

# Business Networking Event



**2012 Become a Sponsor**  
[www.latinvision.com/events.pdf](http://www.latinvision.com/events.pdf)

# Summary

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## Our Company



### Our Company

[LatinVision Media, Inc.](#) is a New York-based company that connects and promotes businesses, entrepreneurs and professionals to the US Hispanic and Latin American markets. LatinVision also operates various business portals, blogs, and news sites, and hosts year-round [Marketing to Latinos Conferences](#) and [Business Networking Events](#). Become a member to our network: [www.latinvision.com](http://www.latinvision.com)

### Who We Are

[click here](#)



HispanicBusinessNetworking

NEW YORK CITY



## Our Mission

**We** facilitate the sharing of knowledge and building of professional relationships within the Hispanic and Latin American business community. Our events provide a forum for people to meet and exchange ideas in a fun, relaxed atmosphere.

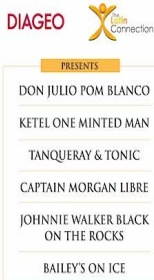
**Expand** your network by connecting with people who “do what you do.” Our events are specifically designed to maximize your opportunity for meeting contacts and new business leads.

# Our Event

## What is the LatinVision Business Networking? Event?

We help you to grow your business and make new contacts. No hype, no expensive networking group dues, no hard sell - just a get together of Hispanic and Latin American business executives, managers, entrepreneurs and business owners networking in a relaxed environment managed by LatinVision Media Inc.

All business people are welcome!



## When?

We meet from 6PM to 8:30PM and invite our members to network. For more information [www.latinvision.com/events](http://www.latinvision.com/events)

See our pictures and video gallery [here](#)



## Why?

If you'd like to mingle with an international Latin American and Hispanic business crowd and exchange ideas and opportunities on a variety of business topics, don't miss our event



Our event  
is  
by invitation  
only!

## Sponsorship Opportunities | Benefits

### Reach more than 400 people in person & 87,000+ via email

Opportunity to network with hundreds of business leaders, decision makers, and managers from prestigious companies and organizations  
Prominent placement of sponsor name and logo in print and electronic media and onsite at the event  
Exclusivity from competitors per sponsorship level  
Exposure for your brand, products and services within the Hispanic business community  
Ability to distribute incentives and promotional materials at each event  
Goodwill generated from supporting the Hispanic business community  
Please ask about our LEAD SPONSORSHIP for customization and industry exclusivity

### Platinum Sponsors \$8,000

Banner and logo on our website \*  
Logo in email invitation and profile in our weekly newsletters  
Mention in press releases and news postings  
Priority sponsorship in other cities  
Company video broadcast at event \*  
Promotion via Social Networks ie Facebook, Twitter, LinkedIn etc  
Special promotions on an opt-in basis \*  
Banner and giant screen advertising display at event – premium location \*  
Exclusive company page with links to company site  
10 Complimentary tickets and 20% discount for employees  
Promotional materials distribution on gift bags at networking event \*  
One month of free advertising at [www.latinvision.com](http://www.latinvision.com) \*  
Permanent display in [www.latinvision.com/events](http://www.latinvision.com/events) section

### Gold Sponsors \$ 6,000

Banner and logo on web site \*  
Logo in email invitation  
Mention in press releases and news postings  
Promotion via Social Networks ie Facebook, Twitter, LinkedIn etc  
Priority sponsorship in other cities  
Company video broadcast at party \*  
Banner and giant screen advertising display at party \*  
Promotional materials distribution on gift bags at networking event \*

### Silver Sponsors \$ 4,000

Banner and logo on web site \*  
Logo in email invitation  
Mention in press releases  
Promotion via Social Networks ie Facebook, Twitter, LinkedIn etc  
Banner and giant screen advertising display at party \*  
Promotional materials distribution on gift bags at networking event \*

### Gift Bags Materials Distribution \$ 500

Banner and giant screen advertising display at party \*

\* All materials must be provided by your company.

## Gift bags Sponsorship | Present and Past Sponsors



Latina



Dewar's.12



Do not miss the opportunity to reach the most sophisticated Hispanic business community with your products and services. We guarantee a very specific demographic which you can tap in order to influence their buying decision making power.

We use your own bags to provide maximum exposure. We can accept orders up to three days before the event and can make special arrangements for you.

