



**2010 ANNUAL NAHP CONVENTION AND BUSINESS EXPO**  
*Representing and Engaging Our Hispanic Communities*

**Hotel Albuquerque at Old Town**

**PARTNERSHIP LEVELS**

The National Association of Hispanic Publications (NAHP) with support from and to the National Hispanic Press Foundation announces the 2010 NAHP Convention and Business Expo scheduled for March 10 - 13, 2010 in Albuquerque.

The NAHP is seeking 2010 Partners who are interested in establishing a relationship with the Association, its Hispanic publishers and publications, and support the Foundation's efforts to award scholarships to Hispanic youth seeking careers in the fields of journalism and entrepreneurship.

Partnerships for 2010 will be announced at the Annual Convention and Business Expo and will be acknowledged according to the selected partnership level, however representatives from partner organizations will be recognized throughout the year at NAHP events to be held in the Association's seven regions and in Washington, D.C. All partners, accordingly, will be recognized in the NAHP web site

**Extra Edition - \$50,000 Partnership Level**

- ❖ One full-page color ad in the Convention and Business Expo printed program
- ❖ One full-page for letter from CEO in the Convention and Business Expo printed program
- ❖ Brief speaking remarks at the welcome reception on March 10<sup>th</sup>
- ❖ Brief speaking remarks at the Awards Dinner on March 12<sup>th</sup>
- ❖ Photograph with NAHP board of directors, award winners and speakers

- ❖ Product placement and promotional material distribution at entrance to the Awards Dinner on March 12<sup>th</sup>
- ❖ Priority signage placement during Welcome Reception and Awards Dinner
- ❖ Priority signage placement throughout convention
- ❖ One 10 ft. x 10 ft. exhibit booth at the business expo
- ❖ Two exhibit booth staff registrations
- ❖ Ten registrations to convention and business expo (all meal events and workshops)
- ❖ One reserved table or 10 for corporate representatives and its guests
- ❖ Name on table sign at Awards Dinner
- ❖ Photo opportunity with Jose Marti Publishing Award Recipients during Awards Dinner
- ❖ Opportunity for a 10 minute presentation before board of directors meeting during convention and business expo
- ❖ Four tickets to Saturday evening off-site reception
- ❖ Corporate or product logo on convention and business expo marketing email alerts and online registration
- ❖ Name listed as main sponsor in all press releases
- ❖ Press release announcing partnership level and quote from leadership member
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners
- ❖ Hyperlink from corporate or product logo on NAHP web site/partner page through December 31, 2009

### **Front Page - \$40,000 Partnership Level**

- ❖ One full-page color ad in the Convention and Business Expo printed program
- ❖ Brief speaking remarks at the Awards Dinner on March 12<sup>th</sup>
- ❖ Product placement and promotional material distribution at entrance to the Awards Dinner on March 12<sup>th</sup>
- ❖ Signage placement during Awards Dinner
- ❖ One 10 ft. x 10 ft. exhibit booth at the business expo
- ❖ Two exhibit booth staff registrations
- ❖ Ten registrations to convention and business expo (all meal events and workshops)
- ❖ One reserved table for 10 for corporate representatives and its guests
- ❖ Two tickets to Saturday evening off-site reception
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners
- ❖ Hyperlink from corporate or product logo on NAHP web site/partner page through December 31, 2009

### **Op-Ed Page - \$30,000 Partnership Level**

- ❖ One half-page color ad in the Convention and Business Expo printed program
- ❖ Signage placement during Awards Dinner
- ❖ One 10 ft. x 10 ft. exhibit booth at the business expo
- ❖ Two exhibit booth staff registrations
- ❖ Four registrations to convention and business expo
- ❖ Two tickets to Saturday evening off-site reception
- ❖ Four tickets to the Awards Dinner Gala on March 12<sup>th</sup>

- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Byline Page - \$20,000 Partnership Level**

- ❖ One half-page color ad in the Convention and Business Expo printed program
- ❖ Signage placement during Awards Dinner
- ❖ One 10 ft. x 10 ft. exhibit booth at the business expo
- ❖ Two exhibit booth staff registrations
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to Saturday evening off-site reception
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Workshop Host - \$15,000 Partnership Level**

The convention will conduct parallel workshop tracks covering advertising/sales, technology/social media and business/management. Workshop Hosts are encouraged to review the agenda and select the workshops to host.

