



AHAA 22<sup>nd</sup> Semi Annual Conference  
April 25-27, 2007  
Chicago, IL ★ The Drake Hotel

## SPONSORSHIP OPPORTUNITIES

### Sponsorship Benefits

- Listing on AHAA website, along with company logo and link.
- Company logo/signage during event (If applicable)
- Space for table/booth in the registration area (limited availability)
- Recognition in the post-conference issue of **ConexiónAHAA** the official newsletter of AHAA
- Complimentary conference registrations for company staff
- Company representatives allowed to act as greeters at sponsored event (*if applicable*)
- *Company introductory video to be shown at beginning of event (if applicable)*
- “Thanks to our Sponsors” listing of all sponsors on signage at each event
- Priority seating at event (*if applicable*)

Sponsored event prices are set and budgeted for in advance (based on 500 attendees). Actual prices may fluctuate depending on food, location, beverage and entertainment selected and according to the number of attendees. Sponsorship pricing does not include any AV expense and/or entertainment.

**All sponsorship commitments must be confirmed in writing and payment made in full prior to the conference.**

### Sponsorship Packages

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#### Wednesday, April 25, 2007

**1. Welcome/Opening Reception** – 6:00 p.m. - 8:00 p.m. Host a reception/party for all conference attendees and guests at hotel sponsor will receive recognition and opportunity to address delegates (*Amount \$20,000+*)  
**SOLD: HOY**

#### Thursday, April 26, 2007

**2. Delegate Breakfast** – 8:00 a.m. - 8:45 a.m. Breakfast for all conference attendees; sponsor will receive recognition and opportunity to address delegates (\$8,000) **SOLD: SiTV**

**3. Opening General Session: Latino Mutation Conspiracy Examined** – 9:00 a.m. - 10:30 a.m. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session (\$7,000)

**SOLD: V-ME**

**4. Coffee Break I** – 10:30 a.m. - 10:45 a.m. (\$4,000) **SOLD: ENGLISH 180**

**5. General Session: Media Planning Conspiracy Uncovered** – 10:45 a.m. – Noon. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session (\$6,000) **SOLD: VERTIS COMMUNICATIONS**

**6. Delegate Luncheon** – Noon - 1:30 p.m. Sponsor will receive recognition and welcome address/opportunity at start of lunch (\$20,000) **SOLD: AZTECA AMERICA**

**7. General Session: Co-Conspiring Clients (in Conjunction with the ANA Multicultural Committee)** – 1:30 p.m. - 2:30 p.m. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session (\$6,000) **SOLD: AOL LATINO**

**8. Digital Mutant Marketing Session** – 2:45 p.m. - 4:00 p.m. Company logo and recognition (\$3,000) **SOLD: TERRA NETWORKS**

**9. Technologically Mutated Latinos Session** – 2:45 p.m. - 4:00 p.m. Company logo and recognition (\$3,000) **SOLD: ¡SORPRESA!**

**10. Evening Reception** – 7:00 p.m. - 10:00 p.m. Host a reception/party for all attendees and guests at offsite location (Amount \$35,000+) **SOLD: UNIVISION**

### **Friday, April 27, 2007**

**11. Delegate Breakfast** – 8:30 a.m. - 9:15 a.m. Breakfast for all conference attendees; sponsor will receive recognition and opportunity to address delegates (\$7,000) **SOLD: HISPANIC PR NEWSWIRE/LATINCLIPS & PAPEL MEDIA**

**12. General Session: New Conspiracies** – 9:30 a.m. - 10:00 a.m. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session (\$6,000) **SOLD: ELHOOD.COM**

**13. Hot Mutant Trends Session** – 10:00 a.m. - 11:15 a.m. Company logo and recognition (\$3,000) **SOLD: ¡SORPRESA!**

**14. Media Budget Mutations Session** – 10:00 a.m. - 11:15 a.m. Company logo and recognition (\$3,000) **SOLD: NY DAILY NEWS**

**15. Coffee Break II** – 11:15 a.m. - 11:30 a.m. (\$4,000) **SOLD: TALENT PARTNERS**

**16. General Session: Latino Identity Mutations** – 11:30 a.m. - Noon. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session (\$6,000) **SOLD: IMPREMEDIA**

**17. Delegate Luncheon** – Noon – 2:00 p.m. Sponsor will receive recognition and welcome address/opportunity during lunch (\$18,000) **SOLD: NIELSEN MEDIA RESEARCH**

### **Additional Sponsorship Packages**

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**18. Conference Registration** – Sponsorship of the conference registration area from Wednesday through Friday (\$5,000) **SOLD: TRANSIT TV**

**19. Conference Program** – Full color spiral bound booklet that lists all the conference activities. Sponsor full-page ad in the back cover of the conference program (only ad in program!) (\$5,000) **SOLD: VERTIS COMMUNICATIONS**

**20. Conference Bags** – Bags will be distributed to all conference delegates. Sponsor color logo on bag. (\$3,000 plus actual cost of bags) **SOLD: TERRA NETWORKS**

**21. Badge Lanyards** – Logo of sponsor on lanyards (\$2,000 plus actual cost of lanyards) **SOLD: LATINA MAGAZINE**

**22. Conference Badges** – Logo of sponsor on name badge holders (\$4,000) **SOLD: IMPREMEDIA**

**23. In-Room Closed Circuit Ad** – Rotating advertisement (\$2,000) **SOLD: NATIONAL CABLE COMMUNICATIONS**

**24. Hotel Room Key Cards** – Printed artwork (\$2,000) **SOLD: NATIONAL CABLE COMMUNICATIONS**

All opportunities have “first right of refusal” by previous conference sponsors.

For additional information or to secure your sponsorship, contact Horacio Gavilan at (703) 610-9014 or by email: [hgavilan@ahaa.org](mailto:hgavilan@ahaa.org)

**NOTE: Sponsorship does not include your A/V requirements and/or Entertainment expenses. To arrange for A/V needs, please contact the A/V department at the Hotel or designated venue to arrange for proper billing. All function times are subject to change.**