We charge a flat fee of \$200 per event and you will get the same treatment as our silver partners except for the banner and advertising display at the event. Our program is very simple yet extremely effective.

### Special Arrangements

We can promote your own bags. Please contact us in advance to arrange special promotions, announcements or presentations.

### Shipping Instructions

[www.latinvision.com/shipping.pdf](http://www.latinvision.com/shipping.pdf)

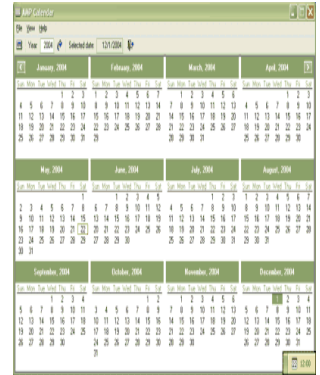
# Event Calendar

## 2012

Event Date	* Sponsor deadline
March 1st	4 business day prior
April 12th	4 business day prior
June 14th	4 business day prior
October 4 <sup>th</sup> **	4 business day prior
November 29	4 business day prior

### Note:

- \* Sponsor gift bag deadline
- \*\* NOT OPEN TO THE PUBLIC – SPECIAL EVENT  
In combination with [www.latinvision.com/conference](http://www.latinvision.com/conference)



# Present and Past Sponsors

## Present and Past Sponsors

American Airlines  
Grubb & Ellis  
NYU Center for Latin American & Caribbean Studies  
Northwestern MutualH  
DavidoffH  
Netvision SA  
Doral Bank  
Equifax  
Paco Jurado Design  
youngStartup  
Latinarte  
Magnum Group, Inc  
Slate NYC  
Yon-Ka

## Media Sponsors

BusinessWire  
Fortune  
NewYorkBusiness.com  
el diario/LA PRENSA  
Metro212  
Red Herring  
The Latin Media and Entertainment Commission  
FIPP  
PrintAdvertising.com  
PR Web (Ambos Medios)  
PR Newswire  
Hispanic PR Wire  
ProductionHub  
New York City daily  
Mediapost.com  
LatinVision  
99.5 FM WBAI  
MMR Multicultural Marketing Resources  
HSMH  
Moving Forward MagazineH  
The New York Enterprise Report H  
Latina  
BiZBash Media

## Gift Bag Sponsor

Hola Mexico  
Versace for men  
Saks  
Versace for women  
Chris Ponce  
Equinox  
Vantana Education

## Gift Bag Sponsor

Cravings Magazine  
MIZANI  
H para Hombres  
Peony Red  
Arbonne  
Johnson & Johnson  
Borghese  
E.T. Browne Drug Company, Inc  
Dr. Michelle Copeland  
Arbonne Lisa Miller  
Sports Illustrated Latino  
People en Español  
ESPN Deportes  
Estilo de Vida Magazine  
Ocean Drive Español  
La Colombe  
Meredith Corporation  
Activate Beauty Inc.  
Fox Sports en Español  
Rock Star 69  
Biotherm USA  
Adidas  
Coty USA  
Deloitte  
Algonquin Hotel  
Latina Magazine  
Redken  
Alma Magazine  
Casa & Estilo Internacional  
Davidoff USA  
Physicians formula  
Slate NYC

## Raffle Sponsors

American Airlines  
Circle Line  
American Ways & Language  
Soho Dance  
delavegaconcepts.com  
US Helicopter  
Elizabeth Arden  
New Leaf Strategies  
Crab Tree Handbags  
Touch One Skin Care  
Cecilia Simon  
Illustradent  
Ananatai  
1-800-Flowers

# Present and Past Sponsors

## Raffle Sponsors

Melina Levin  
Mariel NYC  
Dueto Salon  
Bradford Portraits  
Vernier  
All American Limousines  
Hilton Hotels  
Doral Bank of New York

## Hors d'oeuvres and Food

Piola  
Chimicurri  
Good Food in a Basket  
La Nacional Tapas  
Café Frida  
Kion Lounge  
Playa  
Cabana  
Sofrito  
Mambo  
Barrio  
Ruben  
Nuela  
Ciao Bella Gelato  
La Rural  
Ricardo Steak House  
Islero  
Gusto Organics  
Mojito  
Mostly Edible  
Terra Cafe  
Buenos Aires Restaurant  
Matilda  
Industria Argentina  
Sosa Borella  
Mariebelle  
Novecento  
Amanda Smith Caterers

