



A LEGACY OF LEADERSHIP

The 17th Annual
Hispanic Business EOY® Awards
Celebrating the 25th Anniversary of the Hispanic Business 500®!

Take your brand to the next level...
Be a part of the EOY and shake the hands
of 750 of the most powerful, enterprising,
and entrepreneurial members of the Hispanic community!

November 8th, 2007
Marriott Downtown
Los Angeles, California

“The story of Hispanic entrepreneurship is a dramatic one. Many of the individuals who will be in attendance at the EOY are chronologically related to the pioneers who created the Hispanic enterprise market. So, this story truly is one of a Legacy of Leadership!”

A handwritten signature in black ink, appearing to read "Jcho".

Jesus Chavarria
CEO | Publisher
Hispanic Business



A LEGACY OF LEADERSHIP

Attended by luminaries from government, business, and entertainment, Hispanic Business magazine's EOY event is dedicated to honoring courageous and determined Hispanic entrepreneurs who take the lead in innovation and inspire change. We celebrate those who have made significant contributions to the U.S. Hispanic economy and, in turn, contributed to the Hispanic community at large.

Join us and take your brand to the next level. ...

Appear as a sponsor at the EOY
and shake hands with 750 of the most powerful, enterprising,
and entrepreneurial Hispanic community members!

Reach corporate executives, investors, and influential U.S. Hispanic VIPs at the informative CEO Capital Markets Roundtable AND an exciting black-tie evening gala.

WHO ATTENDS THE EOY

CEO/COO/CFO/CIO – 47.1%
Owner – 37%
Partner – 9.6%
Professional – 16.0%
Operating Management – 13.7%
Marketing / Sales Personnel – 10.4%
Accounting Management – 2.1%
Purchasing Management – 2.0%

NUMBER OF EMPLOYEES IN AVERAGE EOY COMPANY

Under 10 – 27.2%
10-24 – 10.2%
24-49 – 5.2%
50-99 – 4.5%
100-999 – 13.8%
1,000 or more – 25.6%



Dear Friend of Hispanic Business,

Since its inception 17 years ago, the Hispanic Business magazine EOY Awards has been the premier celebration of the achievements of Hispanic entrepreneurs in America.

This November, Hispanic Business will once again honor the accomplishments of these notable men and women of enterprise who have beaten the odds and emerged victorious.

The event, featuring some of the most prominent Hispanics in business, government, academia, and the arts, is scheduled for November 8, 2007 at the Marriott Downtown, Los Angeles.

Sponsoring this event affords you the opportunity to promote your particular services and products directly to the leaders of Hispanic Business' EOY – the foremost U.S. Hispanic small-to-mid-sized company leaders. It also offers a rare opportunity to get feedback from some of the best minds in business today.

More than 750 leaders, including honorees and alumni of the EOY, will attend the conference for networking, a keynote address, open forums, receptions, and our preeminent celebration at the gala dinner and awards ceremony. They come to network. They come to have a good time. They bring their families, business partners, and associates.

The attendees comprise an unparalleled, high-caliber community of powerful, decision-making leaders and we'd like you to be a part of that family, too.

Thank you for your consideration. We hope to see you in Los Angeles!

Please contact us today:
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About Hispanic Business magazine and the EOY Awards

A LEGACY OF LEADERSHIP

Every year, Hispanic Business magazine celebrates the remarkable achievements of today's leading Hispanic entrepreneurs. In addition to their hard work, they have served as role models for the larger demographic of young Hispanics now in school and soon to enter the workforce.

These men and women personify the progress of Hispanic enterprise in America, and the EOY Capital Markets Roundtable and Awards Gala will bring life to the astonishing achievements of these leaders and their hard work. It is a celebration of not only growth, but of A Legacy of Leadership in the Hispanic community.

The EOY Capital Markets Roundtable gathers these men and women together to discuss everything from their largest challenges and fears to their greatest hopes for continued success in the delicate balancing act of family, work, and community. To wrap up this exclusive event, honorees and alumni of the Hispanic Business EOY, members of the press, and other business luminaries gather for a gala dinner and awards ceremony. It is an event not to be missed.