- ❖ Corporate representative to serve as moderator of workshop
- ❖ Brief welcome and workshop overview remarks
- ❖ Product placement and/or material distribution in workshop
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Workshop Host of select workshop
- ❖ Signage placement in selected workshop
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

Workshops are:

- |   |                    |
|---|--------------------|
| • Hispanic Publishers Best Practices & Trends | Thursday, March 11 |
| • Editorial Track morning workshop            | Thursday, March 11 |
| • Business Track morning workshop             | Thursday, March 11 |
| • Editorial Track afternoon workshop          | Thursday, March 11 |
| • Business Track afternoon workshop           | Thursday, March 11 |
| • Editorial Track morning workshop            | Friday, March 12   |
| • Business Track morning workshop             | Friday, March 12   |
| • Editorial Track afternoon workshop          | Friday, March 12   |
| • Business Track afternoon workshop           | Friday, March 12   |
| • Newspaper Economics (afternoon workshop)    | Friday, March 12   |

### **Welcome Reception Host - \$8,000 Partnership Level**

- ❖ Speaking remarks at the Welcome Reception on March 10<sup>th</sup>
- ❖ Corporate representative to serve as moderator and introduce corporate employees
- ❖ Serve as co-host with NAHP President and introduce local, state, national and international dignitaries
- ❖ Product placement and/or material distribution in the Welcome Reception ballroom
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Welcome Reception Host
- ❖ Signage placement in Welcome Reception ballroom
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Welcome Luncheon Host - \$10,000 Partnership Level**

- ❖ Speaking remarks at the Welcome Luncheon on March 11<sup>th</sup>
- ❖ Product placement and/or material distribution in the Welcome Luncheon
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Welcome Luncheon Host
- ❖ Signage placement in Welcome Luncheon ballroom
- ❖ One table for 10 reserved at the Welcome Luncheon
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Cultural Evening Reception Host - \$10,000 Partnership Level**

**Off-site event to be held at the National Hispanic Cultural Center**

- ❖ Speaking remarks at the Cultural Evening Reception at the National Hispanic Cultural Center on March 11<sup>th</sup>
- ❖ Corporate representative to serve as moderator and introduce corporate employees
- ❖ Serve as co-host with NAHP President and introduce local, state, national and international dignitaries
- ❖ Product placement and/or material distributed in the National Hispanic Cultural Center
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Welcome Reception Host
- ❖ Signage placement in National Hispanic Cultural Center
- ❖ Two registrations to convention and business expo

- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners
- ❖ Note: guests will be shuttled from the hotel property to the off-site location providing an opportunity for additional branding and promotional materials distribution

### **Latina Publishers Breakfast Host - \$15,000 Partnership Level**

- ❖ Speaking remarks at the Latina Publishers Breakfast on March 12<sup>th</sup>
- ❖ Serve as co-host with NAHP President and introduce local, state, national and international dignitaries
- ❖ Photograph with NAHP Latina Publishers
- ❖ Product placement and/or material distribution in the ballroom
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Welcome Luncheon Host
- ❖ Signage placement in ballroom
- ❖ One table for 10 reserved at the Latina Publishers Breakfast
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **International Publishers Briefing Luncheon Host - \$15,000 Partnership Level** **Invited guest speaker is from NAHP's partner from Mexico, Asociación Mexicana de Editores de Periódicos (AME)**

- ❖ Speaking remarks at the International Publishers Briefing Luncheon on March 12<sup>th</sup>
- ❖ Photograph with NAHP board and international speakers
- ❖ Product placement and/or material distribution in the ballroom
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Welcome Luncheon Host
- ❖ Signage placement in ballroom
- ❖ One table for 10 reserved at the International Publishers Briefing luncheon
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Advertising Roundtable Host - \$5,000 Partnership Level** **Roundtable session for dialogue between publishers and representatives of leading advertising agencies and media buying firms**