## Beverages, Beer, Wine, Spirits & others

Tequila 1921  
Icy Drink  
Ty-ku  
Dasani Water  
Coca Cola  
Valentin Bianchi  
Valle de la Perta  
Luigi Bosca  
Mits Wines  
Emperor Vodka  
Heineken  
Sparkling Nuvo  
Scorpion Mezcal  
Nestle Waters  
Rockstar  
Rums of Perto Rico  
Beleza Pura  
Terrazas Argentina  
Budweiser  
180 Energy Drink  
Zyr Vodka  
Xellent Swiss Vodka  
Frederick Wildman & Sons, Ltd  
Trapiche  
Testa Wine  
Jalima Cafe  
Brahma - Age Verify  
Juvé y Camps  
Paul Goerg  
Naked Juice  
Zino Platinum  
Concha y Toro  
Tequila Corazón  
Dewar's  
Newcastle  
Fernet Branca.  
ITO EN  
Vitamin Water  
Prosecco Zardetto  
Pitú  
Peels  
XanGo®  
Casillero del Diablo

# Our invitees: Industries & Companies

## Industries

## Companies

Academia / student	30 Segundos	Fox Sports in Español	Prada
Accounting	Adecco	Galavision	Pricewaterhouse Coopers
Advertising	Alston & Byrd	GAP	Primedia
Architecture	American Express	GE	Publicitas
Arts / Design	AOL Latino	Goldman Sachs	Revlon
Automotive	Arista Records	Google	Rodriguez Mejer Adv
Banking/ Finance	AT&T	HBO	SBC Communications
Biotech	Bank of America	Heineken	Skadden, Arps
Broadcasting	Bayer	Helmsley-Spear Inc.	Spanish Broadcasting
Communications / PR	Bear Stearns	Hearst	Sony
Computers	Bertelsman	Hilton	SwissRe
Construction	Bloomberg	HOY New York	Telefutura
Consulting	BNP	HP	Telemundo
Defense	BMW	IBM	Televisa
Diplomatic Service	Bravo Group	IVillage.com	Terra Network
Education	Bulgari	Johnson & Johnson	The Vidal Partnership
Energy	Burson-Marsteller	Jupiter Media	Time Warner
Entertainment / Media	Calvin Klein	JPMorgan Chase	TBWA/Chiat/Day
Government	Cargill	Latina	TK Theaters
Health Care/Hospitals	CBS	LVMH	Turner Construction
Hospitality	Cendant	Macy's	UBS
Human Resources	Christie's	Martha Stewart Living	Unilever
Import/Export/Trade	Citigroup	Master Card Int'l.	United Artists
Information Management	Clear Channel	Mercedes Benz USA	United Nations
Insurance	Conde Nast	Meredith	Universal
Legal	Conill	Merrill Lynch	Univision
Logistics	Continental Airlines	MetLife	UPS
Manufacturing	Columbia University	Microsoft	U.S. Government
Marketing	Cornell Medical	Morgan Stanley	Verizon
Non-profit/Associations	Credit Suisse	MSNBC	Viacom
Pharmaceuticals	Davidoff USA	MTV Networks	VISA International
Publishing	Dell	NBC	VNU Media
Real Estate	Deloitte & Touche	Nestle	Wachovia
Recruiting/Staffing	Discovery en Español	New Line Cinema	Wing Latino
Research & Development	E! Networks	New York Times	Walt Disney
Retail	El Diario la Prensa	News Corporation	WPP
Social Services	El Especial	Nestle	
Software	Embraer	New Line Cinema	
Technology	Entertainment Week	New York Times	
Telecommunications	Ernst & Young	News Corporation	
Transportation	ESPN	Nextel Communications	
Travel	EURO RSCG Latino	Northwestern Mutual	
Utilities	Fedex	Ole	

