2018 CONFERENCE SALES CATALOG

¡IMPACTO!
Rising & Thriving

Celebrating 30 Years
A SALUTE FROM OUR CEO

Dear Partner:

Our 2018 Annual Conference and Career Expo entitled ¡IMPACTO! Rising & Thriving will serve as a platform to help companies connect with qualified and diverse professionals, entrepreneurs and students that can fuel their competitive engines.

Next year, we will celebrate Prospanica’s 30 years of creating tangible opportunities for our members, and we invite you to be front and center as part of this milestone Annual Conference as both a Career Expo Exhibitor and a Sponsor of one of the many high-impact opportunities we have available.

Since its inception in 1988, Prospanica® has taken a leadership role nationwide as the non-profit organization dedicated to empowering the Hispanic community to achieve their full educational, economic, and social potential. And we are just getting started!

Prospanica’s 2018 Annual Conference and Career Expo ¡IMPACTO! Rising & Thriving will be held in Milwaukee, Wisconsin from September 12 - 14, 2018, and it promises to deliver on everyone’s expectations. Attendees will have access to life-changing career opportunities and learning sessions with subject matter experts. Sponsors will have a chance to scout and engage exceptional new talent, while tapping into one of the most coveted consumer segments: Hispanic professionals.

Your commitment to Prospanica’s 2018 Annual Conference today will allow us the necessary time to craft your company’s presence, brand exposure and impact during our grand 30 year fiesta in 2018. One event cannot contain all we want to accomplish for the year, so please notice the other 2018 partnership opportunities listed here and in the addendum. I look forward to celebrating our success with you!

Saludos,

Thomas Savino
Prospanica CEO

Sources:
2015 Latino Gross Domestic Product (GDP) Report
2017 Geoscape AMDS Executive Summary Report
I AM PROSPANICA®

Prospanica® advocates for the pursuit of higher education and the advancement of Hispanic leaders in business and in their communities. With 46 Chapters and hundreds of community partners across the U.S. and Puerto Rico, Prospanica® is the Association of Hispanic Professionals.

Prospanica’s mission has an impact on two fronts: Business and the Community.

**Education**

Prospanica’s 46 Professional and University Chapters across the U.S. give us and our partners local market presence. Our membership is comprised of a robust network of Hispanic students, professionals and business leaders, and we support undergraduate and graduate student members through our Tuition and Scholarship Programs. Among our member benefits are CPA Exam Prep Discounts, PMP and CAPM Certification Course Discounts, Tuition Benefits Programs for degrees with top business schools, full and half Scholarship Programs with our University Partner Program (UPP), assistance with student loans and refinancing programs, and Prospanica Foundation Scholarships.

**Employment**

The Prospanica® Job Board provides our membership with access to tangible employment opportunities with Fortune 500 companies. It also offers a variety of resources for everything from writing a resume, acing an interview and networking to best practices in the workplace. Prospanica’s Professional and Career Training Events will include quarterly webinars covering leadership and entrepreneurship topics with special connections to other Prospanica events and programs. Through the lenses of leadership and entrepreneurship, these webinars will explore trends, innovations, and ideas from experts around the country, all positioned to sharpen the business acumen of Latino leaders. See addendum for further sponsorship opportunities.

**Entrepreneurship**

According to *The State of Latino Entrepreneurship 2015* from the Stanford Latino Entrepreneurship Initiative, Latino-owned businesses grew by 47% between 2007 and 2012, and the following year’s report confirmed that growth has continued. We’ve designed the MyBusiness Program to offer these Hispanic entrepreneurs exposure, networking opportunities, education, and a chance to win funding. Beginning at the chapter level, entrepreneurs seeking startup funds will compete through social media and live pitch contests, with the finalists competing before an audience at the 2018 Conference. Prospanica’s MyBusiness Program can connect your brand with this growing business segment, while aligning it with active and influential Latino consumers.
As a sponsor and exhibitor of our 30-year Anniversary Celebration, Annual Conference and Career Expo, and Brillante Awards Gala, you will advance your business by connecting and engaging with thousands of Hispanics who are skilled professionals, exceptional college students and rising entrepreneurs. Our three day Annual Conference from September 12 - 14, 2018 in Milwaukee, Wisconsin, will have a balanced schedule with a healthy mix of networking, learning, recruiting and celebrating as follows:

