

Convergence 2008 Conference



The Future of Latin Media, Entertainment and Technology Markets

Wednesday, October 15, 2008
New York Times [The Times Center](#) & [NASDAQ](#)
New York City

The 2008 Convergence [Conference](#) is the premier event for Latin media, entertainment, and technology CEOs and executives looking to grow their business and new opportunities with Latin audiences and to reach the mainstream. This one-day event brings the [best minds](#) in the Latino media, entertainment and technology markets and is presented by New York City's Latin Media and Entertainment Commission (LMEC) in partnership with [LatinVision Media](#).

Mayor Michael R. Bloomberg established the LMEC in 2003 to make New York the capital of Latin media and entertainment in the world.

The conference will be presented in the form of thematic panels with questions from the audience and moderated by experts in their respective fields.

The 2008 Convergence: The Future of Latin Entertainment, Media and Technology Markets will feature:

- * Effective best practices to adopt new technologies to Latino media and entertainment
- * Case studies by top media players in the so-called traditional space, and how their outlets are adapting to the digital space
- * Technologies available for delivering information and entertainment via new channels
- * Efforts launched by both the private and public sector to create, promote and support Latin American arts and culture
- * Best practices in training, recruiting and retaining the best talent in the areas of marketing, advertising, new media, PR and technology
- * Case studies of new ventures and how they got started through financing
- * Networking event

The 2008 Convergence conference seeks to share and enhance a broader knowledge of industry's best practices to transform businesses and to better meet the demands of an increasingly mobile, fragmented, and elusive target audience. It will also showcase New York City's efforts to promote and support Latin culture and media as well as to how businesses can benefit and contribute to the future of Latin media, entertainment, and technology.

This year's conference will include a three-hour networking business reception at [NASDAQ](#), where industry, talent and the new entrants will be able to connect in a more relaxed environment at the crossroads of the world.

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SPONSORSHIP BENEFITS

Marketers who are interested in gaining exposure for their company and product at this event can choose from a number of different sponsorship opportunities, all designed to enhance brand recognition amongst a core audience of industry leaders and decision makers.

Sponsors of this event will enjoy the benefits of product and literature distribution, on-site signage, online exposure via the official event websites and LatinVision.com – the most recognizable name in connecting Hispanic companies within the business community.

The official conference program will be distributed to all the attendees in a magazine- like format as will the advertising message of our Platinum, Gold and Silver sponsors. All sponsors will be highlighted in the program.

Sponsors also enjoy recognition at the networking event to follow the conference.

WHO WILL BE ATTENDING

- Corporate Communications Executives
- CEOs & Board members of publishing and interactive entertainment corporations
- Complementary areas of executive leadership (CFOs & COOs, etc),
- Select advisory firms, and select founders / senior managing partners of investment firms
- Venture capital and private-equity investors
- Entertainment, Media and Sports Executives
- Cable and Satellite Companies
- Government Officials
- Leaders in Education, Distance Learning and Training
- TV, Radio and Cable Broadcasters
- Corporate Marketing, Branding, and Agency Leaders
- Content Owners and Developers
- Wireless Industry Professionals
- Service Providers and Associations
- Sales, Marketing and HR Professionals
- Advertising Agency Thought Leaders
- PR Agency Thought Leaders
- Technology Gurus
- The Streaming Media Industry
- Entrepreneurs and Professionals

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AGENDA

TIME AM/PM	GENERAL THEME	PRESENTER/TOPIC	KEY POINTS
07:00 - 08:00	Registration	Check-in and Continental Breakfast for Conference Participants	
08:00 - 08:15	Conference Presentation	Welcoming remarks by Carol Robles-Román, Deputy Mayor for Legal Affairs, The City of New York, LMEC Chairman Mario Baeza, Robert Lieber, Deputy Mayor of Economic Development and Janet Robinson CEO of the New York Times	LMEC draws up his plan to make New York City the Latino media and entertainment capital of the world.
08:15 - 09:30	Entertainment & Technology: The Natural Convergence	<p>U.S. Hispanics over index in the use of mobile media and digital technologies, and are increasingly using their computers and mobile devices as sources of information, entertainment and social networking.</p> <p>Top players in the Hispanic media landscape discuss how their respective outlets are embracing this trend and how to adopt new channels to better reach their audiences.</p> <p>Panelists: Ed Montes, EVP, Managing Director Havas North America</p> <p>Fernando Rodriguez, CEO of Terra Networks</p> <p>Rafael Urbina, CEO, Batanga</p> <p>Ramiro Sanchez, Head of Product, Reuters Consumer Media, Americas</p> <p>Ivan Braiker, CEO, HipCricket.com</p> <p>Moderator: Laurel Wentz, international editor, Advertising Age</p>	With media and entertainment converging in a digital world, media outlets can no longer limit their reach to one channel. Find out what media executives are doing to reach an ever-elusive audience.

