

# BACK IN PERSON!

# 2 Great Events in ONE



1:00pm - 5:00pm

**latino**  
career *expo*



5:30pm - 8:30pm

 **Latino**  
**PROFESSIONAL**  
**MIXER**

**NEW DATE!**  
**Friday, June 3<sup>rd</sup>**

Marriott Courtyard Boston Downtown • 275 Tremont St, Boston, MA



Celebrating 50 years of  
Latino history in Boston

[LatinoCareerExpo.com](http://LatinoCareerExpo.com)

BACK IN-PERSON! **JUNE 3<sup>RD</sup>**

latino  
career expo



latino  
career expo

1:00pm - 5:00pm

## The 2022 Latino Career Expo

The region's largest diversity and inclusion Latino recruiting event is back. With an attendance of over 1,000 and more than 40 top recruiters on hand, this event features a resume collection campaign, an all afternoon in-person job fair and an evening networking mixer.

- ✓ **Brand** your organization as a **leader** in *Diversity & Inclusion*
- ✓ **Diversify** your **workforce** pipeline
- ✓ **Meet** top **candidates** of color
- ✓ **Network** with hundreds of prominent **Latino leaders**

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# It's a new Boston



Opening remarks from  
Boston Mayor Michelle Wu



Friday, June 3<sup>rd</sup> • 5:30pm - 8:30pm

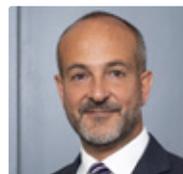
Marriott Courtyard Boston Downtown • 275 Tremont St

The evening theme is “It’s a new Boston”. Hear from our leaders on how we continue to work together to make Boston the best and most inclusive city in the United States. Opening remarks from Boston Mayor Michelle Wu and a panel of industry leaders explaining what their industries need to do to continue to diversify our great city.

This networking event gathers more than 300 prominent leaders from the private and public sector.



**Paul Francisco**  
Senior VP - Chief Diversity  
Officer at State Street



**Dr. Joseph Betancourt**  
Senior VP - Equity and  
Community Health at MGH

- Join over **300** professionals of color at the premiere networking event of it's kind

- A MUST for HR leaders in  
**Diversity & Inclusion**

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## Event Overview

**1,000+** applicants

**90%** are Latino | **40+** top recruiters

**15** years of linking qualified candidates with employers

**80%** \* college experience or Post Graduate Degree

### Top Industry Categories:

Finance	16%
Medical Field	12%
IT	10%
Marketing	11%
Customer service	8%
Management/admin	6%
Human Resources	5%

\*Data collected from pre-registered candidates who sent their resumes to LatinoCareerExpo.com.

## Candidate Demographics\*

### Function:

Sales and Marketing:	13%
Medical:	13%
Admin:	13%
Finance:	12%
Tech:	11%
Facilities Maintenance:	7%
Accounting:	5%
Education:	5%
Human Resources:	5%
Other:	16%

### Education: (Highest level attained)

Advanced Degree:	22%
Bachelor's Degree:	58%
Associate's Degree:	2%
High School Diploma:	9%
Certification:	3%

\*Other includes: Retail, Public service, Media, Legal and more

# Major Sponsorship Package

- Featured as a Major Sponsor of BOTH events
- Logo included in following marketing outreach for 6 weeks (see Marketing Plan)
  - Social Media
  - Digital
  - Print
  - E-mail blasts
- Premium booth space at Latino Career Expo (includes box lunch)
- Access to all resumes collected by El Mundo Boston
- Recruiter interviewed as part of a panel on a Facebook LIVE show to promote Latino Career Expo and highlight your specific openings
- Live mentions during opening of the Evening Mixer
- ½ page ad in El Mundo Newspaper Career Guide (April 7th)
- Four (4) VIP tickets to Evening Mixer

Total  
Investment:

**\$5,500**



(\$9,500 value)

# Exhibitor Package

- 6ft x 8ft skirted table with two chairs (includes box lunch)
- ¼ page ad in El Mundo newspaper (April 7th edition)
- Logo included in following marketing outreach for 2 weeks (see Marketing Plan)
  - Social Media
  - Digital
  - Print
  - E-mail blasts
- Two (2) VIP tickets to Evening Mixer

Total  
Investment:

**\$3,500**

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# Marketing plan



## Social Media

- Weekly ad posts (Facebook and IG) (8 weeks)
- Facebook LIVE shows (2 shows)
- Weekly Video Promos (8 weeks)  
(posted on Facebook and Instagram)



## Websites

- www.ElMundoBoston.com (8 weeks)
- www.LatinoCareerExpo.com (8 weeks)



