

It's About Opportunity...

latino
career *expo*
B O S T O N 2 0 0 9

Spring

Thursday, March 19th, 2009

1:00pm - 5:30pm- Job fair

5:30pm - 8:30pm - El Mundo Professional
Mixer - Marriott Tremont House Hotel
Boston, Massachusetts

Fall

Thursday, September 17th, 2009

1:00pm - 5:30pm- Job fair

5:30pm - 8:30pm - El Mundo
Professional Mixer
Marriott Tremont House Hotel
Boston, Massachusetts

Presented by



www.latinocareerexpo.com

Community Partners:



**Hispanic American Chamber
of Commerce (HACC)**



Association of Latino Professionals
in Finance and Accounting

latino
career expo
B O S T O N 2 0 0 9

Dear Friend:

El Mundo Newspaper is excited to announce the **Latino Career Expo** (LCE) of 2009 series to be held on Thursday, March 19th, and Thursday September 17th 2009 at the historic Marriott Tremont House Hotel, located in the heart of Boston's Theatre District.

This all day event is a *win-win* opportunity for both exhibitors and attendees alike. Exhibitors win by tapping into a large pool of motivated, qualified, bilingual Latino candidates who are seeking employment or career advancement opportunities at all levels. The Latino Community wins by meeting progressive organizations that believe in strengthening their company by embracing the power of diversity.

Exhibitors will also receive an invitation to attend the highly regarded El Mundo Professional Mixer (Latino Professional Networking evening event) hosted by El Mundo which takes place later that evening from 5:30pm-8:30pm. With hundreds of Latino Professionals, sponsors and a keynote speaker, you can expect a high-energy Latino marketing, PR and networking event!

The LCE will be strategically promoted at a grassroots level through our community partners, media and networks, colleges and universities, posters, fliers and via the LCE website; www.latinocareerexpo.com. Additionally, the Latino professional organizations will send out frequent e-mail blast to its' membership of over 4,000 Latino Professionals!

An average of over 1,200 bilingual attendees per event makes the LCE not only one of Boston's most successful diversity job fairs, but also a tremendous value and investment!

Please review our schedule of events that follows and take advantage of this opportunity to invite the Latino community to be part of your human capital, your greatest asset!

You can secure your booth by faxing the registration form to (617) 524-5886 or by calling me directly at (617) 522-5060 ext. 225.

Yours truly,

Jay Cosmopoulos

VP of Advertising/Marketing

Office: 617 522 5060 ext. 225

Cel: 978 761 8952

Fax: 617 524 5886

jaycosmo@elmundoboston.com

Event Schedule

(10:30AM – 12:00PM) Registration/Setup

(12:00PM – 1:00PM) Lunch Reception

The day will kick off with a light working lunch.

(1:00PM – 5:30PM) Latino Career Expo

Held at the elegant Empire Ballroom, join dozens of companies and organizations interested in personally meeting qualified, bilingual, Latino job seekers. Interview candidates right on the spot, or strengthen your database of potential prospects.

(5:30PM – 8:30PM) Latino Professional Network Event

You are invited to attend this networking event hosted by El Mundo. This monthly event is attended by hundreds of Latino/Latina professionals.

Every member of the following organizations will be invited to the Latino Career Expo:

Latino Professional Network

The Latino Professional Network creates career, educational and social opportunities for Latino professionals. We connect Latino professionals and college students with each other, and with employers seeking to identify, retain and develop Latino talent. L.P.N. fosters an environment for personal and professional growth for Latinos through monthly networking sessions hosted by area corporations, educational institutions and non-profit organizations.

Hispanic Professional Affiliations (Local Chapters)

- :: Association of Latino Professionals in Finance and Accounting (ALPFA)
- :: National Association for Hispanic MBAs (NSHMBA)
- :: Hispanic American Chamber of Commerce (HACC)

Latino Student Organizations at College and Universities

- :: Boston University
- :: Boston College
- :: Northeastern University
- :: Emerson College
- :: Simmons College
- :: Bentley College

Community Organizations

- :: Casa Nueva Vida
- :: HOPE
- :: Oficina Hispana
- :: ¿Oiste?
- :: Centro Latino - Chelsea
- :: ABCD
- :: La Alianza
- :: Centro Presente
- :: Chelsea Collaborative
- :: Office of Puerto Rico Federal Affairs Administration

