

# 9<sup>TH</sup> ANNUAL BUSINESS EXPO

Greater Washington Hispanic  
Chamber of Commerce



greater**washington**  
hispanic chamber of commerce

INVEST IN YOUR SUCCESS



## ABOUT 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.

- ❖ Top Hispanic Chamber of Commerce in the area, featured in the Washington Business Journal's Book of Lists and #7 among all chambers of commerce and associations
- ❖ Named Hispanic Chamber of Commerce of the Year by the US Hispanic Chamber of Commerce
- ❖ Received ceremonial resolution at the DC Council meeting for impact on the Hispanic business community in DC
- ❖ Hosts more than 50 events with over 5,000 attendees throughout the year, plus business matchmaking sessions
- ❖ Boasts more than 600 members





## WHY SPONSOR?

### This is Your Opportunity to Target the Nation's Largest Minority Group

The Hispanic population will continue to rise and account for over 50% of future U.S. population growth.

U.S. Hispanic buying power is expected to reach \$1.7 trillion by 2020.

Almost 57 million strong, Hispanics represent almost 18% of the U.S. population, and they are expected to continue showing growth, reaching 24% of the population by 2040 and 29% by 2060. Despite slowing immigration and reduced birth rates, Hispanics will drive the majority of all U.S. future growth for the foreseeable future. The U.S. Census projects Latinos to account for a full 65% of the nation's population growth over the next 45 years. This means the U.S. Latino population will more than double, adding 62 million people, and will reach more than 119 million people by 2060.

Source: Bureau of Census, Nielsen Report.

## WHY EXHIBIT?

Launched in 2010, the Business Expo has become the region's prime event for connecting 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 170 Exhibitors

Over 1,200 Attendees

Educational Seminars

B2B

Resources to Start and Grow Your Business

Education Row

And much more!

Hospitality and Tourism Row

Health & Wellness Plaza

Construction Village

Small Business Village

Mezcal Village

International Row



## B2B OPEN DISCUSSION: CONSTRUCTION

The Expo will offer Business Matchmaking in which buyers and suppliers in the construction industry can get to know each other in advance and arrange one-on-one meetings on the day of the Expo.

## SPONSORSHIP LEVELS

<b>Sponsorship</b>	<b>Investment</b>
Presenting Sponsor	\$25,000
Gold Sponsor	\$15,000
Silver Sponsor	\$10,000
Construction Village	\$10,000
Executive Luncheon Sponsorship	\$10,000
Internet Café Sponsor	\$10,000
International Row Sponsor	\$10,000
Mezcal Power Village Sponsor	\$10,000
Small Business Village Sponsor	\$10,000
Lanyard Sponsor	\$7,500
Booklet Sponsor	\$6,000
Closing Business Reception Sponsor	\$6,000
Education Row	\$6,000
Exhibitor Lunch Sponsor	\$6,000
Health & Wellness Sponsor	\$6,000
Corporate Sponsor	\$5,000
Media Sponsor	\$5,000
Fashion Show Sponsor	\$3,000
Food Truck Village	\$3,000
Executive Luncheon Table (10 seats)	\$1,000



## EXHIBITOR BOOTH RATES

Business with less than 50 employees	\$700
Business with 50 to 500 employees	\$1,250
Business with 500+ employees	\$2,500
Non-profit organizations with budgets of \$10M or less	\$500
Non-profit organizations with budgets of more than \$10M	\$1,000
Government agencies	\$500
Companies based outside the U.S.	\$300
Individual Tickets for Executive Luncheon	\$ 100

**\*\* GWHCC members will receive a 50% booth discount**



## **PRESENTING SPONSOR - \$25,000**

### **ON SITE**

- Opportunity to make remarks during Ribbon Cutting Ceremony and Closing Business Reception
- Recognition by GWHCC as Presenting Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Executive Luncheon remarks
  - Closing Business Reception remarks
- Company logo on main entrance signage and relevant Expo banners as Presenting Sponsor
- Four 10 x 10 booths in prime location
- One table with 10 tickets for Executive Luncheon
- Complimentary exhibitor boxed lunches for up to four company representatives
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in at least three local newspapers
- Full page advertisement in Expo program
- Opportunity to publish relevant business article to GWHCC blog
- Company logo on printed materials and signage