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09:40 - 10:00 Coffee Break

10:00 - 11:15

Changing Gears: TV, Radio and Print Media Join the Digital Revolution

Panelists discuss the challenges and opportunities faced by traditional media outlets in an increasingly digital-centric era, and how the so-called traditional media can adapt – and win- in this changing environment.

How to adapt and tailor your message in the face of the digital revolution.

Panelists:

Ruth Gaviria, CEO of Hispanic Ventures, Meredith Corp.

John Paton, CEO Impremedia

Lucia Ballas-Traynor, Publisher People en Español

Tom Maney, SVP Advertising Sales Sales Fox Sports en Español

Moderator: David Puente, Anchor, ABC News Exclusiva

11:15 - 12:30

Making New York City the Latin Media Capital of the World: Promoting the best of Hispanic & Latin America's arts and culture

From the Latin Grammy's to the Hispanic Theatre Festival, to the Latin Alternative Music Conference and to the New York International Latino Film Festival, the Latin Media and Entertainment Commission is transforming New York into a major center for Latin culture.

Panelists discuss ways to help create, promote and support Latino arts and cultural events in an effort to make New York City not only a destination, but also an experience for people around the world.

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11:15 - 12:30

**Making New York City
the Latin Media
Capital of the World:
Promoting the best of
Hispanic & Latin
America's arts and
culture**

Panelists:

Tomas Cookman, CEO Cookman
International LAMC / Nacional Records

Julianne Cho, Director, Mayor's Office
of Film, Theater and Broadcasting

Elizabeth Gardner, Executive Director
NYC Latino Film Festival

Kate Levin, Commissioner,
Department of Cultural Affairs

Gabriel Abaroa, President of the Latin
Grammys

Moderator: LMEC Chairman Mario L.
Baeza

12:30 - 13:15

Power Lunch

Provided by [Amanda Smith Caterers](#)

13:15 - 14:15

**The Education Factor:
Recruitment,
Retention and Career
Opportunities**

Panelists:

Jackie Bird, Former Chairwoman
Association of Hispanic Advertising
Agencies AHAA

Jeffrey Thompson, Vice President,
Global Diversity, Disney

Susan Jurevics, VP of Corporate
Marketing for Sony Corp of America
and Chairwoman, Alumni Dpt, Media
Entertainment, and Technology of NYU
University, Stern School of Business

Mary Schmidt Campbell, Dean New
York University, Tisch School of the
Arts

Edwin Torres, Director, External
Partnerships, Parsons The New School
for Design

Moderator: Carlos Manzano,
Executive Director Latin Media and
Entertainment Commission

Education is key when training the talent that will handle the convergence of media, information and entertainment. You will learn here what educators are doing to form the best talent, where to find it and how to retain it.

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14:15 - 15:15

Meet the CEOs - Q&A Session

In the face of changing media habits among young Hispanics, the nation's largest Spanish-language networks are undergoing a revolution of sorts, adopting new technologies, turning to bilingual content online and most recently, offering thousands of hours of programming via Video on Demand (VOD.) Laura Martínez, contributing editor of *Multichannel News*, asks Spanish television networks CEOs to share with the audience some of the insights, challenges and opportunities around these changes.

