



**SMSDC** 

**Southwest Minority Supplier  
Development Council**

**2014**  
**Diversity at the Border**  
**SPONSORSHIP & INFORMATION GUIDE**

Doubletree Hotel, 600 N. El Paso, St. El Paso, TX 79901  
Painted Dunes Desert Golf Course, 12000 McCombs, El Paso, TX 79934

***NOW SERVING***  
Southwest Texas, Oklahoma & New Mexico

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# SCHEDULE OF EVENTS

Expo Location:

**Doubletree Hotel**

600 N. El Paso St.

El Paso, TX 79901

915.532.8733

Golf Location:

**Painted Dunes Desert Golf Course**

12000 McCombs

El Paso, TX 79934

915.821.2122

## *Wednesday, September 17*

1:30 p.m. - 3:00 p.m.	Benchmarking Plus
3:30 p.m. - 5:00 p.m.	Capacity Plus
6:00 p.m. - 6:30 p.m.	Registration
6:00 p.m. - 9:00 p.m.	Chairman's Welcoming Reception

## *Thursday, September 18*

10:00 a.m. - 1:00 p.m.	Exhibitor Set-Up
8:00 a.m. - 9:00 a.m.	Registration/ Breakfast
9:00 a.m. - 9:30 a.m.	Title Sponsor Welcome
9:30 a.m. - 11:30 p.m.	Buyer's Breakfast Roundtable
11:30 p.m. - 12:00 p.m.	NETWORKING BREAK
12:00 p.m. - 1:30 p.m.	Luncheon / Success Suite Summit
1:30 p.m. - 1:45 p.m.	NETWORKING BREAK
1:45 p.m. - 2:00 p.m.	Expo Ribbon Cutting
2:00 p.m. - 5:00 p.m.	Diversity Expo
4:00 p.m. - 6:00 p.m.	Summation Reception

## *Friday, September 19*

7:00 a.m.	Golf Registration
7:50 a.m.	Announcements
8:00 a.m.	Shot Gun Scramble
1:00 p.m.	Award Luncheon

# CORPORATE SPONSORSHIP OPPORTUNITIES

## CORPORATE TITLE SPONSOR

**\$15,000**

### Registration, Event Visibility & Advertising:

- (10) Full day event tickets
- 1 Reserved Lunch Table
- (1) Exhibitor table space with prominent positioning
- Full Page COLOR Ad in Program Book with priority placement
- Listed as Title Sponsor in Program Book
- Corporate logo on Sponsorship Signage during events
- Verbal & Background announcement of corporate name during welcome, lunch & mixer

### Golf Tournament Visibility & Advertising:

- (8) Golf Tournament playing Spots (Paired in Foursomes)
- Breakfast and Lunch provided on day of Golf Tournament for golf participants
- (4) Hole Sponsorships Logo Placements on the course
- Strategic Corporate Logo and product display placement on course, in clubhouse and at all aspects of the Golf event
- Product Inclusion in complementary gift bags
- Company Logo in event advertising, brochures, event mailings and marketing materials

### Additional Recognition & Exposure:

- Recognition in "Diversity at the Border" press releases
- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients
- Podium Welcome by Corporate Representative
- 10-15 minutes of podium time

# CORPORATE SPONSORSHIP OPPORTUNITIES

## CORPORATE PLATINUM SPONSOR

**\$10,000**

### Event Visibility & Advertising:

- (8) Full day event tickets
- 1 Reserved Lunch Table
- Full Page COLOR Ad in Program Book
- (1) Exhibitor table space with prominent positioning
- Listed as Platinum Sponsor in Program Book
- Corporate logo on Sponsorship Signage during events
- Verbal & Background announcement of corporate name during welcome, lunch & mixer

### Golf Tournament Visibility & Advertising:

- (6) Golf Tournament playing Spots (Paired in Foursomes)
- Breakfast and Lunch provided on day of Golf Tournament for golf participants
- (4) Hole Sponsorships Logo Placements on the course
- Strategic Corporate Logo and product display placement on course, in clubhouse and at all aspects of the Golf event
- Product Inclusion in complementary gift bags
- Company Logo in event advertising, brochures, event mailings and marketing materials

### Additional Recognition & Exposure:

- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients
- Podium Welcome by Corporate Representative

# CORPORATE SPONSORSHIP OPPORTUNITIES

## CORPORATE GOLD SPONSOR

**\$7,500**

### Event Visibility & Advertising:

- (6) Full day event tickets
- Half Page COLOR Ad in Program Book
- (1) Exhibitor table space with prominent positioning
- Listed as Gold Sponsor in Program Book
- Corporate logo on Sponsorship Signage during events
- Verbal and Background Announcement of Corporate Name during Welcome, Lunch and Mixer

### Golf Tournament Visibility & Advertising:

- (4) Golf Tournament playing Spots (Paired in Foursomes)
- Breakfast and Lunch provided on day of Golf Tournament for golf participants
- (2) Hole Sponsorships Logo Placements on the course
- Strategic Corporate Logo and product display placement on course, in clubhouse and at all aspects of the Golf event
- Product Inclusion in complementary gift bags
- Company Logo in event advertising, brochures, event mailings and marketing materials

