

TWO Great Events in ONE to kick off 2020 Thursday, March 26th

latino
career *expo*

The Latino Career Expo

The largest and most diverse attendance of qualified career seekers, offering unparalleled visibility and results for recruiters, exhibitors and corporate partners.

1:00pm - 5:00pm



The El Mundo Professional Mixer

5:30pm - 8:30pm

- Join over 300 professionals of color at the premiere networking event of it's kind
- Always a MUST for HR leaders and diversity/multicultural executives

Marriott Courtyard Boston Downtown
275 Tremont Street • Boston, MA



LatinoCareerExpo.com

PRESENTED BY



Event Schedule

11:00am - 12:00pm
Registration/Setup

12:00pm - 1:00pm
Lunch Reception

1:00pm - 5:00pm



Held at the elegant Empire Ballroom, join dozens of companies and organizations interested in meeting qualified, bilingual, Latino job seekers. Interview candidates right on the spot, or strengthen your database of potential prospects.



5:00pm - 5:45pm
Registration/Setup

6:30pm - 7:30pm
Panel Discussion

7:30pm - 8:30pm
Networking



Widely considered as the premier Latino networking event of the year with an attendance of over 300 of Boston's most prominent leaders in the private and public sector of our region.



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Latino
PROFESSIONAL
MIXER

Unique Opportunities and Benefits

- Diversify your workforce
- Meet top candidates of color
- Tap into untapped diverse talent pool
- Demonstrate your organization is a leader in diversity /inclusion
- Associate your brand with other leading diversity- minded companies



latino career expo

B O S T O N 2020



1:00pm - 5:00pm

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 Industries Categories:

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

*Data collected from 331 pre-registered candidates who sent their resumes to LatinoCareerExpo.com in 2018.

Thursday, March 26th, 2020

Marriott Courtyard Boston Downtown
275 Tremont Street • Boston, MA



LatinoCareerExpo.com

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Interview Candidates on Site!

INCREASE THE PROBABILITIES OF SUCCESS BY INTERVIEWING TOP CANDIDATES AT THE LATINO CAREER EXPO!

For the second year, El Mundo is providing sponsors* the ability to host interviews on site in separate break out rooms. Review resumes and schedule interviews ahead of time or walk a candidate over from the show room floor directly to your interview space!

Don't lose another candidate to your competitor. Don't let them get lost in the shuffle. Drive true return on investment by conducting interviews on site.

How it works:

- El Mundo Boston will collect resumes from candidates ahead of time and make them available to your HR team for review
- If you find a candidate you'd like to speak to, reach out to them ahead of time and schedule an interview during the Latino Career Expo
- If you find an ideal candidate on the show room floor, walk them directly over to your interview space to conduct an initial interview
- Quiet interview space will be provided to sponsors on a separate floor to conduct interviews

**Interview space available for sponsors only. Not available with exhibitor level package. See sponsorship levels on page 8 for more info.*



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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%

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



MEDIAN WORK EXPERIENCE: **7 YEARS**



EDUCATION (Highest level attained)

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

*Based on sample of 329 resumes submitted through LatinoCareerExpo.com

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Exhibitor Package (Career Expo only)

■ Total Investment:

\$3,250

- 6ft x 8ft skirted table with two chairs @ Latino Career Expo (1pm-5pm)
- Quarter (1/4) page full color ad in El Mundo Career Guide (March 19th edition)
- Box lunch for two before the Latino Career Expo
- VIP Invitation to Professional Mixer evening event (5:30pm - 8:30pm)
- Company logo in print, TV and promotional materials (newspaper, posters, flyers, etc)
- Company logo included on website LatinoCareerExpo.com

(Note: Exhibitors are not identified as sponsors of evening Mixer)



Sponsorship Package

■ Total Investment:

\$5,500

RECOGNIZED AS MAJOR SPONSOR

of both events (Latino Career Expo and Professional evening Mixer)

- Company logo included in all marketing outreach as major sponsor. Including:
 - LatinoCareerExpo.com
 - Print
 - Social Media
 - Email Marketing
 - Broadcast Media (TV, Radio)
- 6ft x 8ft Sponsor booth space and table at both events, **prime space** (Latino Career Expo and Professional Mixer)
- Ten (10) VIP Invitations to Latino Professional Mixer evening event (5:30pm - 8:30pm)
- Signage at both events
- Live mentions from podium at the Latino Professional Mixer
- Box lunch for two before the Latino Career Expo
- **Half (1/2) page full color ad** in El Mundo Career Guide (March 19th edition)

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Premium Spotlight

Sponsorship Package

■ Total Investment:

\$10,000

RECOGNIZED AS MAJOR SPONSOR of both events
(Latino Career Expo and Professional evening Mixer)