<table>
<thead>
<tr>
<th>Day</th>
<th>Event*</th>
<th>Time</th>
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<tbody>
<tr>
<td>Wednesday</td>
<td>Case Competition</td>
<td>9:00 am - 5:00 pm</td>
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<tr>
<td>Wednesday</td>
<td>Professional Development Breakouts (4)</td>
<td>9:45 am - 11:00 am</td>
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<tr>
<td>Wednesday</td>
<td>Opening Luncheon</td>
<td>12:00 pm - 1:30 pm</td>
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<tr>
<td>Wednesday</td>
<td>Professional Development Breakouts (4)</td>
<td>1:45 pm - 3:00 pm</td>
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<tr>
<td>Wednesday</td>
<td>Corporate Networking Reception</td>
<td>5:30 pm - 7:30 pm</td>
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<td>Wednesday</td>
<td>Hospitality Suites</td>
<td>8:00 pm - 10:00 pm</td>
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<td>Thursday</td>
<td>Prospanica Membership Meeting</td>
<td>8:00 am - 9:30 am</td>
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<tr>
<td>Thursday</td>
<td>Professional Development Breakouts (4)</td>
<td>9:45 am - 11:00 am</td>
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<tr>
<td>Thursday</td>
<td>Keynote Luncheon</td>
<td>11:30 am - 12:45 pm</td>
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<tr>
<td>Thursday</td>
<td>Career Expo</td>
<td>1:00 pm - 5:00 pm</td>
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<tr>
<td>Thursday</td>
<td>Chapter Leadership Training</td>
<td>1:30 pm - 3:30 pm</td>
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<tr>
<td>Thursday</td>
<td>Brillante Reception</td>
<td>6:30 pm - 7:30 pm</td>
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<tr>
<td>Thursday</td>
<td>Brillante Gala</td>
<td>7:30 pm - 9:00 pm</td>
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<td>Thursday</td>
<td>Brillante Entertainment</td>
<td>9:00 pm - 11:00 pm</td>
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<tr>
<td>Friday</td>
<td>Career Expo</td>
<td>9:00 am - 4:00 pm</td>
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*Schedule is subject to change

**Professional Development Breakout Sessions**

Our breakout sessions can showcase and share the expertise and experience of your brand with our conference attendees. This year’s conference features twelve sessions across four tracks (Career Development, Leadership, Business Trends and Innovations, and Entrepreneurship), which are designed to appeal to professionals across gender, experience level, and industry. These breakouts will feature presentations, panels, and several workshops with unique formats that share information while creating networking opportunities. These more interactive sessions can have a dual function as a screening opportunity of potential employment candidates for the session sponsor.
The recently released 2017 Geoscape AMDS Executive Summary Report states that the Hispanic population in the U.S. currently totals 61.4 million. That’s roughly 11 million more people than the last U.S. Census data regarding Hispanics. So, what does this growth represent for businesses, employees and consumers moving forward? Here’s a quick snapshot!

**BUSINESS$**
- 4.23 Million Hispanic Enterprises in the U.S. generating $688 Billion annually
- Hispanics own 1 in 7 enterprises in the U.S.
- Hispanics account for 1 in 10 new business start-ups

**EMPLOYEE$**
- Hispanics will account for 60% of total U.S. population growth from 2017 to 2022
- Nearly 1 in 5 undergraduate students in the U.S. is Hispanic.
- 70% of new labor force entrants are Hispanic

**CONSUMER$**
- Nearly 1 in 5 Americans is Hispanic
- 1 in 2 babies born every day in the U.S. is Hispanic
- 15% of Hispanic Households (2.5 Million) have a HHI of $100K+
- Hispanic buying power is at $1.4 Trillion

Recruit Top Talent
In these changing economic times, the quest for exceptional candidates becomes even more critical. Each year, nearly 300 corporations and government entities choose to seek top talent and interview candidates for open positions at our Annual Conference and Career Expo.

