

# HISPANIC TELEVISION & DIGITAL UPFRONTS

## Hispanic Television & Digital Upfronts

"An official event of the Latin Media and Entertainment Commission"

| NOKIA THEATRE | NEW YORK CITY



The image shows a YouTube video player interface. The video content is a blue background with the FOX Sports logo and a play button icon. The video player includes a progress bar at the bottom showing 0:00 / 0:00. To the right of the video player is a sidebar with the text "LIVE FROM NEW YORK CITY" and a section titled "TOP STORIES" containing three news items:

- Bull & Lifshitz, LLP Announces Investigation of the Acquisition of Nigh...
- ADDING MULTIMEDIA HP Commits \$100,000 Grant to The Idea Village
- Ryan & Maniskas, LLP Announces Investigation of Clariant, Inc....

## Become a Sponsor

[www.latinvision.com/conference/tvupfront/sponsors.pdf](http://www.latinvision.com/conference/tvupfront/sponsors.pdf)

# Hispanic Television & Digital Upfronts



April 27-28, 2011  
New York City

Onsite      Online      Facebook      LinkedIn      Twitter      **Opportunity**



## Reach Your Target Audience with the Hispanic TV and Digital Upfronts

Achieving results in today's highly segmented and fast-paced world presents new challenges to broadcasters, media, media buyers and advertisers—especially when it comes to decide upon a myriad of choices in the market place. **Not anymore**, connect to a network of leading players in the TV and Digital Space within the US Hispanic and Latin American Markets in one point marketplace

Hispanic TV and Digital Upfronts ([HTDU](#)) is the only company that brings together broadcasters, media buyers, advertisers and marketers across all channels in one event.

By partnering with [HTDU](#), you can easily reach a specific audience, showcase your broadcast, online programming and content, grow your business with a tailored and integrated advertising program online, in print and in person.

Through this relevant onsite and offsite events and targeted networking, [HTDU](#) helps marketers deepen their reach and scope by making it more effective and focused.

Such a trusted marketing resource offers unparalleled opportunities for you as an advertiser. Whether your goal is to increase sales, brand awareness, generate leads, retain existing customers or acquire new clients, [HTDU](#) provides you with a wealth of opportunities to reach your intended audience.

Our dedicated advertising and sponsorship team is always here to help you develop a program tailored to your unique marketing needs. Contact us today to get started and make the most of our 2011 TV and Digital Upfront advertising program offerings and beyond.

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## HISPANIC TELEVISION & DIGITAL UPFRONTS

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### Onsite

Online

Facebook

Linkedin

Twitter

**Opportunity**



**Hispanic TV & Digital Upfronts** offers multiple opportunities to connect with your **target market onsite and online.**

### Onsite

The [Best Buy Theater](#) is a 45,000 square foot facility located in the heart of Times Square, NYC. The main entrance to the venue is on 44th Street between 8<sup>th</sup> Avenue and Broadway (44th Street runs West to East).

In Short – setting up shop in a former movie theater, this 2,100-capacity, multi-use venue at the "crossroads of the world" (attached to the MTV-Viacom building) feels like a corporate multiplex as much as a rock spot. It's a balancing act between forward-thinking entertainment--sleek design, exquisite sound and sightlines, the live-broadcast marquee with text-messaging capabilities--and product placement in sponsor walls and the Nokia lounge, featuring new items, phone chargers and download stations.

Our services include:

- Check-In, name tags and gift bags services
- Full use of stage and state of the art sound, lights and video
- Use of the marquee 1 hour prior to guests entering through to the end of the event.  
[Approximately 40 minutes out of every hour will be devoted to your event's creative while the remaining 20 minutes will consist of commercial clips we are obligated to play for the venue ad sponsor]
- 20 fully certified and bonded security personnel
- Full bar staff / Bar backs / Busmen / Cocktail wait staff / Rest room attendants
- Clean up personnel / Coat check staff / Ticket takers / Door staff / Managerial Staff
- Discounted Parking
- Vanity Dressing Room Suites: 1 Large and 2 Medium  
All include:  
Showers  
Vanity and Full Length Mirrors  
Clothes steamer  
Iron and board  
Refrigerator  
Red Bull refrigerators  
Wireless Internet  
Humidifier  
Closet space
- The Marquee on the façade of the theatre.
- Indoor LED Screen at the base of the escalators
- Plasma Displays in Lobby Areas and Lobby Audio System
- Internet Technology Services
- TELCO services
- LCD TV & Camera System in Performance Hall

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## Online



### **Registration**

Full online Registration: Included in our service. Companies must provide content information

### **Video Advertising**

Full trailer video in our homepage – choice of full frame and/ or smaller section below mainframe. See [here](#) for more detail. 24/7 updates and uploads available.