Catalog of Sponsorships Items and Costs

(ALL SPONSORSHIPS ARE EXCLUSIVE UNLESS OTHERWISE NOTED)

CYBER/TECH STATION/INTERNET CAFE

Hispanic Business magazine EOY attendees need to stay connected. This popular destination includes 10 personal computers equipped with Web browser and Internet connections. It allows EOY attendees to surf the Web right from the event without leaving the premises. Opportunity for sponsor to create splash page with short survey before granting attendee access to each computer, resulting in qualified lead generation.

COST: \$35,000

OFFICIAL CREDIT CARD

By using the official credit card of the EOY Awards, attendees receive a 10% discount on their registration fees. Credit card company name will be mentioned every time an attendee registers. Attendees are not mandated to use official card.

COST: \$30,000

CAPITAL MARKETS ROUNDTABLE AND GALA REGISTRATION

Sponsorship logo in symposium registration area and sponsorship logo and signage at gala registration.

COST: \$25,000

ROUNDTABLE REGISTRATION BADGES

Sponsor logo placement co-branded with Hispanic Business logo on each badge for all attendees. Includes one company promotional insert in each attendee gift bag.

COST: \$15,000

HOTEL KEY CARDS

Sponsor message on all hotel key cards for all attendees staying in host hotel. Hotel key card specs sent directly to sponsor once determined.

COST: \$15,000

CONFERENCE WATER BOTTLES

Sponsor message on custom water bottle belly wrap available to attendees during coffee breaks, lunches, receptions, and other times throughout the duration of the event.

COST: \$15,000

BANNERS NON EXCLUSIVE

Location in venue and sizes may vary.

COST: \$5,000-\$10,000 per banner

Sponsor Tiers

If a sponsor reaches a specific dollar level, they will be awarded the following benefits (in addition to the benefits listed on the previous page), and recognition as sponsor tier noted below. Also, sponsors are not required to choose from individual premium items listed on the previous page. Sponsors may simply choose to sponsor a tier from below and receive all benefits associated within, also being awarded category exclusivity in that particular tier.

PRESENTING SPONSOR

- Face-to-face: Hispanic Business will facilitate a special meeting for presenting sponsors with up to 75 attendees at the event. Hispanic Business will create, develop, and mail personal invitations on official Hispanic Business letterhead, coupled with presenting sponsors logo. Presenting Sponsor and Hispanic Business will agree on date, time, and menu for meeting during non-competing times at the Hispanic Business EOY Capital Markets Roundtable and manage all logistics.
- 50% discount off full Roundtable and gala registration prices (\$250) for presenting sponsor clients, customers, and/or prospects. Maximum = 100
- Ten VIP passes (full-event registrations including gala dinner and awards ceremony) for sponsor clients, customers, and / or prospects
- Category exclusivity in sponsor tier
- Sponsor logo featured on banners on-site as Presenting Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag distributed to all attendees
- Opportunity to distribute up to three company promotional items in hotel room drop
- One 6x3 table in EOY reception and common areas
- Additional one-time use of post-conference attendee mailing list

SPONSOR INVESTMENT: \$125,000

GOLD SPONSOR

- 50% DISCOUNT OFF FULL-EVENT REGISTRATION PRICE OF \$250.00 FOR GOLD SPONSOR CLIENTS, CUSTOMERS, AND/OR PROSPECTS. Maximum = 50
- Six VIP passes (full-event registrations including gala dinner and awards ceremony)
- Sponsor logo featured on banners on-site as Gold Level Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag
- Opportunity to distribute one company promotional item in hotel room drop
- One 6x3 table in EOY reception and common areas
- Additional one-time use of post-conference attendee mailing list

SPONSOR INVESTMENT: \$75,000 OR GREATER

NOTE: Automotive sponsorship is Gold Sponsor tier only and exclusive to the category with additional opportunity to display two vehicles at reception and gala.

