May 22 & 23, 2019

Rosen Plaza Hotel • HBConference.com

Sponsorship Packet

Presented by: 

Premier Sponsor:

For more information please contact: Vanessa Rincon • vrincon@hispanicchamber.net
Hispanic Business Conference

The Hispanic Business Conference (HBC) is presented by the Hispanic Chamber of Commerce of Metro Orlando (HCCMO) to empower, motivate and build business opportunities for entrepreneurs, leaders and business professionals in the Central Florida region.

HBC is a unique, once a year avenue for participants to enhance their business potential through discussions from expert panelists presenting an array of business topics, professional development opportunities and diversity & inclusion tracks.

Hispanic entrepreneurs are one of the fastest-growing segments of the small business sector, and Hispanic professionals are gaining a foothold in virtually every industry and career sector, reflecting the growing diversity of the US population.

HCCMO is committed to developing long-lasting opportunities that will help our Hispanic business community to profitably grow. As we look into the impact that Hispanics will continue to make to our region and nation.

About the Hispanic Chamber of Commerce of Metro Orlando (HCCMO)

The Hispanic Chamber of Commerce of Metro Orlando (HCCMO) is a nonprofit organization whose mission is to provide leadership and support the economic development of the Hispanic business community of Metro Orlando.

Since its inception in 1993, HCCMO has strengthened the Central Florida business community by providing quality programs through its business model of networking, business development, exposure and recognition.

2019 Hispanic Business Conference Sponsors
Conference Keynote Speakers

Kevin Harrington is an original shark from the hit TV show Shark Tank and a successful entrepreneur for more than forty years. He’s the co-founding board member of the Entrepreneurs’ Organization and co-founder of the Electronic Retailing Association. He also invented the infomercial. He helped make “But wait... There’s more!” part of our cultural history. He’s one of the pioneers behind the As Seen on TV brand, has heard more than 50,000 pitches, and launched more than 500 products generating more than $5 Billion in global sales. Twenty of his companies have generated more than $100 million in revenue each. He’s also the founder of the Secrets of Closing the Sale Master Class inspired by the Master of sales—Zig Ziglar. He’s the author of several bestselling books including Act Now: How I Turn Ideas into Million Dollar Products, Key Person of Influence, and Put a Shark in Your Tank.

James Smiley has been recognized as one of the most in-demand entrepreneurs under 40 (Yahoo Finance, Clickfunnels Radio, Sales Funnel Radio, FOX, CNN, Jesse Doubek LIVE, The Jason Croft Show, & Dallas's shark tank show Boardroom.) He has been the behind-the-scenes advisor for over 450 C-Level executives and his primary focus is on disruptive digital marketing solutions. Past companies that have called on James include Facebook Messenger, AT&T’s Innovation Center, AmazonGo, and Amazon Locker.

James has published 7 books, recorded 1000s of videos and podcasts, spoken to over 12,000 enterprise sales reps, delivered over 600 speeches, and directly sold over $210M in sales before the age of 35. He has also been recognized as a digital marketing thought-leader, has spoken at many national conventions and has shared the stage with Gary Vaynerchuk (America’s most in-demand entrepreneur), Robert Herjavec (from the ABC hit TV show "Shark Tank"), and Kevin Harrington (from the ABC hit TV show "Shark Tank")
Hispanic Business Conference Agenda

Day 1 ● Wednesday, May 22

7:30 am – 8:00 am
HBC Registration & Networking
Rosen Plaza Hotel

8:00 am – 8:30 am
Ribbon Cutting Ceremony
Rosen Plaza Hotel

8:45 am – 10:30 am
HBC Breakfast and General Session
Rosen Plaza Hotel

10:45 am – 11:45 am
Breakout Session A
1A ● Grow Your Business by Winning Bids as a Subcontractor or Joint Venture
   Speakers: TBA
2A ● Business Secrets to Grow Your Business Profitably and Become #1 in Your Market
   Speaker: John de Armas, CEO at PrimEngage & Profit Maker
3A ● Topic #3
   Speaker: TBD

12:00 pm – 1:00 pm
HBC Luncheon
Rosen Plaza Hotel

Day 1 ● Wednesday, May 22 - Continuation

1:00 pm – 3:30 pm
General Session & Keynote Presentation
Topic - From Capitalism To Capability-ism: How Small Businesses Are Using Online Technologies To Dominate
Speakers: Kevin Harrington, original "Shark" from the hit TV show Shark Tank & James Smiley, Disruptive Marketing Solutions Expert