- **Five (5) minute company profile speaking opportunity at evening mixer (approx. 300 people in attendance)**
- One (1) minute spotlight video – professionally produced, edited and posted on El Mundo Boston social media network
- Half page (1/2) company spotlight profile/article in El Mundo newspaper, print and online (post coverage). Includes pictures and interviews.
- **Company logo included in all marketing outreach** as major sponsor. Including:
 - LatinoCareerExpo.com
 - Print (Newspaper, posters, flyers)
 - Social Media
 - Email Marketing (11,000+ Subscribers)
 - Broadcast Media (TV, Radio)
- 6ft x 8ft Sponsor booth space and table at both events, **prime space** (Latino Career Expo and Professional Mixer)
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- Signage at both events
- Live mentions from podium at the Latino Professional Mixer
- **Half (1/2) page full color ad** in El Mundo Career Guide (March 19th edition)
- First access to collected resumes from candidates to review

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Past Sponsors and Exhibitors



Strategic Partnerships

To ensure top talent from diverse industries and a variety of experience levels is in attendance, we partner with the following schools and organizations.

Colleges and universities



Professional Associations



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Marketing plan

Including El Mundo Properties and beyond, the El Mundo Latino Career Expo and Professional Mixer will feature a comprehensive media plan providing maximum exposure for sponsors.

Our comprehensive marketing plan ensures we have the largest talent pool in attendance of all diversity career fairs in the region.

Print



Online



Email

TWO Great Events in ONE!
Thursday, March 31st
Marriott Courtyard Boston (275 Tremont Street)

latino career expo 1:00 PM to 5:00 PM

- ✓ Free admission and no registration required
- ✓ Top recruiting firms in attendance



Over 44 Recruiters on site - Don't miss out!

- Largest diversity career fair in New England
- Over 1500 job applicants
- Over 90% of applicants are from Latino background
- Proven track record of over 10 years of linking candidates with employers



PROFESSIONAL MIXER 5:30 PM - 8:30 PM
Marriott Courtyard Boston Downtown
275 Tremont Street • Boston, Massachusetts

The El Mundo Professional Mixer

Widely considered as the premier Latino networking event of the year with an attendance of over 300 of Boston's most prominent leaders in the private and public sector of our region.

Guests of Honor:



Julia Salas
Talent Co-Founder
The 27 year old entrepreneur and co-founder of "Talent" - a start-up launched at Harvard Business School that is changing the multicultural hiring process in Boston and beyond.

Andy Vargas
Assistant City Councilor
The 22 year old became the first elected Latino official in Dorchester, MA in last November's election winning a spot on the City Council as his first run for political office.

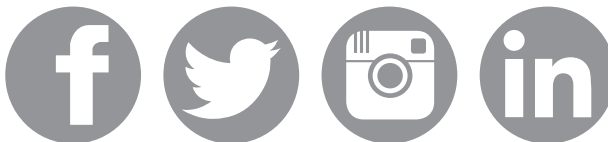
Meet and learn more about Julia and Andy at El Mundo's Professional Mixer on Thursday, March 31st at 5:30pm, where they will join other young, Latino leaders in a Q&A Session titled: The Future Latino Leaders of America.

This year's theme: **Future Latino Leaders of America**



Sponsored by:
EL MUNDO BOSTON Info: 617.522.5060
ElMundoBoston.com/LCE

Social Media



Television



Radio



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Testimonials



"We keep on coming back because of the quality of the candidates. Demographics are changing and if you want to be ahead of the curve this is the place you have to be."

Ive Gonzalez
Eastern Bank



"This is a no-brainer event. If you're looking for high quality Latino talent this is where you have to be. There is management level talent in the building."

Keith Marion
Harvard Pilgrim Healthcare



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Frequently Asked Questions

■ When and where will the Latino Career Expo take place?

Thursday, March 26th, 2020, 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 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.

■ In addition to the Latino Career Expo, what else is going on?

You are also invited to the exclusive Professional Mixer event where you'll be able to mix and mingle with the movers and shakers in the Boston business community.

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

The LCE 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.

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■ 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 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.

■ 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 Tremont House Hotel.

■ 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.



Registration Form

Company Name: _____

Billing Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____

e-mail: _____

March 26th, 2020 • Boston

☐ **\$5,500 [Sponsor]** ☐ **\$3,250 [Exhibitor]**

Please email or fax your signed registration form today to secure a prime booth location!

*****Pre-payment is required. Please use credit card information below or make checks payable to: Caribe Communications and send to 175 McClellan Highway, East Boston, MA 02128**

Credit Card Billing Information:

Please Check One: ☐ MasterCard ☐ Visa ☐ AMEX

Credit Card Number: _____ Exp Date: _____

Name on Card: _____ CVV: _____

Billing Address (if different than above):

City, State, Zip:

Authorized Signature:

By Check:

☐ Received

Check number:

Please send via email at billing@elmundoboston.com
For more information please contact your account executive

Invoices are due upon receipt.