SILVER SPONSOR

- 25% DISCOUNT OFF FULL-EVENT REGISTRATION PRICE OF \$250.00 FOR GOLD SPONSOR CLIENTS, CUSTOMERS, AND/OR PROSPECTS MAXIMUM=20
- Four VIP passes (full-event registrations including gala dinner and awards ceremony) for sponsor clients, customers, and/or prospects.
- Sponsor logo featured on banners on-site as Silver Level Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag
- Opportunity to distribute one company promotional item in hotel room drop
- One 6x3 table in EOY reception and common areas
- Additional one-time use of post-conference attendee mailing list

SPONSOR INVESTMENT: \$50,000 OR GREATER

BREAKFAST SPONSOR

Have your company representative introduce the keynote speaker and receive one table of ten at the daytime symposium and your company logo on all promotional pieces (invitations and ads). Face-to-face with Breakfast attendees.

- Four VIP passes (full-event registrations including gala Dinner and Awards Ceremony) for sponsor clients, customers, and/or prospects.
- Sponsor logo featured on banners on-site as Breakfast Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag
- Opportunity to distribute one company promotional item in hotel room drop
- One 6x3 table in EOY reception and common areas
- Additional one-time use of post-conference attendee mailing list

SPONSOR INVESTMENT: \$20,000 (1 AVAILABLE)

LUNCHEON SPONSOR

Have your company representative introduce EOY panel and receive one table of ten at the daytime symposium and your company logo on all promotional pieces (invitations and ads). Face-to-face with Luncheon Attendees.

- Four VIP passes (full-event registrations including gala dinner and awards ceremony) for sponsor clients, customers, and/or prospects.
- Sponsor logo featured on banners on-site as Luncheon Sponsor
- Opportunity to distribute up to three company promotional items in each gift bag
- Opportunity to distribute one company promotional item in hotel room drop
- One 6x3 table in EOY reception and common areas
- Additional one-time use of post-conference attendee mailing list

SPONSOR INVESTMENT: \$20,000 (1 AVAILABLE)

EXHIBITING SPONSOR

Each Exhibiting Sponsor receives one 6x3 table area to display products and/or services, hold face-to-face time with potential clients, and/or distribute literature in exhibit fashion. You will receive two full-event registrations, use of the Hispanic Business EOY Logo, and one-time use of post-attendee registration lists. This area will be dedicated for intimate appointments and networking times.

SPONSOR INVESTMENT: \$15,000 OR GREATER

GALA CORPORATE TABLE

Corporate tables will award sponsors with six full-event registration tickets. The other seats at the table will be reserved for honorees of the EOY and guests. Hispanic Business will work with sponsor to best accommodate the appropriate parties to join the sponsored table. Table tents and signage will be present at the table during the gala dinner and awards ceremony. Sponsors will be thanked in the event program.

SPONSOR INVESTMENT: \$15,000 PER SPONSOR TABLE (5 AVAILABLE)

HB500 VIP Table

HB500 VIP Company Tables are extended to HB500 companies and distinguished alumni only. The tables seat ten people.

SPONSOR INVESTMENT: \$2,500.00 (\$1,875.00 BEFORE OCTOBER 5, 2007)

EACH SPONSOR AT THE HISPANIC BUSINESS EOY CAPITAL MARKETS ROUNDTABLE AND AWARDS GALA WILL RECEIVE THE FOLLOWING BENEFITS:

- CORPORATE LOGO RECOGNITION
 - COMPLIMENTARY ONE-TIME USAGE OF POST-EVENT ATTENDEE MAILING LIST
 - SPONSOR RECOGNITION IN THE FOLLOWING FAR-REACHING MEDIUMS:
 - HISPANIC BUSINESS MAGAZINE AND EOY PROMOTIONS
 - HISPANIC BUSINESS MAGAZINE EVENTS OFFICIAL WEBSITE (SPONSORS PAGE WITH LINKING)
 - ONE FULL-PAGE FOUR-COLOR AD IN EOY PROGRAM GUIDE
 - POST-EVENT EDITORIAL AND LOGO INCLUDED IN FULL-PAGE FOUR-COLOR THANK YOU AD
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