Day 2 ● Thursday, May 23

8:30 am – 9:00 am
HBC Registration, Networking

10:00 am – 3:00 pm
HBC Supplier Diversity Matchmaking Expo

11:30 am – 12:45 pm
Networking and Lunch (on their own)

1:00 pm – 2:30 pm
2019 Legislative Update Session
   Speakers: Confirmed State Reps and Senators

Day 2 ● Thursday, May 23 - Continuation

10:30 am – 11:30 am
Breakout Session B
1B ● Healthy Financials to Have Access to Capital and New Contracts
   Speakers: TBA
2B ● Business Secrets to Grow Your Business Profitably and Become #1 in Your Market
   Speaker: Jorge Cruz, President of Marketing Innovations Group

11:30 am – 12:45 pm
General Morning Session – The Women Inclusion Strategy: Key to Ignite Profits and the Economic Growth of Orlando!
Keynote Speaker: Frances Rios, Founder and President of Women Who Lead

Presented by the Hispanic Chamber of Commerce of Metro Orlando
Sponsorship Opportunities

Presenting Sponsor
Investment $25,000
Limited to one company

Benefits
• Company name will be listed as the HBC Presenting Sponsor
• Company logo included on Conference name badges
• Inclusion of company logo on HBC Program
• Back cover full-page ad in HBC Program
• Inclusion of company logo on HBC signage
• Ten (10) HBC registrations – this includes one (1) corporate table with preferred seating at HBC Breakfast and one (1) corporate table with preferred seating at HBC Luncheon
• 10 (10) VIP Reception tickets
• Two (2) spaces in the Exhibitors’ area (to be used by sponsoring company only)
• Two (2) 500 watt electricity outlet (if requested by sponsoring company 30 days prior to the event)
• Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations (as Presenting Sponsor)
• Opportunity to deliver welcome remarks (2 minutes maximum) or :60 seconds promotional video during HBC Breakfast or HBC Luncheon

Market Advertising and Promotion
• Inclusion of company logo on print/online ads (as Presenting Sponsor)
• Inclusion of company logo on all digital marketing
• Company mention on pre & post media releases
• Logo on www.hbconference.com with hyperlink
• Banner advertising space on HCCMO’s Newsletter for twelve (12) months

Premier Sponsor
Investment $20,000
Limited to two companies

Benefits
• Company logo included on Conference name badges
• Inclusion of company logo on HBC Program
• Full-page ad in HBC Program
• Inclusion of company logo on HBC signage
• Ten (10) HBC registrations – this includes one (1) corporate table with preferred seating at HBC Breakfast and one (1) corporate table with preferred seating at HBC Luncheon
• Ten (10) VIP Reception tickets
• Two (2) spaces in the Exhibitors’ area (to be used by sponsoring company only)
• Two (2) 500 watt electricity outlet (if requested by sponsoring company 30 days prior to the event)
• Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations (premium placement)
• Opportunity to deliver welcome remarks (2 minute maximum) or :30 seconds promotional video during HBC Breakfast or HBC Luncheon

Market Advertising and Promotion
• Inclusion of company logo on print/online ads (premium placement)
• Logo inclusion on all digital marketing
• Company mention on pre & post media releases
• Logo on www.hbconference.com with hyperlink
• Banner advertising space on HCCMO’s Newsletter for six (6) months
Corporate Sponsor
Investment $15,000

Benefits
- Company logo included on Conference name badges
- Inclusion of company logo on HBC Program
- Full-page ad in HBC Program
- Inclusion of company logo on HBC signage
- Ten (10) HBC registrations – this includes one (1) corporate table for ten (10) with preferred seating at HBC Breakfast and one (1) corporate table for ten (10) with preferred seating at HBC Luncheon
- Ten (10) VIP Reception tickets
- One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
- One (1) 500 watt electricity outlet (if requested by sponsoring company 30 days prior to the event)
- Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations (premium placement)
- Opportunity to deliver welcome remarks (1 minute maximum) or a :30 seconds promotional video during HBC Breakfast or HBC Luncheon

Market Advertising and Promotion
- Inclusion of company logo on print/online ads (premium placement)
- Logo inclusion on all digital marketing
- Company mention on pre & post media releases
- Logo on www.hbconference.com with hyperlink
- Banner advertising space on HCCMO’s Newsletter for four (4) months

