



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

**THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE
& AWARD LUNCHEON**

(SEPTEMBER 24, 2009 - NYC)

Participate in an action-packed Hispanic media event, which will bring together the brightest minds in our industry to discuss the latest trends and changes in the marketplace. Building on the resounding success of Portada's Second Annual Hispanic Digital and Print Media Conference, Portada is currently offering customized sponsorship opportunities for your company to share in the success of this year's event.

IMPORTANT TOPICS TO BE COVERED ARE:

- Clients from major CPG, Telco and Retail companies talk about how best to reach the Hispanic consumer
- Are Hispanics reached online by English-language buys or do they need special advertising?
- Top Corporate Marketers and Agencies speak up
- Performance based Advertising through mobile, online and print
- How publishers can increase revenues leveraging their brands through mobile content
- Media Accountability: Towing the Line
- Web 3.0: Widgets, Personalized Web Browsers, and other emerging web features
- Hot verticals in the Hispanic print media industry
- Hispanic Online Ad Networks: The latest trends
- Content: New preferences and delivery mechanisms...
- Leveraging Social Networks and online communities to reach Latinos



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE & AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

FEEDBACK FROM PRIOR ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE

“It was one of the best conferences I have attended in a long time-- very intense, very stimulating and we both learned a lot. It also confirmed some trends that we are seeing in the market. You did a great job at getting great speakers.”

Pam Kimmerling Hoveling,
RK Hispánica Direct

“It was not only a pleasure to be there and be able to speak, it was really a successful networking event - I think Hispanic Targeting got several good leads from other attendees there. Please accept my sincere thanks for everything you did to put the event together. I'm already looking forward to the 2nd Annual Event!”

Sarah Quinn,
Account Executive Hispanic Targeting, a Location 3 Media Company

“Had a great time learning from experts in the field, seeing old associates and making new connections.”

Traci Dinkins,
GM PLANWORKS

“Kudos to Portada for putting together a pioneering and groundbreaking event, tackling Hispanic Digital and Print. I am very much looking forward to next year's event...”

Jose Villa,
President - Sensis Agency

“I highly recommend Portada's Annual Hispanic Digital and Print Media Conference to any and all marketing professionals.”

Beth Fidoten,
SVP, Account Director, Print - Initiative

“After attending the Second Annual Portada Hispanic Digital and Print Conference, we immediately started to implement some new strategies into our multimedia platform. After hearing so many experts in the field and having conversed with them during the net-

working sessions, we knew we were on the right track with our multimedia platform, but realized nevertheless how important adding the mobile technology and consumer generated content to our line of products is, and we took action. Great insights from the panel of experts and a well-organized conference. A must-attend conference on our calendar for next year.”

Lilian de la Torre-Jimenez,
Publisher Bodas USA La Revista

“Excelente evento y demuestra claramente el compromiso de Portada para mantenernos bien informados sobre el mercado hispano de los Estados Unidos.”

Carlos Moreno,
Multimedia Director, Diario El Nuevo Dia de Puerto Rico

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE & AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

SPONSORSHIPS & BRANDING OPPORTUNITIES

PLATINUM Sponsorship \$15,000 (Limited to 3)

Pre-event Marketing Exposure

- Logo Placement on all ads, mailings and marketing materials pertaining to event (starting in February 2009 until event in September 2009)
- Top Sponsorship banner on two E-Newsletters sent out specifically about conference
- Acknowledgement of sponsorship in all press releases about event
- Cover position in supplement about conference included in Portada's September/October 2009 edition (CVC audited: circ. 10,000).

On Site Marketing Exposure

- Speaker Breakfast: Enjoy breakfast in a private setting with major Speakers, Clients and Agency Executives
- Signage at Registration table
- Giant screen advertising display at Conference
- Premium cover position in official conference program
- Table at Conference
- Gift bag material distribution
- Logo and brief description of company in conference program
- Four (4) complimentary tickets to conference

Post-show Marketing

- Top Sponsorship in Conference Review E-Newsletter
- Logo placement in Conference Review supplement in Portada Nov-Dec 2009 issue



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE
& AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

SPONSORSHIPS & BRANDING OPPORTUNITIES (cont.)