As an exhibitor in the Career Expo, your company will be center-stage, sourcing qualified candidates while building brand recognition. Interview spaces in the Interview Booths area allow your company to interview on-site and leave with candidates ready to hire.

Exhibit Space
Booth Package Booth Size Rate/Sq. Ft.*
Standard 100-200 sq. ft: $65
201-400 sq. ft: $64
401-600 sq. ft: $63
601+ sq. ft: $62

Legend:
10 x 10 = 100 sq. ft.
10 x 20 = 200 sq. ft.
20 x 20 = 400 sq. ft.
20 x 30 = 600 sq. ft.
20 x 40 = 800 sq. ft.

Standard Exhibitors will be granted an allotment of four (4) badges per 10’ x 10’ exhibit.

Academic 100 sq. ft. $2,500
Academic Exhibitors will be granted an allotment of two (2) exhibitor badges per 10’ x 10’ exhibit.

Small Business/Non Profit & Government 100 sq. ft. $3,500
Small Business/Non-Profit Exhibitors will be granted an allotment of two (2) exhibitor badges per 10’ x 10’ exhibit.

*Booth package includes: 8’ high background drapery; 36” high drapery dividers to define the boundaries of booth space; 7” x 44” booth identification sign with company name and booth number; one 6’ table and two chairs per 10’ x 10’ booth. Carpet is required, but not included with your booth, and must be purchased separately. Refer to the Exhibitor Service Kit for purchase information.

Interview Booth
Interview space (8 x 8) purchased in addition to Career Expo booth is $500 for each booth. Interview spaces are limited, so secure your space early.
Prospanica® provides access to new markets and the opportunity to turn ideas into action. Our Branding and Media Assets delivered more than 150 million impressions at last year’s conference. Promotional items are great ways to distribute information about your company’s product or service, and provide enhanced branding and recruiting opportunities.

**Recruiting Essentials**
- Corporate Networking Reception Participation: $3,500 6 ft. table
- Hospitality Suites: $3,500 each + F&B
- Conference Job Board (July-September): $3,000
- Interview Booth: $500 each
- Push Notifications: $350
- Full Exhibitor Registrations (includes 2 lunches + Brillante): $200
- Additional Exhibitor Registrations (Expo access only): $75

**Branding Opportunities**
- Mobile App: $25,000
- Conference Badges: $20,000
- Conference Bags: $20,000
- Conference Lanyards: $15,000
- Hotel Room Key Cards: $5,000 per hotel
- Bag Inserts: $1,000

**Professional Development Sessions**
- 1.25 hour sessions across four tracks:
  - Career Development
  - Leadership
  - Business Trends and Innovations
  - Entrepreneurship
  $7,500 each
PROSPANICA CONFERENCE SIGNATURE EVENTS

Brillante Awards Reception, Gala and Party: $25,000 - $100,000
The Brillante Gala is an evening of celebration to honor our founders, showcase Prospanica’s historical milestones, highlight the year’s achievements and recognize leaders who have contributed to our community. Each year Prospanica® seeks nominations for outstanding individuals, businesses, non-profits, educational institutions, and companies whose efforts align with Prospanica’s mission and directly benefit the advancement and recognition of Hispanics across the nation.

Award categories are:
- Corporate and/or Government Excellence
- Education Excellence
- Entrepreneurial Excellence
- Member Excellence
- Community Service Excellence

The Brillante Awards Reception and Gala conclude with a festive Party featuring music and a cash bar.