### **Banner Advertising**

[HTDU](#) offers a variety of banner advertising on [tvupfronts.com](#), the premier onsite and online upfront resource for marketers. There are multiple placement packages to make sure you reach the audience you are looking for! Ads are placed in 4-week timed ad buys to help ensure maximum exposure for your message.

#### **Section Ads Available**

Home page

#### **Description**

Vertical Ad, 160 x 265 pixels  
Rectangle Ad, 125 x 125 pixels  
Call for custom sizes

All other sections

Rectangle Ad, 125 x 125 pixels  
Page Vertical Ad, 240 x 95 pixels  
Rectangle Ad, 300 x 250 pixels  
Rectangle Ad, 468 x 60 pixels  
Rectangle Ad, 600 x 120 pixels  
Rectangle Ad, 728 x 90 pixels  
Call for custom sizes

### **Executive Conference Calls using our Live in 30 seconds Technology**

Lead the conversation by sponsoring a [HTDU](#) Conference Call!

Sponsoring a [HTDU](#) Executive Conference Call is a unique way to position your organization as an industry thought leader, showcase your company's expertise, capture qualified and engaged leads, and affiliate with quality programs produced by the AMA.

How the Executive Conference Call works:

As a sponsor, you will collaborate with an [HTDU](#) program manager to:

- Select and develop program content
- Identify and invite senior business leaders to the call. Registrations are processed by [HTDU](#)
- Host a 45–60 minute dialogue including audience Q&A.

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In addition to complete attendee registration information, sponsors receive a video file of the Executive Conference Call. You can use this content to create valuable promotional materials, such as a podcast or white paper, and/or to send to your customers and prospects.

[HTDU](#) will promote the Executive Conference Call via our website, news releases and sponsors networks.

## ***Content Area Sponsorship***

### White Papers

Post your white paper on the [HTDU](#) website and give the marketing community a sample of your expertise and talent! White papers help to establish your company as a thought leader, generate awareness about your firm's services, and can bring in a stream of sales leads.

Your entire white paper will be posted for a period of 12 months in the [HTDU](#) site

Papers are searchable by category, and visitors can read a complete paper or download it for reference. They can also link directly back to your company. Your white paper landing page will include:

- Your company name, logo, contact information, as well as a link to your company website
- A brief (100-word maximum) description of your white paper
- Up to 6 keywords for your white paper (to be used when visitors to the site search for information)
- A link to a PDF of your white paper visitors can either view online or download

[HTDU's](#) white paper section is promoted in our online news section and via banner ads on [HTDU's](#) website. To view our white paper library, go to [www.latinvision.com/conference/tvupfrontwhitepapers.pdf](http://www.latinvision.com/conference/tvupfrontwhitepapers.pdf). Place your white paper in print and online at a combination ad rate! Contact our salesperson for information and rates.

## ***Breaking News & News***

The most comprehensive site to follow daily breaking business news and trending topics, Hispanic TV News Feed delivers real-time, in-depth coverage of major stories including video with leading insiders, one-click access to the best related content from anywhere on the web, comprehensive timelines for every story, plus integration with Facebook, Twitter, and other social media.

No other network provides a better showcase for Broadcasters and Media Companies. Additionally, *our News section* offers even more! In addition to its daily posting, special articles such as business cases, industry's movers and shakers provide highly targeted advertising opportunities.

## ***Live Streaming***

Hispanic TV Upfront runs one of the most powerful online video broadcast solutions available. In just minutes we can create broadcasts as polished as any multi-million dollar traditional television network — with full capability to easily broadcast **Live, 24/7 Linear**, and **On-Demand** content — absolutely FREE.

Broaden your exposure and position your company as a thought leader in your field!

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[HTDU](#) is the leader in delivering marketing Webcasts. Thousands of marketing and media professionals rely on these Webcasts for sales leads, sales generation, information, ideas and insights they can use every day.

By sponsoring a Webcast, you can maximize your exposure to your target audience, strengthen your brand awareness and generate new leads—all in one easy step. [HTDU's](#) staff of experts will assist you with all aspects of your Webcast development—from supplying you with a knowledgeable and strategic project manager to collaborating with you on the production of dynamic content, to implementing a promotional campaign that will ensure the success of your event.

