as Silver Sponsor at the Expo
- ❖ Two 10 x 10 booths
- ❖ Company logo on main entrance signage and on banners
- ❖ Complimentary meals for up to six company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition on newspapers El Tiempo Latino and Washington Hispanic
- ❖ Half page advertisement in Expo program
- ❖ Company logo on all Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# INTERNET CAFÉ SPONSOR - \$10,000



## ❖ ON SITE

- ❖ Internet café station and lounge at prime location on Expo floor
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition on newspapers El Tiempo Latino and Washington Hispanic
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# INTERNATIONAL ROW SPONSOR - \$10,000



## ❖ ON SITE March 24<sup>th</sup>

- ❖ Recognition as the International Row Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases

- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

## ❖ ON SITE March 25<sup>th</sup>

- ❖ Recognition as the International Row Sponsor at the Expo
- ❖ Opportunity to speak in a panel for one company representative
- ❖ Breakfast for three company representatives
- ❖ Company logo on Expo printed materials and event signage

# LANYARD SPONSOR - \$7,500



## ❖ ON SITE

- ❖ Company logo printed on lanyards distributed to all exhibitors and attendees
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year



# BUSINESS RECEPTION SPONSOR - \$6,000



## ❖ ON SITE

- ❖ Recognition as the Business Reception Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# BREAKFAST SPONSOR - \$6,000



## ❖ ON SITE

- ❖ Recognition as the Breakfast Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# HEALTH & WELLNESS PLAZA - \$6,000



## ❖ ON SITE

- ❖ Recognition as the Health & Wellness Plaza Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# WORKFORCE & EDUCATION ROW - \$6,000



## ❖ ON SITE

- ❖ Recognition as the Workforce & Education Row Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event

signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year



# BUSINESS MATCHMAKING SPONSOR - \$6,000



## ❖ ON SITE

- ❖ Recognition as the Business Matchmaking Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# BOOKLET SPONSOR - \$6,000



## ❖ ON SITE

- ❖ Recognition as Booklet Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# EXHIBITOR LUNCH SPONSOR - \$5,000



## ❖ ON SITE

- ❖ Recognition as the Exhibitor Lunch Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Signage at exhibitor lunch room
- ❖ Complimentary meals for up to four company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Half page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# MEDIA SPONSOR – \$5,000



## ❖ ON SITE

- ❖ Recognition as Media Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to three company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Quarter page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year



# CORPORATE SPONSOR - \$5,000



## ❖ ON SITE

- ❖ Recognition as Corporate Sponsor at the Expo
- ❖ One 10 x 10 booth
- ❖ Complimentary meals for up to three company representatives
- ❖ One corporate giveaway or print promo materials inserted in Expo bag

## ❖ IN PRINT

- ❖ Sponsor recognition in the El Tiempo Latino and Washington Hispanic newspapers
- ❖ Quarter page advertisement in Expo program
- ❖ Company logo on Expo printed materials and event signage

## ❖ ON LINE

- ❖ Sponsor recognition in all Expo press releases
- ❖ Company logo and link on GWHCC and Expo website

## ❖ ADDITIONAL VALUE

- ❖ GWHCC Corporate membership for one year

# FOR SPONSORSHIP AND EXHIBITING OPPORTUNITIES CONTACT:

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