

# Statewide Hispanic Chamber of Commerce of NJ 24th Annual Convention & Expo



Thursday, October 23, 2014

The Brownstone

351 West Broadway, Paterson, NJ 07522

**8:00 AM Registration & Exhibit Set-up**

**9:00 AM – 9:30 AM Opening Reception –  
Celebrating 25 years of service!**

Join government officials, corporate leaders and diplomats in the excitement and enthusiasm as we open the Annual Convention and Expo and celebrate the Chamber's 25 years of service. Explore the many varied products and services on display by over 50 Exhibitors. Don't miss this unique opportunity to make new business contacts, explore new business opportunities and cultivate relationships with the fast growing Hispanic Business community!

## Workshops

Start or expand your Business! Take advantage of an opportunity for meetings and learn about valuable resources available for your business.

**9:00AM - 4:00 PM Expo / Convention**

**12:30PM - 2:30 PM Awards Luncheon**

Be part of this innovative international event! We have confirmed **Lieutenant Governor Kim Guadagno** as our Keynote Speaker! Socialize with New Jersey's public officials and international diplomats. Learn about New Jersey's future in International Markets. The atmosphere will be electrifying! Meet corporate representatives and market your organization. Join us and discover your future!

## Awards Luncheon:

Individual Tickets: \$85 / person (\$75 / person until October 1<sup>st</sup>)

Table of 10: \$700

ERG Groups : Please call for pricing.

## Expo:

Prices include:

- Skirted 8' Table
- 2 chairs
- Company Listing with booth location
- 1 ticket to Awards Luncheon (please call for additional)

Booth Prices Booth Dimentions	Member:	Government / Non-profit:	S/W/MBE	Non-member / Corp.
1 - 8' Table	\$400	\$450	\$450	\$600
2 - 8' Tables	\$750	\$900	\$900	\$1,000
Prime Location - 8' Table	\$900	\$1,000	\$1,000	\$1,200
Prime Location - 2 8' Tables	\$1,750	\$1,750	\$1,750	\$1,850

## Advertising Opportunities-

### Star-Ledger Insert

- 16 page special section that will be inserted into each Sunday, October 19<sup>th</sup> Star-Ledger newspaper
- Full Color Pages
- Printed on heavy gauge, bright white stock for added impact to readers
- Additional copies printed for event and Marketing promotion
- All material will be kept on a Blog on NJ.com to continue marketing your business following this event!

- Back Cover Page - Please call!
- Front Inside Cover - Please call!
- Back Inside Cover - Please call!
- Full Page - Please call!
- Full Page (B/W) - Please call!
- Half page - Please call!
- Quarter Page - Please call!
- Eighth Page – Please call!

### Contact Chamber:

(973) 900-5886 ~ [chamber@shccnj.org](mailto:chamber@shccnj.org)

One Gateway Center, Suite 930

Newark, New Jersey 07102

[www.shccnj.org](http://www.shccnj.org)

# Statewide Hispanic Chamber of Commerce of NJ 24th Annual Convention & Expo

## Sponsor Opportunities

### Platinum Sponsor

**\$15,000**

- Speaking Role at Ribbon Cutting and Awards Luncheon
- Headtable Seating
- 2 Prime Location Exhibit Tables
- Logo featured on News Segment to be aired on Mundo Fox for 3 weeks (see distribution on page 3)
- Opportunity to have a representative interviewed prior to event to discuss company involvement with the expo for 60 seconds. Will be included in next weekly show about overall event, reaching over 2 million viewers
- Company Logo in all advertising, including 5 ads in The Star Ledger (983,700 readers) & NJ.com (11 million monthly visitors)
- 1/2 Page Color Advertisement in Convention Insert
- Quote in Convention Insert
- 10 Tickets to Awards Luncheon

### Bronze Sponsor

**\$5,000**

- 1 Exhibit Table
- Logo featured on News Segment to be aired on Mundo Fox for 3 weeks (see distribution on page 3)
- Company Logo in all advertising, including 5 ads in The Star Ledger (983,700 readers) & NJ.com (11 million monthly visitors)
- 1/8 Color Page Advertisement in Convention Insert
- Quote in Convention Insert
- 5 Tickets to Awards Luncheon