[HTDU](#) Webcasts are an excellent tool for generating sales leads and new customers. With registration for each Webcast averaging 600–800, with some well over 2,000, your message will reach a significant portion of your target audience, while building your database with interested leads!

## ***Podcast***

Want a unique way to promote thought leaders in your organization? Are you looking for a way to make the marketing community aware of your newly published book? Have a cutting-edge white paper you'd like to tell brand managers about? Get the word out with an [HTDU](#) Podcast! Every week [HTDU](#) pushes podcasts out through our RSS feed to the marketing community and you can be part of this new opportunity!

Podcast Sponsorship Benefits:

- [HTDU](#) will assign a program manager to work with you to select and develop content for your 10-15 minute podcast
- Provide a host to interview your representative during the podcast
- Produce the podcast on our platform
- Post your podcast, for a period of one year, in [HTDU's](#) website, Landing page includes your company logo, overview and contact information. If podcast is promoting a book or white paper, will include link to purchase book or download white paper
- Push your podcast out through our [HTDU](#) RSS feed
- Promote your podcast via email to [HTDU](#) audience (additional fee)

## ***Mobile***

Enhance programming and advertising | Engage viewers | Differentiate your station

When you marry the most persuasive medium with the most personal device, viewers are empowered to interact.

By utilizing mobile alerts, calls to action and mobile WAP/websites, your station will increase loyalty, ratings and revenue while setting it apart from the sea of sameness.

Our Offering includes: Alerts, Text 2 Win, Text 4 Info, Text 4 Offer, polls, Pics & text 2 screen, Text 2 Web phone, Mobile signatures and mobile content

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## Magazine

### POWERFUL – PROVEN – BRANDING MAGAZINE

Drive traffic to your site and increase brand awareness by advertising in the [HTDU](#) Presentation days Magazine.

This indispensable magazine is distributed on-site to all Presentation attendees, prospects, partners and press. As the official guide to [HTDU 2011](#), the Program and Event Magazine provides comprehensive information for every presentation session and presentation.

\*\*

Full Page Ad	\$2,000
Full Page Ad opposite Sessions-at-a-Glance page	\$3,000
2-Page Spread	\$3,500
Full Page Ad on Interior Back Cover	\$4,000
2-Page Spread (Interior Front Cover & Page 1)	\$5,000
2-Page Spread (Page 2 & Page 3)	\$4,000
Full Page Ad on Back Cover	\$6,000

Download Magazine and FTP Specifications: [www.latinvision.com/conference/tvupfront/magspecs.pdf](http://www.latinvision.com/conference/tvupfront/magspecs.pdf)

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Follow us on [www.facebook.com/tvupfronts](http://www.facebook.com/tvupfronts)



**Onsite**      **Online**      **Facebook**      **Linkedin**      **Twitter**      **Opportunity**

Follow us on [www.linkedin.com/tvupfronts](http://www.linkedin.com/tvupfronts)



**Onsite**      **Online**      **Facebook**      **Linkedin**      **Twitter**      **Opportunity**

Follow us on [www.twitter.com/tvupfronts](http://www.twitter.com/tvupfronts)



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## Onsite and online Packages Sponsorship & Branding Opportunities

### Onsite and Online "Package 1" – 4 hours - \$60,000

#### Pre-event Marketing Exposure

- One full page advertisement in the Presentation Program Magazine
- Unlimited News and white papers Posting
- Rotating Video Trailer on homepage
- Banners/links to appear on Official website for event, blogs and social networks when possible
- Logo/link Placement on all ads, mailings and marketing materials pertaining to event
- Top Sponsorship banner on information sent out specifically about event
- Prominent placement on social network system used by all attendees
- Acknowledgement of sponsorship in all press releases about the event
- Stand alone full company page on official website with links to company site
- Rights to use [HTDU](#) logo on your promotional materials
- Premium cover position in the official presentation program. Listing on Facebook, LinkedIn & others
- Continuous scrolling ticker of your logo on [www.tvupfronts.com](http://www.tvupfronts.com)
- Banner on [HTDU](#) website and blogs linking to your web site

#### On-site Market Exposure at the Venue

- 4 Hours of full use of stage and state of the art sound, lights and video
- Live Streaming Services during the presentation
- Mobile and Podcast Services
- Signage at registration table
- VIP clearance at registration table
- Video of your Programming in the Programming Showcase
- Expert Speaker/s, Presenter or Moderator
- Company video broadcast at event (material provided by sponsor)
- Giant screen advertising display at conference. Listing on Facebook, LinkedIn, Twitter & others
- Gift bag material distribution at event and networking event