### **ON TELEVISION**

- Sponsor logo recognition on local TV

### **ON RADIO**

- Sponsor recognition on local Hispanic radio

### **ONLINE**

- Sponsor recognition in all Expo press releases
- Company logo and link on GWHCC Expo page and on GWHCC website for one year
- Database of Expo attendees

### **ADDITIONAL VALUE**

- GWHCC Corporate membership for one year
- Opportunity to host “How to Do Business With” workshop in partnership with GWHCC



## **GOLD SPONSOR - \$15,000**

### **ON SITE**

- Recognition by GWHCC as Gold Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Executive Luncheon remarks
  - Closing Business Reception remarks
- Company logo on main entrance signage and relevant Expo banners as Gold Sponsor
- Two 10 x 10 booths in prime location
- Five tickets for Executive Luncheon
- Complimentary exhibitor boxed lunches for up to two company representatives
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local newspapers
- Full page advertisement in Expo program
- Company logo on printed materials and signage

### **ON TELEVISION**

- Sponsor logo recognition on local TV

### **ONLINE**

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

### **ADDITIONAL VALUE**

- GWHCC Corporate membership for one year



## **SILVER SPONSOR - \$10,000**

### **ON SITE**

- Recognition by GWHCC as Silver Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Executive Luncheon remarks
  - Closing Business Reception remarks
- Company logo on main entrance signage and relevant Expo banners as Silver Sponsor
- Two 10 x 10 booths in prime location
- Five tickets for Executive Luncheon
- Complimentary exhibitor boxed lunches for up to two company representatives
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local newspapers
- Half page advertisement in Expo program
- Company logo on printed materials and signage

### **ONLINE**

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

### **ADDITIONAL VALUE**

- GWHCC Corporate membership for one year





## **CONSTRUCTION VILLAGE SPONSOR - \$10,000**

### **ON SITE**

- Recognition by GWHCC as Construction Village Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Executive Luncheon remarks
  - Closing Business Reception remarks
- Company logo on main entrance signage and relevant Expo banners as Construction Village Sponsor
- Two 10 x 10 booths
- Five tickets for Executive Luncheon
- Complimentary exhibitor boxed lunches for up to two company representatives
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

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

### **ADDITIONAL VALUE**

- GWHCC Corporate Membership for one year



## **EXECUTIVE LUNCHEON SPONSOR- \$10,000**

### **ON SITE**

- Recognition by GWHCC as Executive Lunch Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Executive Luncheon remarks
  - Closing Business Reception remarks
- One 10 x 10 booth
- Complimentary exhibitor boxed lunches for up to two company representatives
- One table with ten tickets for Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

- 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 SPONSORSHIP - \$10,000

## ON SITE

- Recognition by GWHCC as Internet Café Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Closing Business Reception remarks
- Internet café station and lounge at prime location on Expo floor
- Four 10 x 10 booths
- Complimentary exhibitor boxed lunches for up to four company representatives
- Five tickets for Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

## IN PRINT

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

## ONLINE

- 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**

- Recognition by GWHCC as International Row Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Executive Luncheon remarks
  - Closing Business Reception remarks
- Company logo on main entrance signage and relevant Expo banners as International Row Sponsor
- Two 10 x 10 booths
- Five tickets for Executive Luncheon
- Complimentary exhibitor boxed lunches for up to two company representatives
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

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

### **ADDITIONAL VALUE**

- GWHCC Corporate Membership for one year



## **MEZCAL POWER VILLAGE SPONSOR - \$10,000**

### **ON SITE**

- Recognition by GWHCC as Mezcal Power Village Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Executive Luncheon remarks
  - Closing Business Reception remarks
- Company logo on main entrance signage and relevant Expo banners as Mezcal Power Village Sponsor
- Two 10 x 10 booths
- Five tickets for Executive Luncheon
- Complimentary exhibitor boxed lunches for up to two company representatives
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

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

### **ADDITIONAL VALUE**

- GWHCC Corporate Membership for one year



## **SMALL BUSINESS VILLAGE SPONSOR - \$10,000**

### **ON SITE**

- Recognition by GWHCC as Small Business Village Sponsor during:
  - Ribbon Cutting Ceremony remarks
  - Executive Luncheon remarks
  - Closing Business Reception remarks
- Company logo on main entrance signage and relevant Expo banners as Small Business Village Sponsor
- Two 10 x 10 booths
- Five tickets for Executive Luncheon
- Complimentary exhibitor boxed lunches for up to two company representatives
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