Sponsorship Package

Total Investment - \$5,000

- :: 6 ft. x 8 ft. Sponsor Booth two events; (Expo & LPN evening event)!
- :: Company logo in print, TV, and radio campaigns, posters and fliers
- :: 1/2 page ad (9.75in x 7.5in) in El Mundo's Career Guides
- :: Company logo included on website (pop-up)
www.latinocareerexpo.com
- :: Company presence on VIP Invitation, e-mail blasts, Banner Placement, and Resource Table at the El Mundo Professional Mixer event (5:30 p-8:30p)
- :: Included in El Mundo Newspapers post coverage
- :: Box Lunch for two

Exhibitor Package

Total Investment - \$2,250

- :: 6 ft. x 8 ft. Skirted Table w/ 2 Chairs (expo; 1pm-5:30pm)
- :: Company name listed in print ads & on website
- :: 1/4 page ad (4.75in x 7.5in) in El Mundo's Career Guide
- :: Box Lunch for two
- :: Invitations to the El Mundo Professional Mixer evening event (5:30pm - 8:30pm)

Frequently Asked Questions

■ **When and where will the Latino Career Expo take place?**

Thursday, March 19th & Thursday September 17th, 2009, in the Empire Ballroom of the Tremont House Hotel, located at 275 Tremont St., Boston, MA from 1:00PM – 5:30PM

■ **What type of companies/organizations will attend?**

Banks, hospitals, HMO's, retail, mortgage, security, colleges and universities, governmental agencies, telemarketing, temporary agencies, municipalities, armed forces, Latino Media and community based organizations (social service agencies and professional org's) and many more...

■ **What makes the Latino Career Expo a solid investment?**

There are several reasons. El Mundo newspaper's thirty-six year track record in Boston's Latino Community serves as a solid foundation for both exhibitors and attendees alike with an avg of 1,200 job-seekers and over 40 exhibitor's. Plus, the partnership with the prestigious Latino Professional organizations offers a unique opportunity to meet Latino/Latina professionals all in one place. Finally, the launch of a robust advertising/public relation campaign rounds out the necessary elements needed for a successful expo.

■ **In addition to the Latino Career Expo, what else is going on?**

You are also invited to the energetic El Mundo Professional Mixer networking event where you'll be able to mix and mingle with the movers and shakers in the Boston business community.

■ **How will the Latino Career Expo be promoted to the general public?**

The LCE will be strategically promoted at a grassroots level through our community partners, media and networks, colleges and universities, posters, fliers and via the LCE website; www.latinocareerexpo.com. Additionally, the professional organizations will send out frequent e-mail blast to its' membership of over 4,000 Latino Professionals!

■ **Do we design our own ad for the Career Guide?**

Usually our clients design their own ads, however if you wish, we can assist in the design of your ad at no extra cost. Please contact your account executive for more information.

■ **What are the ad sizes and deliverable formats?**

For SPONSORS: A half page ad is (9.75in x 7.5in)

For EXHIBITORS: A quarter page ad is (4.75in x 7.5in).

The ads should be e-mailed in a .PDF format directly to the Account Executive from El Mundo.

■ **What is the ad deadline and when will the Career Guide be published?**

Two (2) weeks prior to publication e-mail PDF to your AE.

■ **Is there public parking near the venue?**

Yes, there is a large, secure, public parking facility across the street from the Tremont House Hotel.

Registration Form

Company Name: _____

Main Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____

e-mail: _____

March 19th, 2009 • Boston

\$5,000 [Sponsor]

\$2,250 [Exhibitor]

Please fax your signed
registration form today to
secure a prime booth location!

September 17th, 2009 Boston

\$5,000 [Sponsor]

\$2,250 [Exhibitor]

*****Pre-payment is required. Please use credit card information below or make checks payable to: El Mundo Newspaper and send to 408 S. Huntington Ave., Boston, MA 02130**

Credit Card Billing Information:

Please Check One:

MasterCard

Visa

AMEX

Credit Card Number: _____ Exp Date: _____

Name on Card: _____

Address (if different than above): _____

City, State, Zip: _____

Authorized Signature: _____

Please print and fax this form to 617-524-5886 or call us : 617-522-5060

Cancellation of the event must be made in writing no less than two (2) weeks prior to the Expo date. Invoices are due upon receipt.