#### Post-show Marketing

- Three months advertising on [www.tvupfronts.com](http://www.tvupfronts.com) and blogs
- Complete database of events attendees
- Four weeks top sponsorship on [HTDU](#) blogs
- Website link to sponsor's webpage for one year. Listing on Facebook, LinkedIn, Twitter & others
- Video of your Programming in the Programming Showcase DVD distributed to attendees

### Onsite and Online "Package 2" – 3 hours - \$45,000

#### Pre-event Marketing Exposure

- One full page advertisement in the Presentation Program Magazine
- Unlimited News and white papers Posting
- Rotating Video Trailer on homepage
- Banners/links to appear on Official website for event, blogs and social networks when possible
- Logo/link Placement on all ads, mailings and marketing materials pertaining to event

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- Top Sponsorship banner on information sent out specifically about event
- Prominent placement on social network system used by all attendees
- Acknowledgement of sponsorship in all press releases about the event
- Stand alone full company page on official website with links to company site
- Rights to use [HTDU](#) logo on your promotional materials
- Premium cover position in the official presentation program. Listing on Facebook, LinkedIn & others
- Continuous scrolling ticker of your logo on [www.tvupfronts.com](http://www.tvupfronts.com)
- Banner on [HTDU](#) website and blogs linking to your web site

## On-site Market Exposure at the Venue

- 3 Hours of Full use of stage and state of the art sound, lights and video
- Live Streaming Services during the presentation
- Mobile and Podcast Services
- Signage at registration table
- VIP clearance at registration table
- Video of your Programming in the Programming Showcase
- Expert Speaker/s Presenter or Moderator
- Company video broadcast at event (material provided by sponsor)
- Giant screen advertising display at conference. Listing on Facebook, LinkedIn, Twitter & others
- Gift bag material distribution at event and networking event

## Post-show Marketing

- Three months advertising on [www.tvupfronts.com](http://www.tvupfronts.com) and blogs
- Complete database of events attendees
- Four weeks top sponsorship on [HTDU](#) blogs
- Website link to sponsor's webpage for one year. Listing on Facebook, LinkedIn, Twitter & others
- Video of your Programming in the Programming Showcase DVD distributed to attendees

## Onsite and Online "Package 3" – 2 hours - \$35,000

### Pre-event Marketing Exposure

- One full page advertisement in the Presentation Program Magazine
- Unlimited News and white papers Posting
- Rotating Video Trailer on homepage
- Banners/links to appear on Official website for event, blogs and social networks when possible
- Logo/link Placement on all ads, mailings and marketing materials pertaining to event
- Top Sponsorship banner on information sent out specifically about event
- Prominent placement on social network system used by all attendees
- Acknowledgement of sponsorship in all press releases about the event
- Stand alone full company page on official website with links to company site
- Rights to use [HTDU](#) logo on your promotional materials
- Premium cover position in the official presentation program. Listing on Facebook, LinkedIn & others
- Continuous scrolling ticker of your logo on [www.tvupfronts.com](http://www.tvupfronts.com)
- Banner on [HTDU](#) website and blogs linking to your web site

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## On-site Market Exposure at the Venue

- 2 Hours of Full use of stage and state of the art sound, lights and video
- Live Streaming Services during the presentation
- Mobile and Podcast Services
- Signage at registration table
- VIP clearance at registration table
- Video of your Programming in the Programming Showcase
- Expert Speaker/s Presenter or Moderator
- Company video broadcast at event (material provided by sponsor)
- Giant screen advertising display at conference. Listing on Facebook, LinkedIn, Twitter & Others
- Gift bag material distribution at event and networking event

## Post-show Marketing

- Three months advertising on [www.tvupfronts.com](http://www.tvupfronts.com) and blogs
- Complete database of events attendees
- Four weeks top sponsorship on HTDU blogs
- Website link to sponsor's webpage for one year. Listing on Facebook, LinkedIn, Twitter & Others
- Video of your Programming in the Programming Showcase DVD distributed to attendees

## Additional Sponsorship Opportunities

### Breaks and beverage Sponsorship \$14,000 (Exclusive)

- Provide lunch and beverages during Presentations. Price covers staffing costs, flowers & decorations
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Gift bag material distribution at conference and networking event
- Website link to sponsor's webpage for one year
- Acknowledgement of sponsorship in all press releases about event
- 1 page advertisement in the Presentation Program Magazine