## Our invitees are members of these Organizations

American Chamber of Commerce  
Argentinean – American Chamber of Commerce  
Asociación Interamericana de Hombres de Empresa  
Asociacion Internacional de Webmasters Hispanos  
Association of Small Business Develop Centers  
Association of Hispanic Advertising Agencies  
Latino Professionals in Finance & Accounting  
Bolivian – American Chamber of Commerce  
Brazilian – American Chamber of Commerce  
Bronx Hispanic Chamber of Commerce  
Chilean – American Chamber of Commerce  
Circulo Creativo del Mercado Latino en los EEUU  
Colombian – American Chamber of Commerce  
Columbia University Latin American Association  
Directo Council for Hispanic Marketing  
Dominican Bar Association: DBA  
Ecuadorian – American Chamber of Commerce  
Ethnic Print Media Group  
Hermandad de Sigma Iota Alpha, SIA – NYC  
Hispanic Achievers  
Hispanic Advertising & Media Profesionals  
Hispanic Association of Colleges and Universities  
Hispanic Association on Corporate Responsibility  
Hispanic Contractors Association  
Hispanic Marketing & Communication Association  
Hispanic National Bar Association  
Hispanic National Bar Association: NY  
Hispanic Public Relations Association  
Hispanic Women's Business Alliance  
HispanSource  
IAB (Hispanic Committee)  
Latin American Economic Development Association  
Latin Business Association  
Latino Entrepreneurs & Business Owners  
Latinos in Inf. Sciences and Technology  
Mentor the National Hispanic Employee Association  
Minority Business Development Agency  
Million Dollar Round Table  
Nat'l Association of Latino Independent Producers  
National Association of Hispanic Journalists

National Association of Hispanic Nurses  
National Association of Hispanic Publications  
Association of Hispanic Real Estate Professionals  
National Community for Latino Leadership  
National Directory of Spanish Talent  
National Hispana Leadership Institute  
National Hispanic Business Association  
National Hispanic Business Group  
National Hispanic Corporate Council  
National Hispanic Media Coalition  
National Hispanic Medical Association  
National Hispanic Scholarship Fund  
National Society of Hispanic MBAs: NSHMBA  
National Society of Hispanic MBAs  
New Generation Latino Consortium  
New York Chamber of Commerce  
NJ Hispanic Chamber of Commerce  
NY Women Chamber of Commerce  
NYU Latin American Association  
Panamanian–American Chamber of Commerce  
Paraguayan–American Chamber of Commerce  
PBAN: Professional Business Action Network  
Peruvian – American Chamber of Comm  
SBA Women's Business Centers  
Small Business Administration (SBA)  
Society of Hispanic Professional Engineers  
Society of Hispanic Professional Engineers  
South Regions Minority Business Council  
Spain Business  
Statewide Hispanic Chamber of Comm of NJ  
The City of NY Latino Media and Entertainment  
The Hispanic Council on International Relations  
The Labor Council for Latin American Advancement  
The Latin American & Caribbean Economic Assocr.  
Uruguayan–American Chamber of Commerce  
U.S. Department of Commerce  
U.S. Government Export Portal  
U.S. Hispanic Chamber of Commerce  
Venezuelan–American Chamber of Commerce  
Young Entrepreneurs' Organization

# Hispanic Market Facts | Demographics

Demographics	Hispanic Consumers	US Population
Population	42 Mill	300 Mill
Media Adult Age	38	48
Median HH Income	\$34,000	\$48,000
Average HH Size	3.1	2.3
% with Children at Home	57	36
% High School Graduate	64	84
% College Graduate	12	25
Homeownership	48	67
% Married (HH)	57	50

## Size of U.S. Hispanic Population

Hispanic-American	2005	2006	2007	2008	2009	2010	2050
Total in millions	38.1	39.3	40.4	41.5	42.6	47.7	102,5
% of U.S. population	13.3	13.5	13.8	14.1	14.3	14.6	24.4

Source: Magna Global Analysis, US Census Bureau. Note: Estimated

## Top Ten U.S. Hispanic Markets

Top Ten Markets	Population	% of DMA Population
1 Los Angeles	7800	41
2 New York	4300	19
3 Miami	1800	41
4 Chicago	1800	17
5 Houston	1800	30
6 Dallas	1500	22
7 San Francisco	1500	17
8 San Antonio	1300	55
9 Phoenix	1200	25
10 Rio Grande Valley	1000	95

Source: Northwestern U, Nielsen, SRC, Multi-channel News, Adweek, MPA, American Demographics et.al.

## Growth in Number of Hispanic-owned Companies

Hispanic-owned companies are among the fastest-growing minority-owned businesses.