Membership Meeting: $10,000
The Annual Membership Meeting features Prospanica® leadership, local and regional representatives and lead sponsors. Prospanica’s CEO and the National Board present updates on the “Year in Review” and introduce plans for the future. It is a great opportunity to deliver sponsored remarks.

PROSPANICA MEDIA ASSETS AND JOB BOARD

Prospanica® provides access to new markets and the opportunity to turn ideas into action. Our Branding and Media Assets delivered more than 150 million impressions at last year’s conference.

Conference Media Assets
- Conference Guide
  - Full Page: $3,000
  - Half Page: $2,000
- Prospanica® Magazine Conference Issue
  - Full Page: $7,000
  - Half Page: $4,500

Prospanica® Media Assets
- Prospanica.org
  - Square Banner Ad (12 mos): $3,600
  - Lower Leaderboard (12 mos): $5,000
- Prospanica® Magazine Summer Issue
  - Full Page: $3,000
  - Half Page: $1,500
- Prospanica® News (newsletter)
  - 12 Issues: $5,500
  - 6 Issues: $3,500
Chapter Leadership Training: $10,000
A core piece of Prospanica’s mission is to advance Hispanic leadership through professional development. In these 1 hour and 15 minute strategically planned sessions, Prospanica® offers attendees multiple opportunities to gain advanced knowledge and learning experiences that enhance their effectiveness in professional environments. Prospanica’s partners can participate in these sessions as speakers and subject matter experts, supporting our members and attendees on their pathways to success.

Wednesday Luncheon: $50,000
Prospanica’s Kick-Off Luncheon is an opportunity for a sponsor to make a major impact, with a keynote speaker, panel discussion or sponsored remarks. Paired with a day of professional development, this event can be strategically planned to promote company products, initiatives, outstanding leaders, or executives.

Thursday Luncheon: $50,000
The largest luncheon of the Conference, this event is a unique opportunity for Prospanica® partners to present or highlight their specialized expertise for the benefit of event attendees. Options include a keynote speaker, a panel discussion, sponsored remarks or other presentation formats that deliver additional learning and development experiences.

Case Competition: $50,000
Prospanica® has a long-standing history of engaging with the best and the brightest students from the nation’s top MBA programs at our Annual Conference & Career Expo. The Case Competition experience provides students real world problem solving skills as well as networking opportunities with some of the nation’s top organizations. Sponsors of this event have the chance to preview new talent in action, while branding this experience. Case studies presented by students in past years have delved in marketing, finance and consulting, among other areas of specialization.

Prospanica® Professional Job Board
The Prospanica® Job Board is the strategic bridge to the talented candidates your company needs to win in a competitive market. Prospanica’s Job Board is more than just a collection of searchable resumes and uses the latest advances in social media and search technology to generate the matches that lead to hiring success.

- 1 Year Unlimited Job postings and Resume views: $10,000
- 6 Months Unlimited Job postings and Resume views: $6,500
- Conference Job Board July – September: $6,000
- 3 Months Unlimited Job postings and Resume views: $3,500
- 20/20 Pack - 20 Job postings with 20 Resumes views: $2,000
- 10/10 Pack - 10 Job postings with 10 Resumes views: $1,000
- 5/5 Pack - 5 Job postings with 5 Resumes views: $500

Please check with your Partnership Development representative for specialized opportunities and pricing, prime positioning and other opportunities.
### 2018 PROSPANICA LEADERSHIP SUMMIT

Over three days in early February, the 2018 Leadership Summit offers an intimate gathering for Prospanica's chapter leadership and members. The Summit convenes no more than 175 talented and ambitious professionals and covers topics across leadership best practices, board preparedness, and innovative business topics. Both guided and open networking sessions provide attendees and sponsors opportunities to connect and share ideas.