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

### **ADDITIONAL VALUE**

- GWHCC Corporate Membership for one year



## LANYARD SPONSOR - \$7500

### ON SITE

- Recognition by GWHCC as Lanyard Sponsor during:
  - Ribbon Cutting Ceremony
  - Closing Business Reception remarks
- One 10 x 10 booth
- Complimentary exhibitor boxed lunches for up to two company representatives
- Two tickets to Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### IN PRINT

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### ONLINE

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

### ADDITIONAL VALUE

- GWHCC Corporate Membership for one year



## **BOOKLET SPONSOR - \$6,000**

### **ON SITE**

- Recognition by GWHCC as Booklet Sponsor during:
  - Ribbon Cutting Ceremony
  - Closing Business Reception remarks
- One 10 x 10 booth
- Complimentary exhibitor boxed lunches for up to two company representatives
- Two tickets to Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

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

### **ADDITIONAL VALUE**

- GWHCC Corporate Membership for one year





# **CLOSING BUSINESS RECEPTION SPONSOR - \$6,000**

## **ON SITE**

- Recognition by GWHCC as Closing Business Reception Sponsor during:
  - Ribbon Cutting Ceremony
  - Closing Business Reception remarks
- One 10 x 10 booth
- Complimentary exhibitor box lunches for up to two company representatives
- Two tickets to Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

## **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

## **ONLINE**

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

## **ADDITIONAL VALUE**

- GWHCC Corporate Membership for one year



## EDUCATION ROW - \$6,000

### ON SITE

- Recognition by GWHCC as Education Row Sponsor during:
  - Ribbon Cutting Ceremony
  - Closing Business Reception remarks
- One 10 x 10 booth
- Complimentary exhibitor box lunches for up to two company representatives
- Two tickets to Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### IN PRINT

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### ONLINE

- 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 - \$6,000**

### **ON SITE**

- Recognition by GWHCC as Exhibitor Lunch Sponsor during:
  - Ribbon Cutting Ceremony
  - Closing Business Reception remarks
- One 10 x 10 booth
- Signage at exhibitor lunch room
- Complimentary exhibitor boxed lunches for up to two company representatives
- Two tickets to Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

- 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 by GWHCC as Health & Wellness Plaza Sponsor during:
  - Ribbon Cutting Ceremony
  - Closing Business Reception remarks
- One 10 x 10 booth
- Complimentary exhibitor boxed lunches for up to two company representatives
- Two tickets to Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### IN PRINT

- Sponsor recognition in local Hispanic newspapers
- Half page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### ONLINE

- 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 by GWHCC as Corporate Sponsor during:
  - Ribbon Cutting Ceremony
- One 10 x 10 booth
- Complimentary exhibitor boxed lunches for up to two company representatives
- One ticket to Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Quarter page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

- 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 by GWHCC as Media Sponsor during:
  - Ribbon Cutting Ceremony
- One 10 x 10 booth
- Complimentary exhibitor boxed lunches for up to two company representatives
- One ticket to Executive Luncheon
- Opportunity to have corporate giveaways and promotional products inserted in attendee gift bag

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Quarter page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

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

### **ADDITIONAL VALUE**

- GWHCC Corporate Membership for one year



## **FASHION SHOW SPONSOR - \$3,000**

### **ON SITE**

- One 10 x 10 booth
- Complimentary exhibitor boxed lunches for up to two company representatives

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Quarter page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

- Company logo and link on GWHCC and Expo website

### **ADDITIONAL VALUE**

- GWHCC Business Membership for one year



## **FOOD TRUCK VILLAGE SPONSOR - \$3,000**

### **ON SITE**

- One 10 x 10 booth
- Complimentary exhibitor boxed lunches for up to two company representatives

### **IN PRINT**

- Sponsor recognition in local Hispanic newspapers
- Quarter page advertisement in Expo program
- Company logo on Expo printed materials and event signage

### **ONLINE**

- Company logo and link on GWHCC and Expo website

### **ADDITIONAL VALUE**

- GWHCC Business Membership for one year

## **EXECUTIVE LUNCHEON TABLE - \$1,000**

- Table signage with name of sponsor
- Includes one table for 10 people at the Executive Luncheon