### Gold Sponsor

**\$10,000**

- Speaking Role at Ribbon Cutting or Awards Luncheon
- 2 Prime Location Exhibit Tables
- Logo featured on News Segment to be aired on Mundo Fox for 3 weeks (see distribution on page 3)
- Opportunity to have a representative interviewed before or after event to be included in next weekly show about overall event, reaching over 2 million viewers
- Company Logo in all advertising, including 5 ads in The Star Ledger (983,700 readers) & NJ.com (11 million monthly visitors)
- 1/4 Page Color Advertisement in Convention Insert
- Quote in Convention Insert
- 10 Tickets to Awards Luncheon

### Convention Magazine Sponsor

**\$3,500**

- 1 Exhibit Table
- Company Logo in all advertising, including 5 ads in The Star Ledger (983,700 readers) & NJ.com (11 million monthly visitors)
- 1/8 Color Page Advertisement in Convention Insert
- Sponsor Recognition in Convention Insert

### Silver Sponsor

**\$7,500**

- 1 Prime Location Exhibit Table
- Logo featured on News Segment to be aired on Mundo Fox for 3 weeks (see distribution on page 3)
- Host will mention company name in next weekly show about overall event, reaching over 2 million viewers
- Company Logo in all advertising, including 5 ads in The Star Ledger (983,700 readers) & NJ.com (11 million monthly visitors)
- 1/4 Color Page Advertisement in Convention Insert
- Quote in Convention Insert
- 10 Tickets to Awards Luncheon

### Contributor

**\$2,000**

- 1 Exhibit Table
- Company Logo in all advertising, including 5 ads in The Star Ledger (983,700 readers) & NJ.com (11 million monthly visitors)
- Sponsor Recognition in Convention Insert

Sponsorship Level: \_\_\_\_\_ Exhibit Booth Type: \_\_\_\_\_

Ad Size to Reserve: \_\_\_\_\_ Number of Awards Luncheon Tickets: \_\_\_\_\_

Total Received: \$ \_\_\_\_\_ for participation in **SHCC-NJ's 24th Annual Convention & Expo**

Check                                       American Express                                       Master Card  
 Payment to follow                                       Discover                                       Visa

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Email Address \_\_\_\_\_

**Deadline to advertise: Friday, October 3, 2014.**

Please return to: Statewide Hispanic Chamber of Commerce of New Jersey  
 One Gateway Center, Suite 930. Newark, NJ 07102  
 Tel: 973-900-5886 ~ Fax: 866-226-1828 ~ chamber@shccnj.org ~ www.shccnj.org

# Mundo Fox-NY Market Penetration

The NY Market is comprised of over 1.2 million Hispanic TV households. Hispanic Cable subscription accounts to 80% of total. Mundo Fox NY currently has a 60% market penetration which translates to a potential of 2.1 million viewers.

Currently Mundo Fox NY is distributed market wide by Cablevision, Comcast & Verizon Fios. It is projected that Timewarner will be carrying Mundo Fox NY by September 2014. At which time and additional 1.41 million viewers will have access to Mundo Fox NY. Mundo Fox can also be viewed with home antennas.

<b>Total Hispanic TV HH</b>	<b>Hispanic Cable Subscribers 80% of Total TVHH</b>	<b>Mundo Fox 60% Market Penetration</b>
<b>1,242,160</b>	<b>746,296</b>	<b>596,236.8</b>
<b>Total Hispanic Population</b>	<b>Population Cable Subscribers 80% of Total TVHH</b>	<b>Mundo Fox 60% Market Penetration</b>
<b>4.4 million</b>	<b>3.52 million</b>	<b>2.11 million</b>

Source: 2010 Census

Nielsen Hispanic Market TVHH reports

Comcast, Cablevision, Verizon fios market reports

Date: June 25, 2014