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<thead>
<tr>
<th>Day</th>
<th>Event*</th>
<th>Time</th>
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<tbody>
<tr>
<td>Thursday</td>
<td>Welcome</td>
<td>1:00 pm - 2:00 pm</td>
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<tr>
<td>Thursday</td>
<td>Professional Development</td>
<td>2:15 pm - 3:30 pm</td>
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<tr>
<td>Thursday</td>
<td>Professional Development</td>
<td>3:45 pm - 5:00 pm</td>
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<tr>
<td>Thursday</td>
<td>Networking Reception</td>
<td>6:00 pm - 8:00 pm</td>
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<tr>
<td>Friday</td>
<td>Breakfast</td>
<td>7:45 am - 8:45 am</td>
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<tr>
<td>Friday</td>
<td>Professional Development</td>
<td>9:00 am - 10:15 am</td>
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<tr>
<td>Friday</td>
<td>Professional Development</td>
<td>10:30 am - 11:35 am</td>
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<tr>
<td>Friday</td>
<td>Luncheon with speaking opportunity</td>
<td>2:00 pm - 2:45 pm</td>
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<tr>
<td>Friday</td>
<td>Professional Development</td>
<td>3:00 pm - 4:00 pm</td>
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<tr>
<td>Friday</td>
<td>Networking / Team-building Activity</td>
<td>4:15 pm - 5:00 pm</td>
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<tr>
<td>Friday</td>
<td>Professional Development</td>
<td>6:00 pm - 8:00 pm</td>
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<tr>
<td>Saturday</td>
<td>Breakfast</td>
<td>8:00 am - 9:00 am</td>
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<tr>
<td>Saturday</td>
<td>Networking/Brainstorming Activity</td>
<td>9:15 am - 10:00 am</td>
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<tr>
<td>Saturday</td>
<td>Professional Development</td>
<td>10:15 am - 11:30 am</td>
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<tr>
<td>Saturday</td>
<td>CEO Closing</td>
<td>11:45 am - 12:15 pm</td>
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Prospanica Leadership Summit sponsorship opportunities are:

**Thursday or Friday Reception Sponsor:** $15,000
- Speaking opportunity by company representative at Prospanica Leadership Summit Reception (2-3 min)
- Five (5) invitations for Prospanica Leadership Summit Reception
- Special acknowledgment from Prospanica at Leadership Summit Reception
- Logo on Prospanica Leadership Summit Signage
- Interactive link on Prospanica web-site
- Logo on Prospanica Leadership Summit Reception

**Gold Leadership Summit Sponsor:** $10,000
- Opportunity to provide an expert as session speaker
- Three (3) invitations to Prospanica Leadership Summit
- Special Acknowledgment at Prospanica Leadership Summit general session
- Product placement opportunity at Prospanica Leadership Summit registration
- Logo on Prospanica Leadership Summit Signage
- Interactive link on Prospanica web-site

**Silver Leadership Summit Sponsor:** $5,000
- Opportunity to provide an expert as panelist speaker
- Special Acknowledgment at Prospanica Leadership Summit general session
- Product placement opportunity at Prospanica Leadership Summit registration
- Logo on Prospanica Leadership Summit Signage

Please check with your Partnership Development representative for specialized opportunities and pricing, prime positioning and other opportunities.
Prospanica® has broadened and deepened its reach for Hispanic professionals in what are now 46 Professional and University Chapters that span the U.S. and Puerto Rico. In a single year, Prospanica® Professional Chapters execute more than 250 events to provide members with localized and market-specific opportunities to network, gain professional development, and better engage university, organizational and corporate partners. Each chapter is established strategically in cities large and small to strengthen the leadership pool and provide corporate and university partners with connections to the nation’s top Hispanic talent.

The following are some of the opportunities Prospanica® offers at the local chapter level at $5,000 for any one event type:

- Exclusive sponsorship of one (1) local Professional Chapter event
  - Networking
  - Professional Development
  - Career Management
  - Fundraising

- Product placement opportunity at local Professional Chapter event
- Prospanica® Job Board Package (5 resumes / 5 candidates)
- Logo placement with interactive link on Professional Chapter event web page
- Logo placement on promotional materials for local Professional Chapter event