

## Gold Sponsor \$25,000

- 10 exhibit booths with priority placement
- 10 full convention registrations
- One full page 4-color advertisement in convention magazine
- One special CEO message in convention magazine
- One reserved table of 10 at each special event
- Sponsor promotional materials in convention bag
- Sponsorship recognition in annual convention published materials

## Silver Sponsor \$20,000

- 8 exhibit booths with priority placement
- 10 full convention registrations
- One full page 4-color advertisement in convention magazine
- One reserved table of 10 at each special event
- Sponsorship recognition in annual convention published materials

## Bronze Sponsor \$15,000

- 6 exhibit booths with priority placement
- 6 full convention registrations
- One full page 4-color advertisement in convention magazine
- Sponsorship recognition in annual convention published materials

## Brass Sponsor \$10,000

- 4 exhibit booths with priority placement
- 4 full convention registrations
- One full page black and white advertisement in convention magazine
- Sponsorship recognition in annual convention published materials

Event and other additional sponsorships are available. Please contact Debbie Kreitlow at the Hispanic Chamber of Commerce, (414) 643-0246 for more information.



## U.S. Hispanic Chamber of Commerce Convention 2005

**Hosted by the Hispanic Chamber of Commerce of Wisconsin**  
Midwest Airlines Convention Center  
Milwaukee, WI  
September 14-17, 2005



### ABOUT THE USHCC

In 1979, several dedicated Hispanic leaders realized the enormous potential of the Hispanic business community in the United States and envisioned the need for a national organization to represent its interests before the public and private sectors. Later that year, the United States Hispanic Chamber of Commerce (USHCC) was incorporated in the state of New Mexico, creating a structured organization aimed at developing a business network that would provide the Hispanic community with cohesion and strength. Since its inception, the USHCC has worked towards bringing the issues and concerns of the nation's more than 1.6 million Hispanic-owned businesses to the forefront of the national economic agenda. Throughout its nearly 25-year history, the Chamber has enjoyed outstanding working relationships with international Heads of State, Members of Congress and the current White House Administration. Through its network of more than 130 local Hispanic Chambers of Commerce and Hispanic business organizations, the USHCC effectively communicates the needs and potential of Hispanic enterprise to the public and private sector in several ways including:

- Implementing and strengthening national programs that assist the economic development of Hispanic firms;
- Increasing business relationships and partnerships between the corporate sector and Hispanic-owned businesses;
- Promoting international trade between Hispanic businesses in the United States and Latin America;
- Monitoring legislation, policies and programs that affect the Hispanic business community; and Providing technical assistance to Hispanic business associations and entrepreneurs.

**ANNUAL NATIONAL CONVENTION-** Each year the USHCC hosts its National Convention and Business Expo featuring hundreds of exhibitors from the United States and abroad. In 2005, this convention will be held in **MILWAUKEE, WISCONSIN--Home of over 5,500 Hispanic-Owned Businesses statewide, 1,675 of which belong to Latinas.** The convention is the country's largest networking venue for Hispanic businesses and Fortune 1000 corporations interested in the Hispanic market. Over four-days, the national convention affords Hispanic vendors and corporate buyers the opportunity to establish partnerships where business opportunities can flourish. In addition, the convention offers various sessions and discussions on business development, chamber training, innovative business trends and solutions, as well as a focus on current issues that impact the Hispanic entrepreneur.

## Why should your company be a sponsor?

### Diverse Populations and Diverse Regions Make for Good Business

Companies that have learned to connect with our ever-increasing diverse population are healthier and have a brighter economic future. Globalization and demographic shifts have made retaining a workforce that reflects the communities it serves a must. In addition, competition for young talent is making diversity a top priority across many metropolitan areas across the nation. Our region has the opportunity to court Hispanic businesses and Hispanic professionals to the area in hosting the 2005 USHCC Convention—Your company can reap those rewards and position itself as a leader.

- Hispanics have now become the nation's largest minority group, numbering over 39 million. In Wisconsin alone, the Hispanic population has grown 107% over the past decade. (U.S. Census)
- It is projected that by the year 2040, one in four people residing in the U. S. will be of Hispanic descent. By 2050, the Hispanic population is expected to exceed 80 million
- The Hispanic population median age is 26, compared to 34 for non-Hispanics.
- Currently there are nearly 1.4 million Hispanic-owned businesses in the U. S. generating over \$200 billion in annual gross receipts.
- Hispanic buying power has increased 56% in the past nine years.

## How can my company capitalize on being a sponsor?

### Creating Win-Win Situations Is Our Goal

The USHCC and the Hispanic Chamber of Commerce of Wisconsin believe in forging long-range partnerships and alliances. Business is our business, and we will assist your organization in achieving your strategic goals in regards to diverse populations. Here are some of the immediate opportunities that are created for you as a sponsor:

- Participate in a forum for the exchange of business opportunities
- Create a network of professionals to use as a sounding board or as a resource
- Attend a series of comprehensive business sessions aimed at fostering the growth and development of the Hispanic market
- Connect with other organizations that share your vision and exchange best practices and other current business trends

## What are the Sponsorship Opportunities?

Your company and company logo will be prominently displayed in all convention materials. Additional benefits accompany the different levels of sponsorship as noted below.

### Diamond Sponsor \$125,000

- ✦ 20 exhibit booths with priority placement
- ✦ 30 full convention registrations
- ✦ Inside front or inside back cover placement of advertisement in convention magazine
- ✦ One full page 4-color advertisement in convention magazine
- ✦ One special CEO message in convention magazine
- ✦ Three reserved tables of 10 at each special event
- ✦ Sponsor promotional materials in convention bag
- ✦ Interview by company executive for USHCC national television show
- ✦ Media recognition in convention marketing materials
- ✦ Sponsorship recognition in annual convention published materials

### Platinum Sponsor \$50,000

- ◆ 20 exhibit booths with priority placement
- ◆ 20 full convention registrations
- ◆ One full page 4-color advertisement in convention magazine
- ◆ One special CEO message in convention magazine
- ◆ Two reserved tables of 10 at each special event
- ◆ Sponsor promotional materials in convention bag
- ◆ Sponsorship recognition in annual convention published materials