Panelists:

Ray Rodriguez, President & COO
Univision Communications

Carmen M. DiRienzo, President, V-Me TV

Don Browne, President, Telemundo

Adrian Steckel CEO of Azteca América

Moderator: Laura Martinez, Editor,
Multichannel News

15:15 - 15:30

Coffee Break

15:30 - 16:30

Entrepreneurs and New Projects: Financing the Convergence

The creation of business is the engine that drives growth. But growth is only possible by matching visionary ideas with much-needed financing, either through venture capital, private equity or angel investors. Entrepreneurs discuss how they pitched their business idea to receive financial support, while investors share with the audience what is that they look for when committing capital to new ventures.

Financing is key when it comes to the creation of new business and the expansion of existing ventures in the Latino-targeted media and entertainment. Find out how a group of entrepreneurs and financiers got together to launch new business

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Panelists:

Mark Mackenzie, Digital Media,
Alliance Bernstein LP

Manuel García Durán, Chairman &
CEO, MIO.TV

Hernán López, Director, Latin America
NASDAQ

Bob McCooney, SVP NASDAQ

Moderator: José Fernández, Partner,
Latham & Watkins LLP

16:30 - 17:30

Technology: The Key to Convergence

The Media and Entertainment Industry is at the center of a maelstrom of technology driven change, and U.S. Hispanic media is not an exception. The industry's ability to adapt and embrace such changes will be crucial to determine its success or demise.

Google, Microsoft and AOL share insights and ideas on joining the convergence through the adoption of new technologies.

Panelists:

John Farrel, Country Director,
GOOGLE Mexico and Director of
Business Development Latin America

Fernando Espuelas CEO VOY Music

Chris Velasco, Director of Marketing
Americas, Microsoft Advertising

Ralph Rivera, SVP, AOL Latino

Moderator: Patrick Dolan, Chief
Administrative Officer, Interactive
Advertising Bureau

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17:30 – 18:30

**Retail Activation: The
Meaning of 360
marketing in the
Hispanic
Market**

In this world of fragmented media, capturing the consumer's attention is not easy. But beyond having a catchy commercial how do you influence and drive consumer behavior? The holy grail of marketing today is customer loyalty and the ability to reach consumers when they are most receptive to brand messages. That's why marketers are looking to activate their brands with a 360 degree approach that especially focuses on delivering influencing consumers either at home and in store where they are making critical purchase decisions.

Panelists:

Graciela Eleta, Univision

Liliana Gil, Director Global Marketing Services & Hispanic Strategy Lead, Johnson & Johnson

Jacqueline Hernández, COO of Telemundo

Jose Piñero, Director, Diversity and Multicultural Marketing, Microsoft

Rebeca Vargas, Multicultural JPMorgan Chase

Moderator: Chiqui Cartagena, Director, Multicultural Marketing, Meredith Corp.

18:30 - 21:00

Cocktail Reception and
Networking Event at
[NASDAQ](#)

Provided by [Amanda Smith Caterers](#)
and [Nuela](#) Restaurant

Stage, Speaker and Business Networking Manager: Betty Ortega, Taylor Primero

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SPONSORSHIP & BRANDING OPPORTUNITIES

SPONSORSHIPS MUST BE SECURED BY September 15, 2008
All sponsorship is on the first come first served basis

Platinum Sponsorship \$20,000

Pre-event Marketing Exposure

- One full page advertisement in the Conference Program Branding Magazine
- Four complimentary registrations for the Conference
- Banners/links to appear on Official website for the event, blogs and all LatinVision websites
- Logo/link Placement on all ads, mailings and marketing materials pertaining to event
- Top Sponsorship banner on E-Newsletters sent out specifically about event
- Prominent placement on social network system used by all attendees
- Acknowledgement of sponsorship in all press releases about event
- Stand alone full company page on official website with links to company site
- Rights to use conference logo on your promotional materials
- Premium cover position in the official conference program*
- Continuous scrolling ticker of your logo on www.latinvision.com/conference
- Skyscraper banner on LatinVision conference blog website, linking to your web site

On-site Market Exposure at the New York Times

- 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
- Gift bag material distribution at conference and networking event
- One full page advertisement in the Conference Program