Hispanic enterprises	2004	2006	2008
Total	2.0mm	2.7mm	3.0mm

Source: HispanTelligence

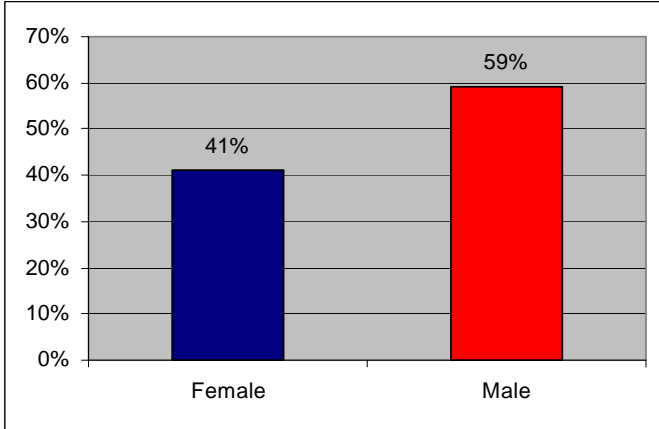
## Purchasing Power of U.S. Hispanics

Hispanic Market	2004	2010	2015
Total	\$700 bill	\$1 trill	\$1.5 trill

Source: HispanTelligence

# Hispanic Market Facts | Demographics

## Gender



## Overview

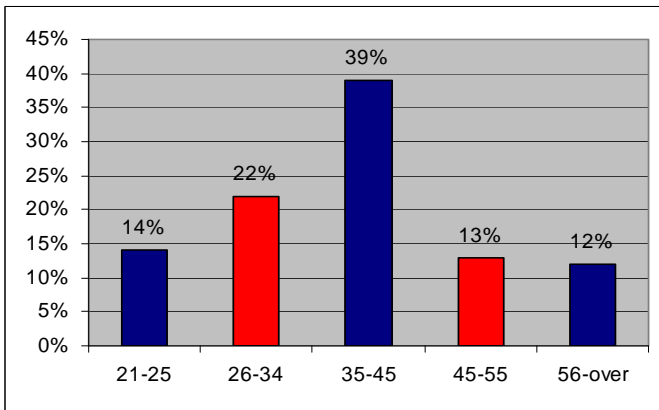
Three in four LatinVision invitees are U.S.-born. Nearly nine in ten who are foreign-born have lived in the U.S. for 10 + years.

76.1% were born in the U.S.  
23.9% are foreign-born

U.S.-born Hispanics represent 90% of Hispanic market growth.

Source: U.S. Census 2000

## Age

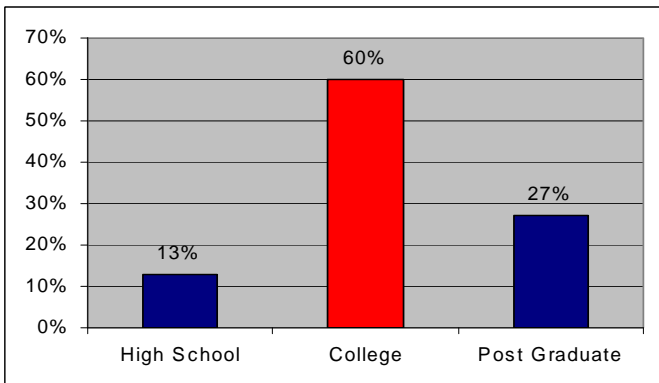


Young, educated, influential people on the rise

The Hispanic age profile is pyramid-like. Nearly 40 percent are below the age of 19, compared with 29 percent for the total population.

Hispanics now account for nearly 14% of the U.S. population but only 3.2 percent of total advertising spending (Association of Hispanic Advertising Agencies).

## Education



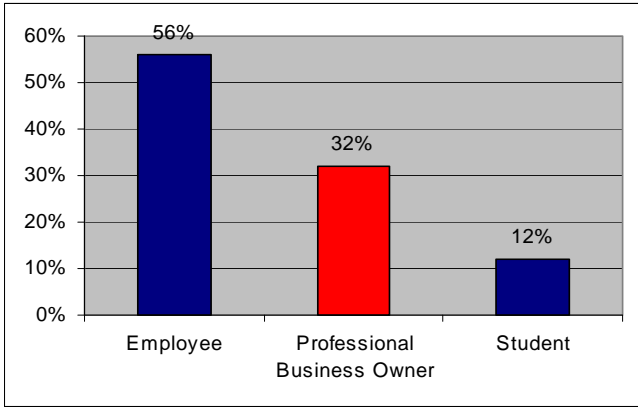
As of 2002, there were 1.656M Hispanics enrolled in college.