### Additional Recognition & Exposure:

- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients
- Podium Welcome by Corporate Representative

# CORPORATE SPONSORSHIP OPPORTUNITIES

## CORPORATE SILVER SPONSOR

**\$5,000**

### Event Visibility & Advertising:

- (2) Full day event tickets
- Half page COLOR Ad in Program Book
- (1) Exhibitor table space with prominent positioning
- Listed as Silver Sponsor in Program Book
- Corporate logo on Sponsorship Signage during events
- Verbal and Background Announcement of Corporate Name during Welcome, Lunch and Mixer

### Golf Tournament Visibility & Advertising:

- (2) Golf Tournament playing Spots (Paired in Foursomes)
- Breakfast and Lunch provided on day of Golf Tournament for golf participants
- (1) Hole Sponsorships Logo Placements on the course
- Strategic Corporate Logo and product display placement on course, in clubhouse and at all aspects of the Golf event
- Product Inclusion in complementary gift bags
- Company Logo in event advertising, brochures, event mailings and marketing materials

### Additional Recognition & Exposure:

- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients
- Podium Welcome by Corporate Representative

## CORPORATE BRONZE SPONSOR

**\$2,500**

### Event Visibility & Advertising:

- (2) Full day event tickets
- Listed as Bronze Sponsor in Program Book
- Corporate logo on Sponsorship Signage during events
- Verbal and Background Announcement of Corporate Name during Welcome, Lunch and Mixer

### Additional Recognition & Exposure:

- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients

## **MBE SPONSORSHIP OPPORTUNITIES**

### **DIAMOND LEVEL MBE SPONSOR**

**\$5,000**

#### Event Visibility & Advertising:

- (6) Full day event tickets
- 1 Reserved Lunch Table
- (1) Exhibitor table space with prominent positioning
- Full Page COLOR Ad in Program Book with priority placement
- Listed as Diamond Sponsor in Program Book
- Corporate logo on Sponsorship Signage during events
- Verbal and Background Announcement of Company Name during Welcome, Lunch and Mixer

#### Golf Tournament Visibility & Advertising:

- (4) Golf Tournament playing Spots (Paired in Foursomes)
- Breakfast and Lunch provided on day of Golf Tournament for golf participants
- (4) Hole Sponsorships Logo Placements on the course
- Strategic Corporate Logo and product display placement on course, in clubhouse and at all aspects of the Golf event
- Product Inclusion in complementary gift bags
- Company Logo in event advertising, brochures, event mailings and marketing materials

#### Additional Recognition & Exposure:

- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients
- Podium Welcome by Corporate Representative



# **MBE SPONSORSHIP OPPORTUNITIES**

## **EMERALD LEVEL MBE SPONSOR**

**\$3,500**

### Event Visibility & Advertising:

- (4) Full day event tickets
- (1) Exhibitor table space with prominent positioning Half page COLOR Ad in Program Book
- Listed as Emerald Sponsor in Program Book
- Corporate logo on Sponsorship Signage during events
- Background Announcement of Company Name during Welcome, Lunch and Mixer

### Golf Tournament Visibility & Advertising:

- (4) Golf Tournament playing Spots (Paired in Foursomes)
- Breakfast and Lunch provided on day of Golf Tournament for golf participants
- (2) Hole Sponsorships Logo Placements on the course
- Strategic Corporate Logo and product display placement on course, in clubhouse and at all aspects of the Golf event
- Product Inclusion in complementary gift bags
- Company Logo in event advertising, brochures, event mailings and marketing materials

### Additional Recognition & Exposure:

- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients

## **MBE SPONSORSHIP OPPORTUNITIES**

### **RUBY LEVEL MBE SPONSOR**

**\$2, 500**

#### Event Visibility & Advertising:

- (2) Full day event tickets
- (1) Exhibitor table space with prominent positioning
- Half page COLOR Ad in Program Book
- Background Announcement of Company Name during Welcome, Lunch and Mixer
- Listed as Ruby Sponsor in Program Book
- Corporate logo on Sponsorship Signage during events

#### Golf Tournament Visibility & Advertising:

- (2) Golf Tournament playing Spots (Paired in Foursomes)
- Breakfast and Lunch provided on day of Golf Tournament for golf participants
- (2) Hole Sponsorships Logo Placements on the course
- Strategic Corporate Logo and product display placement on course, in clubhouse and at all aspects of the Golf event
- Product Inclusion in complementary gift bags
- Company Logo in event advertising, brochures, event mailings and marketing materials

#### Additional Recognition & Exposure:

- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients

### **SAPPHIRE LEVEL MBE SPONSOR**

**\$1,000**

#### Event Visibility & Advertising:

- (1) Full day event ticket
- Background Announcement of Company Name during Welcome, Lunch and Mixer
- Listed as Sapphire Sponsor in Program Book