On-site Market Exposure at NASDAQ See specs www.latinvision.com/nasdaq.pdf

At Reception

- 2 Hologram projectors and Parting Shot
- Portrait Elevator Panel (3 panels) with 4, 5 and 6 Focal Points
- Landscape Elevator focal point 5

2nd Floor

- 12 Plasmas screens
- 2 Rear Projectors

Post-show Marketing

- Three months advertising on www.latinvision.com and blogs
- Complete database of conference attendees*
- Four weeks top sponsorship on latinvision.com blogs
- Website link to sponsor's webpage for one year
- Video of your Programming in the Programming Showcase DVD distributed to attendees

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Gold Sponsorship \$15,000

Pre-event Marketing Exposure

- One full page advertisement in the Conference Program
- Two complimentary registrations for the Conference
- Banners/links to appear on Official website for the event, blogs and all LatinVision websites
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Banner on E-Newsletters sent out specifically about event
- Acknowledgement of sponsorship in all press releases about event

On-site Market Exposure at the New York Times

- Signage at registration table
- Company video broadcast at event
- Giant screen advertising display at conference and Business Networking
- Gift bag material distribution at conference and networking event
- One full page advertisement in the Conference Program Branding Magazine

On-site Market Exposure at NASDAQ See specs www.latinvision.com/nasdaq.pdf

At Reception

- 2 Hologro projectors and Parting Shot
- Portrait Elevator Panel (3 panels) with 4, 5 and 6 Focal Points
- Landscape Elevator focal point 5

2nd Floor

- 12 Plasmas screens
- 2 Rear Projectors

Post-show Marketing

- One month advertising on www.latinvision.com and blogs
- Website link to sponsor's webpage for one year

Silver Sponsorship \$10,000

Pre-event Marketing Exposure

- Half-page advertisement in the Conference Program Branding Magazine
- One complimentary registrations for the Conference
- Banners/links to appear on Official website for the event, blogs and all LatinVision websites
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Banner on E-Newsletters sent out specifically about event
- Acknowledgement of sponsorship in all press releases about event

On-site Market Exposure at the New York Times

- Signage at Registration table
- Giant screen advertising display at conference and Business Networking
- Gift bag material distribution at conference and networking event
- Half- page advertisement in the Conference Program

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On-site Market Exposure at NASDAQ See specs www.latinvision.com/nasdaq.pdf
At Reception

- 2 Hologro projectors and Parting Shot
- Portrait Elevator Panel (3 panels) with 4, 5 and 6 Focal Points
- Landscape Elevator focal point 5

2nd Floor

- 12 Plasmas screens
- 2 Rear Projectors

Post-show Marketing

- Two weeks advertising on www.latinvision.com and blogs
- Website link to sponsor's webpage for one year

Lunch, breaks and beverage Sponsorship \$14,000 (Exclusive) **SOLD**

- Provide lunch and beverages during the Conference. Price covers staffing costs.
- 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 event
- ½ page advertisement in the Conference Program Branding Magazine
- Full Promotion at NASDAQ - See above On Site Market Exposure at NASDAQ under Platinum Level

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

- 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 event
- ½ page advertisement in the Conference Program Branding Magazine
- Full Promotion at NASDAQ - See above On Site Market Exposure at NASDAQ under Platinum Level

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference Attendee Bag Sponsorship: \$12,000 (Exclusive) **SOLD**

- 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 event
- ½ page advertisement in the Conference Program Branding 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 top of mind during and after the event –
- Full Promotion at NASDAQ - See above On Site Market Exposure at NASDAQ under Platinum Level

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Breakfast Sponsor \$8,000 (Exclusive) SOLD

- Give conference 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
- 1/3 page advertisement in the Conference Program Branding Magazine
- Full Promotion at NASDAQ - See above On Site Market Exposure at NASDAQ under Platinum Level

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

- Provide the pen and pad to all attendees placed on all seats and tables in the Conference room
- Gift bag material distribution at conference and networking event
- 1/3 page advertisement in the Conference Program Branding Magazine

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

- Be the exclusive provider of neck cords, imprinted with your logo, used by all the attendees for participation in the Conference and Event.
- Gift bag material distribution at conference and networking event
- 1/3 page advertisement in the Conference Program Branding Magazine