Lanyard Sponsor
Investment $10,000

Benefits
- Company branded lanyards distributed with each pass (company to provide lanyards)
- Inclusion of company logo on HBC Program
- Full-page ad in HBC Program
- Inclusion of company logo on HBC signage
- Ten (10) HBC registrations – this includes one (1) corporate table for ten (10) with preferred seating at HBC Breakfast and one (1) corporate table for ten (10) with preferred seating at HBC Luncheon
- Ten (10) VIP Reception tickets
- One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
- One (1) 500 watt electricity outlet (if requested by sponsoring company 30 days prior to the event)
- Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations

Market Advertising and Promotion
- Inclusion of company logo on print/online ads
- Logo inclusion on all digital marketing
- Company mention on pre & post media releases
- Logo on www.hbconference.com with hyperlink
- Banner advertising space on HCCMO’s Newsletter for three (3) months

Presented by the Hispanic Chamber of Commerce of Metro Orlando
Sponsorship Opportunities

**HBC Program Sponsor**
Investment $8,000

**Benefits**
- Logo displayed on the front of the HBC Program indicating program sponsorship
- Half-page ad in HBC Program
- Inclusion of company logo on HBC signage
- Ten (10) HBC registrations – this includes one (1) corporate table for ten (10) with preferred seating at HBC Breakfast and one (1) corporate table for ten (10) with preferred seating at HBC Luncheon
- Ten (10) VIP Reception tickets
- One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
- Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations

**Market Advertising and Promotion**
- Inclusion of company logo on print/online ads
- Logo inclusion on all digital marketing
- Logo on [www.hbconference.com](http://www.hbconference.com) with hyperlink
- Banner advertising space on HCCMO’s Newsletter for three (3) months

**HBC Breakfast Sponsor**
Investment $7,500

**Benefits**
- Inclusion of company logo on HBC Program
- Half-page ad in HBC Program
- Inclusion of company logo on HBC signage
- Ten (10) HBC registrations – this includes one (1) corporate table for ten (10) with preferred seating at HBC Breakfast and one (1) corporate table for ten (10) with preferred seating at HBC Luncheon
- Ten (10) VIP Reception tickets
- One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
- Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations
- Opportunity to present a :30 second company video during HBC Breakfast

**Market Advertising and Promotion**
- Inclusion of company logo on print/online ads
- Logo inclusion on all digital marketing
- Logo on [www.hbconference.com](http://www.hbconference.com) with hyperlink
- Banner advertising space on HCCMO’s Newsletter for three (3) months

**HBC Luncheon Sponsor**
Investment $7,500

**Benefits**
- Inclusion of company logo on HBC Program
- Half-page ad in HBC Program
- Inclusion of company logo on HBC signage
- Ten (10) HBC registrations – this includes one (1) corporate table for ten (10) with preferred seating at HBC Breakfast and one (1) corporate table for ten (10) with preferred seating at HBC Luncheon
- Ten (10) VIP Reception tickets
- One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
- Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations
- Opportunity to present a :30 second company video during HBC Luncheon

**Market Advertising and Promotion**
- Inclusion of company logo on print/online ads
- Logo inclusion on all digital marketing
- Logo on [www.hbconference.com](http://www.hbconference.com) with hyperlink
- Banner advertising space on HCCMO’s Newsletter for three (3) months

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Sponsorship Opportunities

VIP Reception Title Sponsor
Investment $10,000
Limited to One Company

Benefits
• VIP Reception will have sponsor’s name on the title
• Twenty (20) tickets to the VIP Reception
• Full-page ad in HBC Program
• Half-page ad in HBC Program promoting the VIP Reception with company’s name in the title
• Inclusion of company logo on HBC signage
• Ten (10) HBC registrations – this includes one (1) corporate table for ten (10) with preferred seating at HBC Breakfast and one (1) corporate table for ten (10) with preferred seating at HBC Luncheon
• Ten (10) VIP Reception tickets
• One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
• One (1) 500 watt electricity outlet (if requested by sponsoring company 30 days prior to the event)

Market Advertising and Promotion
• Inclusion of company logo on print/online ads
• Logo inclusion on all digital marketing
• Logo on www.hbconference.com with hyperlink
• Banner advertising space on HCCMO’s Newsletter for four (4) months

VIP Reception Corporate Sponsor
Investment $3,000

Benefits
• Two (2) tickets to the VIP Reception
• Half-page ad in HBC Program
• Inclusion of company logo on VIP Reception signage
• Two (2) HBC registrations (includes HBC Breakfast and HBC Luncheon)
• One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
• Inclusion of company logo on print/online ads