- ❖ Speaking remarks at the Advertising Roundtable on March 13<sup>th</sup>
- ❖ Corporate advertising agency to serve as moderator of panel
- ❖ Product placement and/or material distribution in the ballroom

- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Welcome Reception Host
- ❖ Signage placement in Advertising Roundtable Host ballroom
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Santa Fe Fiesta Host - \$10,000 Partnership Level**

**Off-site event to be held in Santa Fe**

- ❖ Speaking remarks at the Santa Fe Fiesta event on March 13<sup>th</sup>
- ❖ Corporate representative to serve as moderator and introduce corporate employees
- ❖ Serve as co-host with NAHP President and introduce local, state, national and international dignitaries
- ❖ Product placement and/or material distributed at the Santa Fe Fiesta
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Welcome Reception Host
- ❖ Signage placement at the Fiesta venue
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as sponsor in all press releases
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners
- ❖ Note: guests will be shuttled from the hotel property to the off-site location providing an opportunity for additional branding and promotional materials distribution

### **Press Room Host - \$8,000 Partnership Level**

**A NAHP Convention Press Room will be set up in the middle of the convention for publishers and editors to report on the convention daily.**

- ❖ Signage and /or product placement in the Press Room
- ❖ Company or brand logo on directional signage to the Press Room
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Convention and Business Expo Bag Partner
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Two tickets to Santa Fe Fiesta on March 13<sup>th</sup>
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Networking Break Hosts - \$3,500 Partnership Level**

**On March 11<sup>th</sup> and 12<sup>th</sup>, approximately four networking breaks will be held between events. Standard coffee service and snacks will be provided.**

- ❖ Signage at Networking Break tables
- ❖ Signage placement in the Networking Break area
- ❖ Brief speaking remarks at conclusion of major events for participants to meet and greet during Networking Break
- ❖ Product placement and/or material distributed in the Networking Break area
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program Networking Break Host
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Media Partner - \$3,000 Partnership Level**

- ❖ Agreement to distribute convention and business expo press releases
- ❖ Assigned station in Press Room during convention and business expo
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Name listed as Media Partner in all press releases
- ❖ Corporate logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Convention and Business Expo Bags - \$5,500 Partnership Level**

**Convention bags will be distributed during the registration and will be utilized by participants throughout the convention and in the Business Expo**

- ❖ Corporate or brand logo (in one color) placed on convention bag
- ❖ Signage and/or product placement at registration tables throughout the convention
- ❖ Quarter half-page color ad in the Convention and Business Expo printed program
- ❖ Corporate name in Convention and Business Expo printed program as Convention and Business Expo Bag Partner
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>
- ❖ Corporate or product logo on NAHP web site through December 31, 2010 on main page and on page listing partners

### **Convention Name Badge - \$3,000 Partnership Level**

- ❖ Corporate or brand logo (in one color) placed on each name badge for participants (excluding exhibitors)
- ❖ Corporate name in Convention and Business Expo printed program as Convention and Business Expo Bag Partner
- ❖ Two registrations to convention and business expo
- ❖ Two tickets to the Awards Dinner Gala on March 12<sup>th</sup>

### **In-Kind Donations of Product or Service**

**Each donation or part of donation will be individually negotiated by the NAHP Executive Director**

- ❖ Transportation from hotel to National Hispanic Cultural Center and back on March 11<sup>th</sup>
- ❖ Transportation from hotel to Santa Fe Fiesta on March 13<sup>th</sup>
- ❖ Flowers for centerpieces at Awards Dinner Gala - approximately 80 centerpieces
- ❖ Flower arrangements at receptions - approximately 50 arrangements
- ❖ Design of convention and business expo programs
- ❖ Printing 2,000 convention and business expo programs
- ❖ Signage design and printing for all sessions, networking breaks,