## E-mail blasts

- Latino Career Expo promos (8 weeks)



## Television

- Telemundo (3 weeks)
- Univision (3 weeks)



## Radio

- Mega radio spots (4 weeks)
- Latinx radio spots (4 weeks)
- IHeart Rumba 97.7 FM (2 weeks)



## Print

- Eight (8) Full pages of ads in El Mundo Newspaper
- Eight Front Page call-outs in El Mundo Newspaper
- 5,000 flyers distributed at select community events  
(professional and grassroots)

## Strategic Partnerships

- Colleges and Universities
- UMass Boston
- Northeastern University
- Boston University
- Boston College
- Cambridge College
- Harvard
- Bunker Hill Community College
- Roxbury Community College
- Emerson College
- Northern Essex Community College
- And others...

## Professional Organizations

- Hispanic American Institute
- ALPHA of Boston
- Amplify Latinx
- CONEXION
- North Shore Latino Business Association
- Hispanic Star Boston

# Upload your resume Campaign

In an effort to maximize the number of qualified candidates, El Mundo Boston will be promoting a multi-media “Upload Your Resume” campaign.

The mission is to secure resumes before the Latino Career Expo for those attending as well as those who may not or cannot attend in person.

Presenting partners and major sponsors will have access to the complete file of all resumes uploaded after the event.



BACK IN-PERSON! on JUNE 3<sup>RD</sup>

latino career expo

# Past Sponsors and Exhibitors



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...and many more. Join this team!

# Frequently Asked Questions

## **When and where will the Latino Career Expo take place?**

Friday, June 3rd, 2022, in the Empire Ballroom of the Marriott Courtyard Boston Downtown, located at 275 Tremont St., Boston, MA from 1:00PM – 5:00PM

## **What type of companies/organizations will attend?**

Banks, tech companies, hospitals, retail, mortgage, security, colleges and universities, governmental agencies, telemarketing, temporary agencies, municipalities, social service agencies, and many more.

## **What makes the Latino Career Expo a solid investment?**

There are several reasons. El Mundo newspaper's forty eight year track record in Boston's Latino Community serves as a solid foundation for both exhibitors and attendees alike. Plus, the partnership with the most prestigious latino community associations, offers a unique opportunity to meet Latino/Latina professionals all in one place. Finally, the launch of a robust advertising/public relation campaign rounds out the necessary elements needed for a successful expo.

## **How will the Latino Career Expo be promoted to the general public?**

The event will be promoted at both a mass market and grassroots level. TV, print, radio and digital will be leveraged to grow large scale awareness while our relationships with community partners will be utilized to make individual connections with job seekers.

Our partners such as ALPFA (the Largest Latino professional network in the country), colleges and universities reach over 4,000 highly qualified Latino professionals and students.

## **Do we design our own ad for the Career Guide?**

Usually our clients design their own ads, however if you wish, we can assist in the design of your ad at no extra cost. Please contact your account executive for more information.

### **What are the ad sizes and deliverable formats?**

For PRESENTERS: A full page ad is (10in wide x 14.5in high)

For SPONSORS: A half page ad is (10in wide x 7.25in high)

For EXHIBITORS: A quarter page ad is (5in wide x 7.25in high).

The ads should be e-mailed in a .PDF format directly to the Account Executive from El Mundo Boston.

### **What is the ad deadline and when will the Career Guide be published?**

Two (2) weeks prior to publication e-mail PDF to your AE.

### **Is there public parking near the venue?**

Yes, there is a large, secure, public parking facility across the street from the Marriott Courtyard Boston Downtown.

### **Is the venue accessible by public transportation?**

The LCE is easily accessible by public transportation, just minutes away from the MBTA's Boylston Green Line Stop and Tufts Medical Center on the Orange line.



# Sponsorship Form

Company Name:

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Billing Contact:

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Address:

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City:

State:

Zip:

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Tel:

Fax:

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e-mail:

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June 3rd, 2022 • Boston

\$5,500 [Sponsor]

\$3,500 [Exhibitor]

Authorized by:

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Email your signed registration form today to secure your table!

If you prefer to fill out the form online, please visit [Latinocareerexpo.com/sponsor](https://Latinocareerexpo.com/sponsor)

Please note this is a prepaid event. If you would like to pay via credit card, please refer to the email that contains the Invoice. The link will be embedded in the email. To pay with a check, make it payable to: Caribe Communications and send to 175 McClellan Highway, East Boston, MA 02128

Please send via email at [billing@elmundoboston.com](mailto:billing@elmundoboston.com)  
For more information please contact your account executive

Invoices are due upon receipt.

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