In 2002 Hispanics earned 10.1% of associate degrees; 6.4% of bachelor's degrees; 4.6% of master's degrees; 4.9% of first-professional degrees; and 3.2% of doctorate degrees awarded.

Source: www.Hacu.net / U.S. Census 2000

# Hispanic Market Facts | Demographics

## Occupation



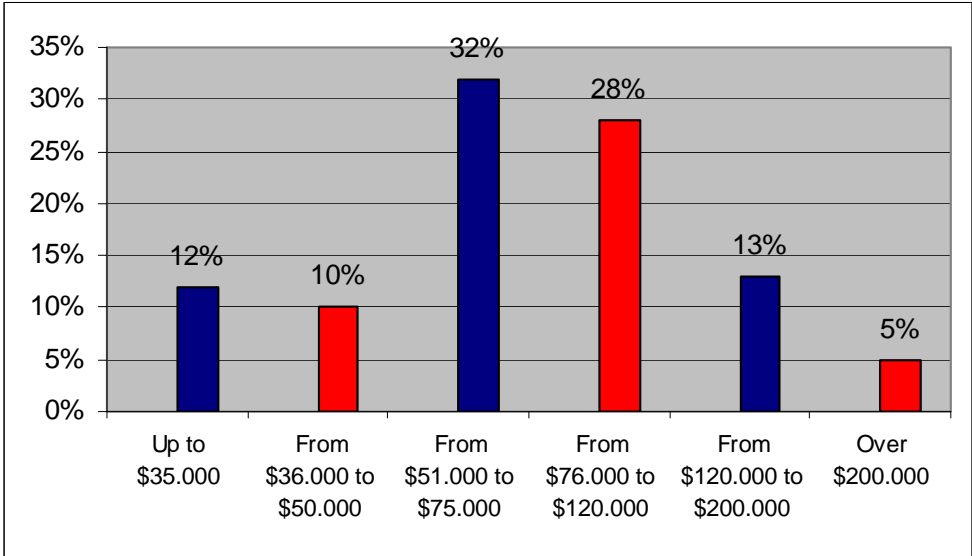
## Overview

Hispanics now account for more than a quarter of all new entrants into the labor force.

They speak English at work and at home or both Spanish and English.

Half of the nation's working Hispanics reside in California (31.1%) or Texas (18.9%).

## Income



Our invitees have incomes above the U.S. average; thus, they have the discretionary income to buy premium products.

We estimate that at least 90% of Hispanics have investment portfolios valued at \$90,000.

## General Business

The successful Hispanic is bilingual. More than 75% of U.S. Hispanics speak excellent English.

Hispanic businesses are found nationwide; the majority is small- and medium-sized companies:

01-25 employees	47%	100-999 employees	13%
26-99 employees	13%	1,000+ employees	24%