### Business Networking Event Sponsorship \$14,000 (Exclusive)

- Prominent position on website
- Provide hors d'oeuvres, liquors and beverages after Presentation. Price covers staffing costs.
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Gift bag material distribution at conference and networking event
- Website link to sponsor's webpage for one year & 1 page advertisement in the Conference Program
- Acknowledgement of sponsorship in all press releases about the event

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## **Audio Visual Sponsorship \$12,000 (Exclusive)**

- Placement of logo on all screen Projections
- One full complimentary registration for the Conference
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Gift bag material distribution at conference and networking event
- Website link to sponsor's webpage for one year
- Acknowledgement of sponsorship in all press releases about the event
- 1 page advertisement in the Conference Program Magazine

## **Presentation Attendee Bag Sponsorship \$12,000 (Exclusive)**

- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Gift bag material distribution at conference and networking event
- Website link to sponsor's webpage for one year
- Acknowledgement of sponsorship in all press releases about the event
- 1 page advertisement in the Event Program Magazine
- Logo to appear on tote bags distributed at registration table for both conference and business networking event - this is a keepsake item and great way to continue to be kept in mind during and after the event

## **Breakfast Sponsor \$8,000 (Exclusive)**

- Give presentation attendees a lift by providing coffee and beverages prior to the Conference. Price covers staffing costs.
- Gift bag material distribution at conference and networking event
- 1 page advertisement in the Conference Program Magazine

## **Pad and Pen Sponsorship \$5,000 (Exclusive)**

- Provide pen and pad to all attendees placed on all seats and tables in the Presentation room
- Gift bag material distribution at event
- 1 page advertisement in the Conference Program Magazine

## **Video Clip \$4,000**

- Short, original video clip produced by sponsor (30-second max.) as entertainment for the audience throughout conference (pre-session and post-session)
- Video must be provided client and sent to [HTDU](#) by February 15, 2011. [HTDU](#) must approve video content prior to conference

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## **Conference and Business Event Name Tag & Lanyards Sponsorship \$3,500 (Exclusive)**

- Be the exclusive provider of neck cords, imprinted with your logo, used by all the attendees for participation in both Presentation and Event.
- Gift bag material distribution at event
- 1 page advertisement in the Presentation Program Magazine

## **All Day Bottled Water Sponsor \$3,000 (Exclusive)**

- Throughout the day your message will be seen by all attendees - Water served throughout the day.
- 1/3 page advertisement in the Conference Program Magazine

## **Wi-fi Lounge Sponsorship \$3,000 (Exclusive)**

- Provide attendees with the ability to stay connected throughout the day with Wi-Fi access point. Includes Wi-Fi signage.
- 1 page advertisement in the Presentation Program Magazine

## **Exhibit Space at the Venue \$3,000**

- 8' x 10' raw exhibit space, draped six foot table, and 2 chairs
- Listing as an exhibitor in program, website, and in other promotional materials as available
- 1 page advertisement in the Presentation Program Magazine

## **Live Streaming Special (other than Package 1, 2 or 3) \$2,000**

- Listing as a sponsor in our live streaming homepage and inside pages
- 1 page advertisement in the Presentation Program Magazine

## **Pre-event Email Reminder \$1,000**

- Promote your presence or special function to presentation attendees through targeted e-mail marketing. We will send out your message (75 words or less) in HTML format to the pre-registered attendee list one week prior to the event. Listing order on the blast is determined by sponsorship level and/or a first come, first served basis.

Please note: Text, logos, and links must be sent to [HTDU](#) one week prior to message delivery. We reserve the right to modify your message (upon your approval) to meet our formatting and privacy guidelines

## **Insert into bags distributed at the event \$800**

- Distribute collateral to all presentation attendee's bags.
- 1/2 page advertisement in the Presentation Program Magazine

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## Rental Prices and Sponsorship Opportunities

