



EXPO AMERICAS

FAMILY CULTURE BUSINESS ENTERTAINMENT

September 15-16th, 2012
Union Station, Kansas City



WHY PARTICIPATE in EXPO AMERICAS?

Expo Americas is a unique, grassroots two-day event that offers an opportunity to reach the Latino consumer or entrepreneur as well as the general public. The one-of-a-kind event gives individuals, businesses, organizations and corporations a direct connection to the fastest growing market segment in the country!

WHO WILL ATTEND?

Families, entrepreneurs, business executives, industry professionals, community leaders, educators and service organizations – coming together to sample products, access services, enjoy top entertainment and celebrate the vibrant and growing Hispanic culture.

Expo Americas builds on the past success sixteen years ago – a group of local Kansas City business owners organized a one-time event called the Hispanic Economic Awareness Expo. That event was attended by nearly 27,000 people at the Kansas City Market Center. Its success has not been duplicated since, until now, as Expo Americas reunites several of the original organizers in the same spirit to bring a new bigger event to fruition!

From Omaha to Oklahoma City and Denver to St. Louis, Expo Americas will reach a regional audience creating a unique and unprecedented experiential Hispanic event for years to come!

EXPOAMERICAS IS is the event to:

- Expose, inform, and create opportunities for those who want to reach Hispanic business owners and consumers.
- Focus on solutions to the economic, educational, and workforce issues that Latino communities face today.

EXPOAMERICAS WILL

- Create an atmosphere for family; providing a window of opportunity for business and entrepreneurs alike.
- Inspire others through the flavor of Latin music, food, Art and tradition.
- Be a place and event where every age, family member, person, Latino or non-Latino, can enjoy the culture intertwined with America's past, present and future.
- Present the best of the best in Latin national, regional and local entertainment.

BY THE NUMBERS

In 2010, the combined total of more than 509,000 Latinos in Missouri and Kansas translated into a billion dollar economic boom in sales and revenue. Understanding these numbers and recognizing the contribution that Latinos have made in our communities is the inspiration behind the creation of Expo Americas. This event will marry the celebrations of our histories with a grand vision of our future, while also recognizing Latino families, students, and children – the next wave of America's Entrepreneurs, workforce, voters and American contributors.

In 2007 the U.S. Census Bureau reported the following: The number of Hispanic-owned businesses in the United States increased by 44% to 2.3 million from 2002 to 2007, more than twice the overall national increase of 18%. That 2.3 million of Hispanic or Latino owned businesses translates into \$345.2 billion in gross revenues.



COMMUNITY BENEFITS

EMPLOYMENT:

Expo Americas will feature an employment recruiting area in association with many of the exhibitors and community resources currently available, and incorporating a bi-lingual atmosphere into its theme.

HEALTH and WELLNESS:

Expo Americas will offer a wealth of information and free preventative health screenings, eye exams, and other information on diabetes, high cholesterol and organ donation. Expo Americas is a tremendous vehicle to connect with attendees thereby increasing awareness and outreach opportunities for your organization or company.

EDUCATION:

Expo Americas will feature pro-educational services with both traditional and non-traditional institutions that are committed to increasing the number of high school and college graduates in our Latino communities. Expo Americas will promote the importance of all education – technical, post-secondary, culinary and construction apprenticeships. Education is a major issue in the Latino community and will be a focal point for Expo Americas.



PARTICIPATE in **EXPO AMERICAS**

Expo Americas offers individuals and entities various participation opportunities. Below is a brief description of opportunities that you, your organization, business or corporation may take part in to help raise awareness and support Expo Americas.

INDIVIDUAL OPTION: ATTEND AND ENJOY THE FESTIVITIES!

Come out on September 15th and 16th 2012 and take advantage of all the planned activities. Buy a ticket and support Expo Americas while enjoying all that the expo has to offer in giveaways, educational activities, and live entertainment! We invite people of all ages, cultures, and ethnicities to join in the festivities.