HBC Corporate Table Packages

Corporate Investor - $2,200
• One (1) corporate table (seats 10) - Full Conference admission, HBC Breakfast & HBC Luncheon
• Company name on table tent
• Company name on event program

Special HBC Package- $900
(Price will go up to $1,000 after May 10)
• Four (4) HBC registrations
### Sponsorship Opportunities

**HBC Supplier Diversity Matchmaking Expo Presenting Sponsor**  
**Investment $8,500**  
**Limited to Two Companies**

**Benefits**
- Company name listed as “Presenting Sponsor” in all materials promoting the Supplier Diversity Matchmaking Session
- Inclusion of company logo on HBC Official Program
- Full-page ad in HBC Program
- Inclusion of company logo on HBC signage
- Ten (10) HBC registrations – this includes one (1) corporate table for ten (10) with preferred seating at HBC Breakfast and one (1) corporate table for ten (10) with preferred seating at HBC Luncheon
- Ten (10) VIP Reception tickets
- One (1) space in the Exhibitors’ area *(to be used by sponsoring company only)*
- Opportunity to deliver two (2)-minute welcome remarks or :30 second video presentation at Business Matchmaking Session
- Opportunity to participate in Matchmaking Session
- One (1) space in the Exhibitors’ area *(to be used by sponsoring company only)*
- Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations

**Market Advertising and Promotion**
- Inclusion of company logo on print/online ads
- Logo inclusion on digital marketing
- Logo on [www.hbconference.com](http://www.hbconference.com) with hyperlink
- Banner advertising space on HCCMO’s Newsletter for three (3) months

**HBC Supplier Diversity Matchmaking Session Corporate Sponsor**  
**Investment $5,000**

**Benefits**
- Inclusion of company logo on HBC Official Program
- Half-page ad in HBC Program
- Inclusion of company logo on HBC signage
- Five (5) HBC registrations – this includes HBC Breakfast & HBC Luncheon
- Five (5) VIP Reception tickets
- One (1) space in the Exhibitors’ area *(to be used by sponsoring company only)*
- Opportunity to participate in Matchmaking Session
- One (1) space in the Exhibitors’ area *(to be used by sponsoring company only)*

**Market Advertising and Promotion**
- Inclusion of company logo on print/online ads
- Logo inclusion on digital marketing
- Logo on [www.hbconference.com](http://www.hbconference.com) with hyperlink
- Banner advertising space on HCCMO’s Newsletter for one (1) month

**HBC Speed Networking Sponsor**  
**Investment $500**  
**Only Available to Small Businesses**

**Benefits**
- Company logo on HBC Speed Networking materials and signage
- One (1) HBC registration
- One (1) VIP Reception ticket
Sponsorship Opportunities

HBC Official Airline Sponsor
Investment $10,000

Benefits
• Recognition as the Official Airline of the HBC
• Inclusion of company logo on HBC Program
• Half-page ad in HBC Program
• Inclusion of company logo on HBC signage
• Ten (10) HBC registrations (includes HBC Breakfast and HBC Luncheon)
• Ten (10) VIP Reception tickets
• One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
• Inclusion of company logo on HBC Breakfast & HBC Luncheon screen presentations

Market Advertising and Promotion
• Inclusion of company logo on print/online ads
• Logo inclusion on all digital marketing
• Logo on www.hbconference.com with hyperlink
• Banner advertising space on HCCMO’s Newsletter for three (3) months

Conference Bag Sponsor
Investment $10,000

Benefits
• Bags will be branded with company logo and will be distributed to all attendees
• Inclusion of Company logo on HBC Official Program
• Inclusion of Company logo on HBC signage
• Opportunity to distribute promotional items
• Ten (10) HBC registrations (includes HBC Breakfast and HBC Luncheon)
• Ten (10) VIP Reception tickets
• One (1) space in the Exhibitors’ area (to be used by sponsoring company only)
• Inclusion of company logo on print/online ads

Market Advertising and Promotion
• Inclusion of company logo on print/online ads
• Logo inclusion on all digital marketing
• Logo on www.hbconference.com with hyperlink
• Banner advertising space on HCCMO’s Newsletter for three (3) months

Presented by the Hispanic Chamber of Commerce of Metro Orlando
Sponsorship Opportunities

**HBC Charging Station Sponsor**
*Investment $5,000*

**Benefits**
- Charging station branded with company logo
- Inclusion of company logo on HBC Program
- Half-page ad in HBC Program
- Four (4) HBC registrations and VIP Reception tickets
- One (1) space in the Exhibitors’ area *(to be used by sponsoring company only)*
- Inclusion of company logo on print/online ads
- Logo on [www.hbconference.com](http://www.hbconference.com) with hyperlink