GOLD SPONSORSHIP \$10,000 (Limited to 3)

Pre-event Marketing Exposure

- Logo Placement on all ads, mailings and marketing materials pertaining to event (starting in February 2009 until event in September 2009)
- First Vertical banner in 2 E-Newsletters sent out specifically about Conference
- Full page ad in supplement about conference included in Portada's September/October 2009 edition (CVC audited: circ. 10,000).

On Site Marketing Exposure

- Signage at Registration table
- Full page ad in official conference program
- Table at Conference
- Giant screen advertising display at Conference
- Gift bag material distribution
- Logo and brief description of company in conference program
- Four (4) complimentary tickets to conference

Post-show Marketing

- First Vertical banner in Conference Review E-Newsletter
- Logo placement in Conference Review supplement in Portada Nov-Dec 2009 issue



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE
& AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

SPONSORSHIPS & BRANDING OPPORTUNITIES (cont.)

SILVER Sponsorship \$7,500 (Limited to 5)

Pre-event Marketing Exposure

- Logo Placement on all ads, mailings and marketing materials pertaining to event (starting in February 2009 until event in September 2009)
- Second vertical banner on 2 E-Newsletters sent out specifically about event
- Acknowledgement of sponsorship in all press releases about Event
- Half-page ad in supplement about conference included in all issues of Portada's September/October 2009 edition (CVC audited: circ. 10,000).

On Site Marketing Exposure

- Signage at Registration table
- Giant screen advertising display at Conference
- Half page Ad in official conference program
- Tabletop at Conference
- Gift bag material distribution
- Logo and brief description of company in conference program
- Two (2) complimentary tickets to conference

Post-show Marketing

- Second Vertical banner in Conference Review E-Newsletter
- Logo placement in Conference Review supplement in Portada Nov-Dec 2009 issue



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE
& AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

SPONSORSHIPS & BRANDING OPPORTUNITIES (cont.)

BRONZE Sponsorship \$5,000 (Limited to 5)

Pre-event Marketing Exposure

- Logo Placement on all ads, mailings and marketing materials pertaining to event (starting in February 2009 until event in September 2009)
- Buttons in 2 E-Newsletters sent out specifically about event
- Acknowledgement of sponsorship in all press releases about event
- Quarter-page ad in supplement about conference included in all issues of Portada's September/October 2009 edition (CVC audited: circ. 10,000).

On Site Marketing Exposure

- Signage at Registration table
- Quarter page ad in official conference program
- Logo and brief description of company in conference program
- Table at Conference
- One (1) complimentary ticket to conference

Post-show Marketing

- Button in Conference Review E-Newsletter
- Logo placement in Conference Review supplement in Portada Nov-Dec 2009 issue



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE
& AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

SPONSORSHIPS & BRANDING OPPORTUNITIES (cont.)

Sponsor of Portada Hispanic Digital and Print Media Awards Luncheon \$18,000 (Limited to One)

Pre-event Marketing Exposure

- Logo Placement on all ads, mailings and marketing materials pertaining to event (starting in February 2009 until event in September 2009)
- First button on 2 E-Newsletters sent out specifically about event
- Top sponsorship in 2 E-Newsletters prompting Portada readers to choose award winners in 9 different categories at www.portada-online.com.
- Sponsorship of landing page where readers choose award winners.
- Acknowledgement of sponsorship in all press releases about event
- Full page ad in supplement about Conference and Hispanic Digital and Print Media Awards included in all issues of Portada's September/October 2009 edition (CVC audited: circ. 10,000).