# Hispanic Chamber of Commerce - Statistics

## HISPANIC POPULATION and HISPANIC BUSINESSES & ECONOMIC STRENGTH

- Hispanics are the largest minority in the United States, with an estimated population of 41.3 million. They are estimated to grow by more than 1.7 million a year. (Source: U.S. Census Bureau)
- In 2004, there were 41.3 million Hispanics in the U.S., representing 14.2 percent of the total U.S. population.
- 63 percent of Hispanics in the U.S. are of Mexican origin; 10 percent from Puerto Rico; 4 percent from Cuba; 3 percent from Dominican Republic; and 3 percent from El Salvador. (Source: 2005 Pew Hispanic Center, tabulations from 2000 Census)
- More than one eighth of the people in the United States are of Hispanic origin. (Source: U.S. Census Bureau)
- Hispanics accounted for 40 percent of the country's population growth between 1990 and 2000. (U.S. Census Bureau)
- States with the fastest-growing Hispanic populations are: Nevada, Washington, Oregon, Massachusetts, Virginia, North Carolina and Florida. (Source: Pew Hispanic Center, 2005)
- From 2000 to 2004, the Hispanic population increased 14 percent while the non-Hispanic population increased just 2 percent during this same time period. Source: Pew Hispanic Center, 2005).
- The median age for Hispanics is 25.8 years—10 years younger than the median age for the United States as a whole. (U.S. Census Bureau)
- Hispanic youth account for more than 34 percent of the total U.S. Hispanic population and more than 18 percent of the total U.S. youth population. By 2020, Hispanic youth will make up 23 percent of all U.S. youth.
- The number of prosperous Hispanic households—those with incomes of at least \$100,000—rose 137 percent between 1990 and 2000 (Source: U.S. Census Bureau)
- In 2002, the ten states with the largest Hispanic markets by spending power were: California, Texas, Florida, New York, Illinois, New Jersey, Arizona, Colorado, Georgia and New Mexico. (Source: Selig Center)
- U.S. Hispanic purchasing power has surged to nearly \$700 billion and is projected to reach \$1 trillion by 2010, nearly three times the overall national rate of consumer purchasing power over the past decade. (Source: HispanTelligence®)
- Current Hispanic purchasing power is 8.5% of total U.S. purchasing power, but will reach 11% by 2010, when taking into account factors such as the narrowing Hispanic vs. overall U.S. income gap and the increase in the number of Hispanic households with earned income. (Source: HispanTelligence®)
- The net worth of U.S. Hispanics surpassed \$800 billion in 2005. (Source: HispanTelligence®)

# Hispanic Chamber of Commerce - Statistics

## BUSINESS AND ENTREPRENEURSHIP

- There are approximately 2 million Hispanic-owned businesses in the country that generate almost \$300 billion in annual gross receipts. By 2010, there will be 3.2 million Hispanic firms generating \$465 billion (Sources: Small Business Administration, HispanTelligence® )
- The number of Hispanic-owned companies grew 82 percent since 1997, making them among the fastest-growing business segments in the nation (Source: HispanTelligence® )
- A Junior Achievement poll showed that some 79 percent of Latino teenagers “want to start their own businesses,” compared with 69 percent of non-Hispanic white teenagers. (Source: Hispanic Trends)
- 1 out of every 10 small businesses will be Hispanic by the year 2007. (Source: Hispanic Trends)
- Small businesses make up 98 percent of all businesses and create the majority of new jobs added to the economy. (Source: Small Business Administration)
- Hispanics account for over 13 percent of the documented U.S. labor force and are expected to increase to 20 percent by 2030. (Source: HispanTelligence® )
- Hispanic employment has grown more than 16 percent since 2000, while overall U.S. employment has barely grown 2 percent. (Source: HispanTelligence® )
- The successful Hispanic is bilingual. More than 75% of U.S. Hispanics speak excellent English.
- Hispanic businesses are found nationwide; the majority is small- and medium-sized companies:

01-25 employees	47%	100-999 employees	13%
26-99 employees	13%	1,000+ employees	24%

## LATINA OWNED BUSINESS

- Hispanic women-owned Businesses number 553,618, employ 320,000 and generate \$44.4 billion in sales nationwide. (Source: Center for Women’s Business Research, November 2004)
- More than one-third (34.9%) of all Hispanic owned firms are owned by women. Hispanic women-owned firms employ 18.5% of the workers in all Hispanic-owned firms and generate 16.3% of the sales. (Source: Center for Business Women’s Business Research, November 2004.)
- Latinas control 39 percent of the 1.4 million companies owned by minority women in the United States, which generate nearly \$147 billion in sales. (Source: Center for Women’s Business Research, November 2004)
- Four in ten minority women-owned firms are owned by Latinas.
- Between 1987 and 1996, the number of Latina-owned businesses grew by 206 percent, compared with 47 percent of all businesses. (Source: Center for Women’s Business Research)
- Between 1997 and 2004, the number of firms owned by Hispanic women increased by nearly 64 percent, to 553,618, and their combined revenue climbed by more than 62 percent, to \$44.4 billion. (Source: Center for Women’s Business Research, November 2004)

# Hispanic Chamber of Commerce - Statistics

## LATINA OWNED BUSINESS

- 10 states with the greatest number of Hispanic women-owned firms in 2002 were California (17 %), Texas (18%), Florida (16%), New York (14%), Arizona (13%), Illinois, New Jersey, Massachusetts, New Mexico and Colorado (Source: Center for Women's Policy)

