



## WELCOME EXHIBITORS



**Show Date: Saturday, October 11th, 2008 (10 a.m.-6 p.m.)**

Celebrating Hispanic Heritage Month

Dear Exhibitor:

We are pleased to invite your company to participate in the Fifth Annual La Familia Latino Family Festival & Expo. This one day expo celebrates the culture and contributions of the Latino community. *La Familia* will be held on Saturday, October 11, 2008 at the Saint Paul RiverCentre in Exhibit Halls A & B.

Our Fifth Annual *La Familia* drew 10,000 attendees and featured a sold-out expo area with 150 exhibitors. The Latino community enjoyed the celebration and the sponsors and exhibitors were pleased with the response and connection with the attendees.

*La Familia* offers you a perfect showcase to promote your products and/or services to this fast growing market and form long-lasting relationships. *La Familia* is the only event of this kind in Minnesota targeting the Latino Community.

*La Familia* will feature national and local Latino entertainment and attractions for the entire family. Our Festival expo areas will educate and motivate our attendees and provide a great environment for sponsors.

To order and reserve your booth please do the following:

1. Register at **[www.aguilarproductions.com](http://www.aguilarproductions.com)**
2. Or, please fill out the enclosed exhibitor contract for your company and fax it immediately to 651-665-0129. This should hold your space, until payment is received. Booths will be assigned on a first come first served basis.
3. Make out check or money order payable to Aguilar Productions. Please send your check and your signed exhibitor form to: Aguilar Productions, 204 Emerson Avenue East Saint Paul, MN 55118. Also: Visa, Mastercard or American Express.
4. Please feel free to contact us with any questions at 651-665-0633 or email to [richardaguilar@qwest.net](mailto:richardaguilar@qwest.net)

We look forward to seeing you at the fifth annual "*La Familia*" Latino Family Festival & Expo to be held on October 11, 2008 at the Saint Paul RiverCentre.

Rick Aguilar, President/CEO  
Aguilar Productions



# La FAMILIA

## EXHIBITOR SHOWCASE CONTRACT

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### Each 10 x 10 Exhibitor Showcase Area includes

- One six foot table skirted in black
- Two Chairs
- One Wastebasket
- Booth identifications sign

### Exhibitor Booth Pricing: Please check off your exhibitor selections.

- 10 x 10 Exhibitor Showcase rate: \$300
- Corner Exhibitor Showcase rate: \$400
- 10 X 20 Exhibitor Showcase rate: \$550
- 10 x 30 Exhibitor Showcase rate: \$850
- Non-Profit Booth rate: \$195
- Government Booth rate: \$250

### Festival Expo Areas Selections:

Books & Publications / Culture / Technology / Health & Fitness / Home & Auto / Careers & Education / Travel & Recreation

\_\_\_\_\_ (please print your location choices)

Exhibitor Name (as you would like it to appear on ID sign and website contact listing)

\_\_\_\_\_

Contact person \_\_\_\_\_ Company Name \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_

Describe the type of product or service you will be selling, sampling or distributing:

\_\_\_\_\_  
\_\_\_\_\_

How many vendor badges will you need? \_\_\_\_\_

Space is limited: Exhibitor showcase area assignments will be prioritized according to the date your payment is received! Booths will not be reserved until your full payment is received. Electrical lines, Telephones lines, carpet and additional tables are available at additional costs.

# La FAMILIA

## EXPO FESTIVAL AREAS

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Welcome to our expo festival areas. You can select the expo area location you prefer. The seven (7) areas are described below.

### **Culture**

This area celebrates the importance that latino culture plays in our daily lives.

*Typical exhibitors:* cultural organizations, artists, media organizations, Educational institutions and entertainment companies.

Featuring a variety of clothing, arts and crafts, women's fashions, cosmetics and style. This area is a great place for gift shopping!

### **Careers & Education**

This area provides information for latino students looking at opportunities in Higher education and for parents hoping to improve the quality of their children's primary and secondary education. This area also helps those looking for employment.

*Typical exhibitors:* colleges and universities, prep schools, corporate and government employment agencies

### **Books and Publications**

This area features a wide range of english and spanish-language books and magazine for children and adults.

*Typical exhibitors:* book publishers, book stores, magazine publishers.

### **Health & Fitness**

Activities and exhibits in this area emphasize health and fitness.

*Typical exhibitors:* hospitals, hmo's, insurance companies, health care professionals and nutritional experts.

### **Home & Auto**

Latino home ownership is rising rapidly. The focus for this area is to provide information on buying, furnishing and maintaining a home.

*Typical exhibitors:* banks, insurance companies, realtors, home furnishings, food companies, household items, home remodelers. Car dealers will also find a receptive audience.

### **Technology**

With the explosive growth of the internet and commerce in our society, this area will explore how this technology for entertainment, education and business are being adopted by the latino community.

*Typical exhibitors:* computer companies, cellular phone equipment, service and wireless communications companies, web site developers and creative designers.

### **Travel & Recreation**

The goal of this area is to offer credible information on travel opportunities and recreation facilities available for extended vacations or weekend getaways.

*Typical exhibitors:* travel agencies, travel wholesalers, theme parks, convention and visitors bureaus, airlines, sellers of motor homes, boats, trailers.