Branding Opportunity	Slots Available	Price (\$)
Onsite Rental "Package 1" – 4 hours -	2	\$60,000
Onsite Rental "Package 2" – 3 hours -	3	\$45,000
Onsite Rental "Package 3" – 2 hours -	4	\$35,000
Lunch, afternoon breaks and beverage Sponsorship	1	\$14,000
Business Networking Event Sponsorship	1	\$14,000
Audio Visual Sponsorship	1	\$12,000
Conference and Business Networking Event Attendee Bag Sponsorship	1	\$12,000
Breakfast	1	\$8,000
Pad and Pen Sponsorship	1	\$5,000
Video Clip	10	\$4,000
Conference and Business Event Name Tag & Lanyard Sponsorship	1	\$3,500
All Day bottled Water Sponsor	1	\$3,000
Exhibit Space at the Conference	4	\$3,000
Wi-Fi Lounge Sponsorship	1	\$3,000
Live Streaming	5	\$2,000
Pre-Conference Email Reminder	5	\$1,000
Conference and business networking bags inserts Sponsorship	20	\$800

### For more information, Contact:

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Fax: (469) 533-4874  
Email: [fernando@tvupfronts.com](mailto:fernando@tvupfronts.com)

Information about the Event: [www.tvupfronts.com](http://www.tvupfronts.com) and [www.tvupfronts.com](http://www.tvupfronts.com) select spanish  
General Information: [www.latinvision.com/conference/tvupfront/events.asp](http://www.latinvision.com/conference/tvupfront/events.asp)  
Be a Sponsor - Media Kit: [www.latinvision.com/conference/tvupfront/sponsors.pdf](http://www.latinvision.com/conference/tvupfront/sponsors.pdf)

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## SPONSOR REPLY FORM AND AGREEMENT

Company / Organization: \_\_\_\_\_  
 Web address: \_\_\_\_\_  
 Conference Contact: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Accounts Payable: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Telephone: \_\_\_\_\_

### Conference Sponsorship Levels

Please, check your selection

Description	✓	Price
Package 1		\$60,000
Package 2		\$45,000
Package 3		\$35,000
Lunch, Breaks, Beverage		\$14,000
Business Networking Event		\$14,000
Audio Visual		\$12,000
Bags sponsorship		\$12,000
Breakfast		\$8,000
Pad and Pen		\$5,000
Video Clip		\$4,000
Name Tag & Lanyards		\$3,500
Bottled Water Sponsorship		\$3,000
Exhibit Space Conference		\$3,000
Wi-Fi lounge		\$3,000
Live Streaming		\$2,000
Email Reminder		\$1,000
Bags inserts		\$800

**Payment Terms:** by signing this document, the signer is agreeing to pay the sponsorship fee of \$\_\_\_\_\_ for \_\_\_\_\_ sponsorship. Payment in full is due by time of commitment.

**Cancellation Policy:** Cancellation of sponsorship must be provided in writing to [HTDU](#) Cancellations postmarked not later than 2/1/2011 will be refunded minus a two hundred and fifty dollar (\$250) cancellation fee. Any cancellation made after Feb 1 will be fully due and/or non-refundable.

The undersigned hereby expressly represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the sponsor / Company named above and acknowledges that he / she has read and accepts all the terms on this contract.

Authorized Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 Title: \_\_\_\_\_

Please, mail, fax or e email to:  
 Hispanic TV & Digital Upfront  
 PO Box 376 , New York, NY 10008  
 Tel 646-519-2452 / Fax 469-533-4874  
 email: [fernando@tvupfronts.com](mailto:fernando@tvupfronts.com)

Note: Download this form <http://www.latinvision.com/conference/tvupfront/sponsorshipform.pdf>

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# HISPANIC TELEVISION & DIGITAL UPFRONTS

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## LatinVision Media 2011 Conference Series


[www.latinvision.com/marketing](http://www.latinvision.com/marketing)



## Marketing Conferences 2011

LATINVISION'S FEATURED EVENTS

Be among the first to receive updates, information and special deals about our events for 2011.



### Marketing to LATINOS



Conference Series:

- Travel, Tourism and Hospitality [Feb 24]
- Sports [Apr 7]
- Marketing to Latinas [Jun 16]
- Banking and Finance [Dec 1]

CONVERGENCE 2011

## The CEOs Summit

October 6th.

*Investing in Latin America & in the U.S. Hispanic Market*

September 22nd.



INTERNATIONAL ECONOMIC ALLIANCE

**LATINVISION'S HispanicBusinessNetworking**

### LATINVISION MEDIA CONFERENCES & EVENTS >>



→ Business Networking



→ CEOs Summit



→ Pathways to Prosperity



→ Marketing to Latinas Series

Travel  
Sports  
Latinas  
Banking  
Investment

[www.latinvision.com/conference/travel](http://www.latinvision.com/conference/travel)  
[www.latinvision.com/conference/sports](http://www.latinvision.com/conference/sports)  
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