



AHAA 23rd Semi Annual Conference

October 31 - November 2, 2007

New York, New York ★ Crowne Plaza Times Square Manhattan

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

Wednesday, October 31, 2007

1. Post-FIAP Screening – 4:00 p.m. - 6:00 p.m. Presented by Circulo Creativo an exclusive U.S. screening of this year's best Spanish-language advertising and production from throughout the Americas and Spain. (\$6,000)

2. 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: BATANGA

Thursday, November 1, 2007

- 3. Delegate Breakfast** – 8:00 a.m. - 9:00 a.m. Breakfast for all conference attendees; sponsor will receive recognition and opportunity to address delegates. (\$8,000) **SOLD: LATIN-PAK**
- 4. Young Creatives Award Competition** – 8:00 a.m. - 8:00 p.m. This annual competition by Circulo Creativo brings together the creative and art directors of tomorrow in a day-long assignment to create a campaign. Over 16 teams of young creatives will participate. (\$5,000) **SOLD: GETTY IMAGES**
- 5. Opening General Session – “Is Hispanic Advertising Dead?”** – 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: SPANISH BROADCASTING SYSTEM (SBS)**
- 6. Coffee Break I** – 10:30 a.m. - 10:45 a.m. (\$4,000) **SOLD: PAPEL MEDIA**
- 7. General Session – “¿Es Para Morir?” – Panel Discussion with Planners and Creatives** – 10:45 a.m. - 12:15 p.m. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session. (\$5,000) **SOLD: V-ME MEDIA**
- 8. Delegate Luncheon – HAPE Awards** – 12:30 p.m. - 2:00 p.m. Sponsor will receive recognition and welcome address/opportunity at start of lunch. (\$20,000) **SOLD: TELEMUNDO**
- 9. General Session – “Planning That Nailed It” – HAPE Case Studies Presented By Winning Planner & Creative Director** – 2:00 p.m. - 3:00 p.m. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session. (\$5,000) **SOLD: QUE PASA.COM**
- 10. Coffee Break II** – 3:00 p.m. - 3:15 p.m. (\$4,000) **SOLD: NEW YORK DAILY NEWS**
- 11. General Session – “Avoiding Death”** – 3:15 p.m. - 4:45 p.m. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session. (\$5,000) **SOLD: AMERICAN AIRLINES**
- 12. 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, November 2, 2007

- 13. 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: MINTEL**
- 14. General Session – “Charla Ejecutiva”** – 9:30 a.m. - 10:30 a.m. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session. (\$6,000) **SOLD: CARDENAS MARKETING NETWORK**
- 15. Coffee Break III** – 10:30 a.m. - 10:45 a.m. (\$4,000) **SOLD: UP-MOBILE**
- 16. Creatives Workshop** – 10:45 a.m. - 12:30 p.m. Company logo and recognition (\$3,000) **SOLD: PELICULAS PONDER DBA DIGITAL PONDER**
- 17. Planners Workshop** – 10:45 a.m. - 12:30 p.m. Company logo and recognition (\$3,000) **SOLD: ADMIXTURE**
- 18. Delegate Luncheon Young Creatives Competition Awards** – 12:30 p.m. - 2:00 p.m. Sponsor will receive recognition and welcome address/opportunity during lunch. (\$18,000)

Friday, November 2, 2007 (continued)

19. General Session – “Renacimiento” – 2:00 p.m. - 3:30 p.m. Company logo and 2 minute pre-recorded company video to be featured at the beginning of the session. (\$5,000) **SOLD: MTV TR3S**

20. 9th Annual Advertising Age Hispanic Creative Awards Gala Sponsorship – 7:00 p.m. - 10:00 p.m. *For more information on becoming a sponsor of the 9th Annual Ad Age Hispanic Creative Awards please contact AHAA. Sponsors of the Creative Awards Gala will also get recognized during the conference.*

Additional Sponsorship Packages

21. Conference Registration – Sponsorship of the conference registration area from Wednesday through Friday. (\$5,000) **SOLD: LATINA MEDIA VENTURES**

22. 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: SELECCIONES**

23. Conference Bags – Bags will be distributed to all conference delegates. Sponsor color logo on bag. (\$3,000 plus the cost of bags) **SOLD: LATIN FORCE GROUP**

24. Badge Lanyards – Logo of sponsor on lanyards. (\$2,000 plus actual cost of lanyards) **SOLD: HOUSTON CHRONICLE**

25. Conference Badges – Logo of sponsor on name badge holders. (\$4,000) **SOLD: AARP SEGUNDA JUVENTUD**

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

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.

Version: October 18, 2007