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

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

Wi-fi Lounge Sponsorship: \$3,000 (Exclusive) SOLD

- Provide attendees with the ability to stay connected throughout the day with Wi-Fi access point. Includes Wi-Fi signage.
- 1/3 page advertisement in the Conference Program Branding Magazine

Insert into bags distributed at conference and networking event: \$800

- Distribute collateral to all conference and business networking attendee's bags.
- 1/3 page advertisement in the Conference Program Branding Magazine

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EVENT GUIDE

POWERFUL – PROVEN – BRANDING MAGAZINE

Drive traffic to your site and increase brand awareness by advertising in the LatinVision 2008 Event Guide.

This indispensable guide is distributed on-site to all Conference attendees, prospects, partners and press. As the official guide to LatinVision Media Conference 2008, the Event Guide provides comprehensive information for every conference session and presentation. 400 copies distributed during event.

**

Prices below Includes one FREE TICKET to the Conference and Networking Event and Full Promotion at NASDAQ - See above On Site Market Exposure at NASDAQ under Platinum Level

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 Specifications by clicking here www.latinvision.com/specs.pdf

Download NASDAQ specifications by clicking here: www.latinvision.com/nasdaq.pdf

REGISTRATION FEES

GENERAL ADMISSION

General Admission	Non-members	LatinVision Members
Conference and Event	\$550	\$450
At the door \$ 750		

To register visit: www.latinvision.com/conference or www.latinvision.com/conferencia

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AVAILABLE SPONSORSHIP OPPORTUNITIES

BRANDING OPPORTUNITY SLOTS AVAILABLE PRICE (\$)

Platinum Sponsorship		\$20,000	
Gold Sponsorship		\$15,000	
Silver Sponsorship		\$10,000	
Lunch, afternoon breaks and beverage Sponsorship	1	\$14,000	SOLD
Audio Visual Sponsorship	1	\$12,000	SOLD
Conference and Business Networking Event Attendee Bag Sponsorship	1	\$12,000	SOLD
Breakfast	1	\$8,000	SOLD
Pad and Pen Sponsorship	1	\$5,000	SOLD
Conference and Business Event Name Tag & Lanyard Sponsorship	1	\$3,500	SOLD
All Day bottled Water Sponsor	1	\$3,000	SOLD
Wi-fi Lounge Sponsorship	1	\$3,000	SOLD
Conference and business networking bags inserts Sponsorship	20	\$800	

For more information, Contact:

Carlos Vassallo
Tel: (646) 519-2452
Fax: (469) 533-4874
Email: carlos@latinvision.com

Marcelo Ballester
Tel: (201) 481-3689
Fax: (469) 533-4874
Email: marcelo@latinvision.com

Information about the Event: www.latinvision.com/conference and www.latinvision.com/conferencia

General Information: www.latinvision.com/conference/events.asp

Be a Sponsor - Media Kit: www.latinvision.com/conference/mediakit.pdf

Venue: New York Times – [Time Center](#) – and NASDAQ – [Market Site](#) -

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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: _____
 Title: _____
 Address: _____
 City: _____
 State: _____
 ZIP: _____
 Phone: _____
 Fax: _____
 E-mail: _____

Conference Sponsorship Levels

Please, check your selection

Description	✓ Price
Platinum	\$20,000
Gold	\$15,000
Silver	\$10,000
Lunch, Breaks, Beverage	\$14,000
Audio Visual	\$12,000
Bags sponsorship	\$12,000
Breakfast	\$8,000
Pad and Pen	\$5,000
Name Tag & Lanyards	\$3,500
Water Sponsorship	\$3,000
Wi-fi lounge	\$3,000
Bags inserts	\$800

Please, mail, fax or e email to:
 LatinVision Media
 PO Box 376 , Church St Station
 New York, NY 10008
 Tel 646-519-2452 / Fax 469-533-4874
 email: carlos@latinvision.com

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 LatinVision. Cancellations postmarked not later than August 1 will be refunded minus a two hundred and fifty dollar (\$250) cancellation fee. Any cancellation made after August 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: _____

Note: **To Email** > Download this form online www.latinvision.com/sponsorshipform.pdf