#### Additional Recognition & Exposure:

- Recognition and acknowledgement in SMSDC publications and website
- Recognition in public service announcements
- Recognition from the podium, the program and trade publications with photos
- Recognition in Print Media Advertising
- Recognition in all Global emails, reaching over 3,500 recipients

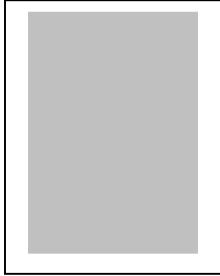
## ADVERTISING

### PLACEMENT

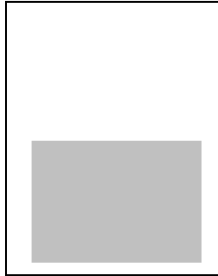
Full Page  
Half Page (Horizontal)

### SIZE

8 ½ x 11  
8 ½ x 5 ½



Full Page



Half Page

**All ads must be transmitted via email or on CD in one of the following digital formats:**

Print Quality PDF files, EPS or JPEG (300 DPI) to the attention of:  
Mayra Peña at [mayra@smsdc.org](mailto:mayra@smsdc.org)

SMSDC El Paso Office  
6400 Gateway Blvd East Ste. 225  
El Paso, TX 79905

THE DEADLINE FOR **ALL ADS** is **August 29, 2014.**

**All Ads are Vertical Only**

Actual finished size of publication is 8½ x 11

## EXHIBITOR INFORMATION

### EXHIBITORS BOOTH INFORMATION

<b>SMSDC Corporate Member</b>	<b>\$500</b>
<b>Corporate Non-Member</b>	<b>\$800</b>
<b>Public Agency or MBEs</b>	<b>\$350</b>
<b>Non MBEs</b>	<b>\$450</b>

Exhibitor Booths include:

- (2) Full day “Diversity at the Border” Participants
- (1) Six foot table – covered and skirted booth
- (2) Chairs, (1) wastebasket

## EXHIBITOR FACTS

### SHOW SCHEDULE

#### EXHIBIT HOURS

THURSDAY, September 18<sup>th</sup> – 2:00 p.m. - 5:00 p.m.

#### EXHIBITOR MOVE-OUT

THURSDAY, September 18<sup>th</sup> - 6:00 p.m. - 7:00 p.m.

#### EXHIBIT HALL IS CARPETED

### SHIPPING INFORMATION

#### Hotel Shipping Address

Hold for: YOU'RE NAME/Phone Number and Company

SOUTHWEST MINORITY SUPPLIER DEVELOPMENT COUNCIL EVENT

Location: **Doubletree Hotel**

600 N. El Paso St.

El Paso, TX 79901

(915) 532-8733

THE HOTEL WILL RECEIVE SHIPMENTS OF PACKAGES AND EXHIBIT MATERIALS FOR THIS EVENT UP TO **September 17<sup>th</sup>**. COST FOR MOVEMENT OF BOXES IS \$10 PER BOX.

ALL SHIPMENTS ARRIVING AFTER THIS DATE MIGHT NOT BE RECEIVED IN TIME FOR THE EVENT.

## INDIVIDUAL REGISTRATION PACKAGES

### **3-Day Package, September 17-19**

Certified MBE & Corporate Member	\$225.00
Non-Certified MBE & Non Corporate Member	\$275.00

### **Expo Only, September 17 & 18**

Certified MBE & Corporate Member	\$125.00
Non-Certified MBE & Non Corporate Member	\$160.00

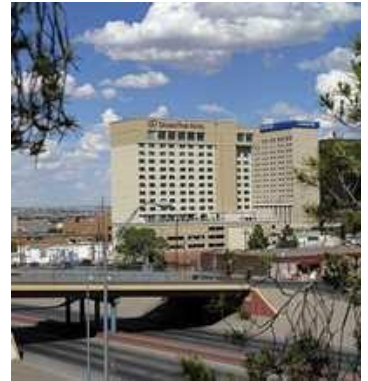
### **Golf Only, September 19**

Certified MBE & Corporate Member	\$125.00
Non-Certified MBE & Non Corporate Member	\$145.00

**Registration is now open at [www.smsdc.org](http://www.smsdc.org),  
click on Events.**

**For questions regarding registration, please contact  
Mayra Pena at 915.771.0544 or [Mayra@smsdc.org](mailto:Mayra@smsdc.org).**

# ACCOMMODATIONS



Room reservations for **September 16<sup>th</sup> – September 19<sup>th</sup>** are available at the **Doubletree Hotel** at 600 N. El Paso St., El Paso, TX 79901 (915) 532-8733.

Room Block Dates: September 16<sup>th</sup> – September 19<sup>th</sup>

Code: SWM

Room Rate: \$119.00 per night plus taxes.

Room block expires September 3, 2014

The **Doubletree El Paso Downtown / City Center** hotel in the heart of downtown El Paso, just off I-10, is conveniently located in the Museum District across from the Convention & Performing Arts Centers and City Hall. Our modern, full-service hotel is close to everything, only 10 minutes from [El Paso International Airport \(ELP\)](#).

**Complementary** Shuttle Service to and from the airport is offered 24 hours a day. This service is available within a 3 mile radius of the hotel.