**HBC Coffee Break Sponsor**
*Investment $6,000*

**Benefits**
- Five (5) HBC registrations (includes HBC Breakfast & HBC Luncheon)
- Five (5) VIP Reception tickets
- Half-page ad in HBC Program
- Inclusion of company logo on VIP Reception signage
- One (1) space in the Exhibitors’ area *(to be used by sponsoring company only)*
- Inclusion of company logo on print/online ads

**HBC Educational Track Sponsor**
*Investment $3,500*
*(Limited to 2 companies per track 3 tracks available)*

**Benefits**
- Company logo on Track workshop materials and signage
- Opportunity to deliver remarks (1 minute maximum) at the beginning of each track workshop
- Inclusion of company logo on HBC Program
- Half-page ad in HBC Program
- Four (4) HBC registrations (includes Breakfast and HBC Luncheon)
- Four (4) VIP Reception tickets
- One (1) space in the Exhibitors’ area *(to be used by sponsoring company only)*

**Market Advertising and Promotion**
- Inclusion of company logo on print/online ads
- Logo inclusion on all digital marketing
- Logo on [www.hbconference.com](http://www.hbconference.com) with hyperlink
- Banner advertising space on HCCMO’s Newsletter for one (1) month

**HBC Individual Registration**
- **HCCMO Member** - $250
- **HCCMO Member After May 10** - $300
- **Non-Member** - $350
- **HCCMO Member After May 10** - $400

- One (1) corporate table (seats 10) - Full Conference admission, HBC Breakfast & HBC Luncheon

**HBC Program Advertising Opportunities**
- **Full-page** $1,000 Members • $1,300 Non-Members
  (Full-page specs: 8.5” W x 11” H)
- **Half-page** $650 Members • $800 Non-Members
  (Half-page specs: 8.5” W x 5.25” H)
List of HBC Sponsorship Opportunities

- Presenting Sponsor: $25,000
- Premier Sponsor: $20,000
- Corporate Sponsor: $15,000
- Lanyard Sponsor: $10,000
- Program Sponsor: $8,000
- Breakfast Sponsor: $7,500
- Luncheon Sponsor: $7,500
- VIP Reception Title Sponsor: $10,000
- VIP Reception Corporate Sponsor: $3,000
- Supplier Diversity Matchmaking Session Presenting Sponsor: $8,500
- Supplier Diversity Matchmaking Session Corporate Sponsor: $5,000
- Speed Networking Sponsor (Only available for small business): $500
- Official Airline Sponsor: $10,000
- Conference Bag Sponsor: $10,000
- HBC Educational Track Sponsor: $3,500
- Coffee Break Sponsor: $6,000
- Charging Station Sponsor: $5,000

HBC Corporate Table Packages

- Corporate Investor: $2,200 ($2,400 after May 10th)
- Special HBC Package: $900 ($1,000 after May 10th)

Registration Form

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Sponsorship Confirmation

- __________ Sponsorship Level: ________________________________
- __________ Corporate Table Package: ___________________________

Program Advertising

- Full-page $1,000 Members • $1,300 Non-Members (Specs: 8.5” W x 11” H)
- Half-page $650 Members • $800 Non-Members (Specs: 8.5” W x 5.25” H)

For more information please contact Vanessa Rincon at:
407.428.5870 • vrincon@hispanicchamber.net • HBConference.com
Program Advertising Specs

Publication size: 8.5” W x 11” H
Deadline: May 10, 2019
Please send ads to: info@hispanicchamber.net

**Full Page Ad**
$1,000 Members • $1,300 Non-Members

Full Page Ads:
- Live area 8.5” W x 11” H
- Extra bleed
- PDF format
- 300 dpi or greater

**Half Page Ad**
$650 Members • $800 Non-Members

Half Page Ads:
- Live area 8.5” W x 5.25” H
- Extra bleed
- PDF format
- 300 dpi or greater

- FORMAT File Formats Accepted: PDF
- Resolution: Submitted files must be no less than 300 dpi
- Fonts: All fonts must be embedded. Only OpenType and Postscript fonts will be accepted
- NO TRUE TYPE FONTS
- Color: All color images must be CMYK and all black copy must be 100% black
- Transparencies: Transparencies and other effects used in vector format software
- Illustrator or InDesign must be flattened