## EDUCATION

- 80 percent of Latino college freshman are enrolled in just seven states: California, New York, Arizona, New Jersey, Florida, Texas and Illinois. (Source: Hispanic Trends)
- Hispanic youth account for more than 1/3 of the overall increase in undergraduate enrollment from 1996-2001. (Source: Hispanic Trends)
- Latino college enrollment in four-year colleges increased 29 percent from 1996 to 2001 (and 14 percent at 2-year colleges) and overall college enrollment was up 24 percent overall. (Source: Pew Hispanic Center).
- From 1970 to 2000, the share of U.S.-born Latinos aged 18 or 19 with a high school diploma increased from 40 to 60 percent. (Source: Hispanic Trends)

## INTERNATIONAL

- Of the 41 million-plus Hispanics living in the United States, almost half have family living in Latin American countries.
- There are more Hispanics living in the United States than the entire population of Canada, which is 32.5 million. (Source: U.S. Census)
- Latinos working and living in the United States send over \$30 billion annually in remittance to family in Latin American countries.
- Mexico alone receives over 15 billion a year in remittance from the United States. These remittance dollars make up Mexico's largest industry.
- By mid-century, 25 percent or one out of every four people in the United States will be Hispanic. The African American population by mid-century will remain at the current rate of 13 percent of the total United States population. (Source: U.S. Census Bureau).
- There are an estimated 11 million undocumented persons living in the United States.
- Hispanic buying power estimates, which now reach \$700 billion, do not include the revenue generated by the undocumented workers in the United States or the revenues generated by the more 4 million people in Puerto Rico.
- Imports from Mexico in 2004 totaled over \$155.8 billion, up from 138 billion in 2003 (Source: International Trade Administration).
- Exports from the United States to Mexico in 2004 totaled over \$110.7 billion, up from \$97.4 billion in 2003 (Source: International Trade Administration).

**Source:** United States Hispanic Chamber of Commerce

# Search Engine Positioning



[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

[Make Google Your Homepage!](#)

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\*Listed on first page

# Conferences and Events

## LatinVision Media 2012 Conference and Event Series

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



### Marketing Conferences

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 [Mar 1, 2012]  
Sports [Apr 12, 2012]  
Marketing to Latinas [Jun 14, 2012]  
Banking and Finance [Nov 29, 2012]

**CONVERGENCE** 2012  
**The CEOs Summit**

October 4, 2012

NYC Latin Media & Entertainment Commission | iab. | ADVERTISING WEEK

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

September 20, 2012

INTERNATIONAL ECONOMIC ALLIANCE

LATINVISION'S  
**HispanicBusinessNetworking**

- |             |  |
|-------------|--|
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| Sports      | <a href="http://www.latinvision.com/conference/sports">www.latinvision.com/conference/sports</a>   |
| Latinas     | <a href="http://www.latinvision.com/conference/latinas">www.latinvision.com/conference/latinas</a> |
| CEOs Summit | <a href="http://www.latinvision.com/conference">www.latinvision.com/conference</a>                 |
| Banking     | <a href="http://www.latinvision.com/conference/banking">www.latinvision.com/conference/banking</a> |
| Investment  | <a href="http://www.latinvisionfinance.com/conference">www.latinvisionfinance.com/conference</a>   |

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## Our Network

### Our websites

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[www.latinvision.com/finance](http://www.latinvision.com/finance)  
[www.latinvision.com/events](http://www.latinvision.com/events)  
[www.latinvision.com/news](http://www.latinvision.com/news)  
[www.latinvision.com/entrepreneur](http://www.latinvision.com/entrepreneur)  
[www.latinvision.com/leaders](http://www.latinvision.com/leaders)  
[www.latinvision.com/jobs](http://www.latinvision.com/jobs)  
and many more > see here >

### Our Conferences

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[ww.latinvisionfinance.com/conference](http://ww.latinvisionfinance.com/conference)  
[www.latinvision.com/conference/sports](http://www.latinvision.com/conference/sports)  
[www.latinvision.com/conference/latinas](http://www.latinvision.com/conference/latinas)  
[www.latinvision.com/conference/travel](http://www.latinvision.com/conference/travel)  
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### Our media kits

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### Our media kits

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