EXHIBITION OPTION: EXHIBIT OPPORTUNITIES

For those individuals, organizations, businesses and companies that would like to be included in our lineup of exhibitors and vendors, you will have the option to participate as a private for-profit entity or as a non-profit agency with special pricing available to those qualifying agencies.

SPONSOR OPTION: FOUNDING MEMBER AND/OR TITLE SPONSORSHIP

This option is the most beneficial as it will give your organization, business or company the opportunity to become an integral and highly visible supporter of Expo Americas 2012. Expo Americas inaugural sponsors have the opportunity to join this annual event at the ground level with special branding benefits that likely will be sold out in future years.

Major sponsors include input on agenda, program content, business planning, and virtually every aspect of Expo Americas. Also included are bonus high-profile benefits from special VIP hosted events to media event hosting opportunities.

EXPO PARTNER OPTION: INVESTMENT OPPORTUNITY AT EXPO AMERICAS

Expo Americas offers partnership opportunities which will require an investment both financially and in the vision of the event brand. Financial gain would be correlated to the size of the investment. Investment Partners would have the option in participating in the overall strategic growth plan of Expo Americas as a national Latino grassroots experiential event in cities across the U.S.



BENEFIT FROM EXPO AMERICAS

Join us for the first annual Expo Americas Kansas City event on September 15th and 16th, 2012 at Union Station. It is the perfect opportunity to highlight your mainstream or Latino business to the Greater Kansas City Latino Community.

Any mainstream firm is a potential Expo Americas client. Why? Expo Americas provides mainstream companies the perfect venue to meet the Latino market directly. This one on one manner of direct marketing is the ideal opportunity to showcase products and services in a warm, fun and friendly atmosphere. It is a way to let consumers meet and get to know the business personnel they are buying from. Building relationships leads to long-term buying decisions and "word of mouth" referrals.

Any Latino commercial or retail business professional who wants to promote their business, products and services to the community is a potential Expo Americas client. Why? This is an event that will bring together Latino owned businesses that are committed to forming professional networks. Expo Americas will provide the ideal opportunity to introduce Latino businesses to Latino and general market consumers in a powerful and invitational manner.

Any mainstream social service agency, non-profit or Latino targeted organization is a potential Expo Americas client. Why? If the goal of an agency is to reach out to the targeted populations in their respective areas, then it would be wise to promote their agency at Expo Americas. Expo Americas is the perfect forum to reach the Latino population and let them know about the offerings that each social service agency or organization has to offer. Participation will increase your agency's presence by reaching more people to inform them about your mission, goals and desire to reach out to the Latino population directly.

Professionalism at its Best

Expo Americas has a sales team that is committed to understanding your needs as an exhibitor and is ready to execute a support plan that meets your objectives. This event will have excellent logistical coordination, provided by an expert team of professionals, and assisted by our "white glove" concierge service team. For more information or to guarantee your place at Expo Americas, contact any one of our qualified Sales Consultants directly at 816-912-7677.

Where will your business be at in Expo Americas?

- Health and Wellness Plaza
- Business Expo Plaza
- The Big E's Education, Employment and Economic Resource Plaza
- Food Plaza
- (Premium, Preferred, Sampling and Single Item opportunities)
- Margarita Contest Plaza
- Social and Community Services Plaza
- Children's Adventure City Plaza
- Auto Plaza
- Arts & Crafts Plaza
- Builder's Plaza
- Legal Services Plaza
- Technology Plaza
- Ministry and Self-Help Plaza
- Cultural Arts Plaza
- Quinceañera Fashion Plaza

Prices - Interior/Exterior Booths

Interior Exhibit Hall Booths
\$875.00 Interior Premium Booth
\$800.00 Interior Preferred Booth
\$675.00 Interior Non-Profit Booth

Exterior Tented Booths
\$675.00 Exterior Tented Premium Booth
\$600.00 Exterior Tented Standard Booth
\$575.00 Exterior Tented Non-Profit Booth

For more sales information email us at sales@expoamericas.com