On Site Marketing Exposure

- Giant screen advertising display at Conference
- Client Breakfast: Enjoy breakfast in a private setting with major Speakers, Clients and Agency Executives
- Welcoming remarks at Luncheon
- Signage at each lunch tabletop as exclusive Sponsor of Awards Lunch
- Full page Ad in official Conference program
- Gift bag material distribution
- Logo and brief description of company in conference program
- Table at Conference
- Four (4) complimentary tickets to conference



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE & AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

SPONSORSHIPS & BRANDING OPPORTUNITIES (cont.)

Post-show Marketing

- First Button on Conference Review E-Newsletter
- Top sponsorship in E-Newsletter announcing the 2009 award winners.
- Logo placement in Conference/Award Winners Review Supplement in Portada Nov-Dec 2009 issue

PORTADA HISPANIC DIGITAL AND PRINT MEDIA AWARDS

- Top Hispanic Digital Media Innovation
- Top Hispanic Digital Advertising Campaign Plan and Execution
- Top Hispanic Print Media Innovation
- Top Hispanic Print Advertising Campaign Plan and Execution
- Top Print Media Professional of the Year
- Top Digital Media Professional of the Year

Sponsor of Networking Function \$6,500 (Limited to One)

Pre-event Marketing Exposure

- Logo Placement on all ads, mailings and marketing materials pertaining to event (starting in February 2009 until event in September 2009)
- Acknowledgement of sponsorship in all press releases about event

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE & AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

SPONSORSHIPS & BRANDING OPPORTUNITIES (cont.)

On Site Marketing Exposure

- Signage at Registration table
- Give Conference attendees a lift by providing snacks and refreshment while they network after the conference. Price covers staffing costs.
- Logo and brief description of company in Conference/Networking/Award Dinner program
- Two (2) complimentary tickets to Conference

Post-show Marketing

- Logo placement in Conference Review supplement in Portada Nov-Dec 2009 issue



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE
& AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference Attendee Bag Sponsorship

\$4,000 (Exclusive)

Logo to appear on tote bags distributed at conference and networking event. This is a keepsake item and great way to continue to be top of mind during and after the event. Includes 1 Bag Insert.

Pad and Pen Sponsorship

\$3,500 (Exclusive)

Provide the pen and pad to all attendees placed on all seats and tables in the ballroom and made available throughout the show.

Conference and Business Event Name Tag & Lanyards Sponsorship

\$2,800 (Exclusive)

Be the exclusive provider of neck cords, imprinted with your logo, used by all the attendees for participation in the event.

Morning Break and Beverage Sponsor

\$2,500 (Exclusive)

Give conference attendees a lift by providing coffee, beverages and pastries during the morning break.

Also includes signage at coffee table next to registration desk. Price covers staffing costs.



TRACKING THE EXPANSION OF HISPANIC MARKETING AND MEDIA

Getting it Right: Connecting with the Hispanic Consumer

THIRD ANNUAL HISPANIC DIGITAL AND PRINT MEDIA CONFERENCE
& AWARD LUNCHEON

(SEPTEMBER 24, 2009 - NYC)

ADDITIONAL SPONSORSHIP OPPORTUNITIES (cont.)

Afternoon Break and Beverage Sponsor

\$3,500 (Exclusive)

Give conference attendees a lift by providing coffee and beverages during the afternoon break.

Price covers staffing costs.

Breakfast Sponsor

\$2,500 (Exclusive)

Give conference attendees an initial lift by providing coffee, beverages and pastries during the breakfast. Includes signage at breakfast table next to the registration desk. Acknowledgment of sponsorship in Conference Program.

Price covers staffing and food costs.

All Day Bottled Water Sponsor

\$1,800 (Exclusive)

Throughout the day your message will be seen by all attendees - Water served throughout the day.

Wi-fi Lounge Sponsorship

\$1,500 (Exclusive)

Provide attendees with the ability to stay connected throughout the day with Wi-fi access. Includes Wi-fi signage.

Bag Inserts distributed at Conference and Networking/Awards Dinner

(\$500)

Distribute collateral in all Conference and attendee bags.

Promote your media property at a display table during Conference

(\$350)

Distribute your collateral so that Conference attendees can take your information with them.