



2010 Chairman's Message

Dear Business Partner:

The El Paso Hispanic Chamber of Commerce would like to thank you for your consideration in supporting the Chamber's 12th Annual BizTech Technology Expo & Showcase (BizTech) on October 13, 2010 in El Paso, TX.

The *El Paso Hispanic Chamber of Commerce* has served small, minority and woman-owned businesses for over 20 years. In 2009 we were recipient of the United States Hispanic Chamber of Commerce Large Chamber of the Year Award. We represent over 1,000 small business members and over 2,500 micro enterprise clients.

BizTech provides a venue for IT professionals, managers and senior executives from businesses and organizations of all sizes throughout the Paso del Norte Region (El Paso, West Texas, Southern New Mexico and Northern Mexico) to meet, discuss, and learn about the latest technology. Over 1,200 people and over 80 exhibitors have participated in past BizTech events.

BizTech has been consistently supported by many important corporate sponsors including Cisco Systems, Dell, Microsoft, AT&T, Time Warner, and Verizon Wireless. Technology is key to economic development. BizTech gives us a forum to work together and understand how to use technology to thrive in the global economy. This year's theme is "Mobility as a Business Enabler." By supporting this event, your company a platform to showcase successful business practices powered by mobility.

Attached for your review, are a history, profile, agenda and 2010 sponsorship opportunities. Your sponsorship will give your company a high profile presence at this important event and will recognize your commitment to the border region marketplace. The sponsorship schedule illustrates the many benefits of investing in BizTech at multiple levels. We trust you will find sponsoring BizTech 2010 to be beneficial and we appreciate your support of the El Paso Hispanic Chamber of Commerce, the El Paso community, and the Paso del Norte region.

If you have any questions regarding sponsorship opportunities or would like further information on BizTech, please contact: Barbara Walker bawalker@cisco.com, Mary Bustillos at MB9251@att.com or EPHCC Staff Rebeca Rodriguez at 566-4066 or via e-mail at rodriguez@ephcc.org.

Regards,


Co-Chair, 2010
Barbara Walker
Territory Account Manager
Cisco Systems, Inc.


Co-Chair, 2010
Mary Bustillos
Regional Manager
at&t



BizTech Profile

Mission

BizTech will guide and demonstrate the newest in business technology solutions available to IT professionals, business owners and organizations throughout the greater Southwest, in order to develop and enhance their business.

Audience

The audience for this event includes IT professionals, owners, managers and senior executives from businesses and organizations of all sizes throughout the Paso del Norte Region, including El Paso, Southern New Mexico and Northern Mexico. With an average attendance of over 1,200 people, 2010 year promises an even larger audience.

Marketing

The show is marketed throughout the year to a regional target audience of IT professionals, owners, managers and senior executives from businesses and organizations of all sizes via direct mail, targeted media spots in newspapers, magazines, television, radio, and billboards.

Expo

Technology exhibitors have an unparalleled opportunity to reach thousands of potential clients in one day and to provide interactive demonstrations to showcase their product or service. Exhibitors include a full spectrum of vendors, including specialists in software, websites, hardware, peripherals, e-commerce, consulting and many other technology products and solutions.

Featured General Presentation Session (TWC)

The Texas Workforce Commission (TWC) is the state government agency charged with overseeing and providing workforce development services to employers and job seekers of Texas. Its mission is to promote and support an effective workforce system that offers employers, individuals and communities the opportunity to achieve and sustain economic prosperity.

Breakout Sessions & Demos

Hands-on breakout sessions and demos of leading edge technologies will be offered to attendees. The focus will be on technologies that are key to business productivity, efficiency, marketing and competitiveness. Entrepreneurs and IT specialists that have utilized and benefited from technology will be featured at several seminars.

Executive Luncheon

This luncheon offers guests an opportunity to listen to the keynote addresses from a top regional/ national technology expert. The induction of 2010 Technology Hall of Fame Recipient, Tech Rock Star and the announcement of the Top 3 Best Little Web Site on the Border.

BizTech History

Growth

- Increase in attendance; from its beginning in 1998 through 2009 ranging in over 1,000+ attendees.

Purpose

- Feature and showcase technology business trends
- Introduce new products and strategies in business technology
- Educate business community on importance of technology in business sustainability
- Recognize accomplishments of local technology leaders through Technology Hall of Fame award
- Recognize outreach accomplishments of local websites through Best Little Website on the Border Award
- Provide a venue to develop ongoing member-to-member contacts, connections and customers

Outreach

- Average attendance of approximately 1,200
 - Local small business owners
 - Start-up businesses & Expansion businesses
 - Local corporate companies
 - Networking opportunities & Showcase technology trends
- Broad blend of technology exhibitors
 - Local and regional technology partnerships
 - Varay Systems, Stanton Street Technology Group, Cognent
 - Local and federal government agencies
 - City of El Paso, El Paso County, Dept. of Homeland Security, WSMR, Ft. Bliss, SAIC, Border Patrol and US Customs
 - National corporations
 - Cisco, Dell, Microsoft, Intel, AT & T, Verizon & Time Warner
 - Educational Institutions
 - IBC, El Paso Community College and University of Texas at El Paso

Specialty Events

- Executive Luncheon featuring keynote speaker
- Technology Hall of Fame Award
- Tech Rock Star Award
- Best Little Website on the Border Award
- IT Breakout Sessions & Demos
- Exhibitors & Showcase
- Technology Trailblazers Panel
- Hands-on Tech Tools Center

BizTech Price List

	Amount	
	EPHCC Member	Non-Member
<u>Exhibitor Booth Purchase</u>	\$500	\$550
• 10'X10' exhibitor booth with sign		
• One (1) 6' display table		
• Two (2) task chairs		
• One (1) 500W electrical outlet connection		
• Wireless Internet connection (must be wireless capable)		
• Listing in program		
• Listing on BizTech website		
• Access to registration database (upon completion of survey)		
• First come, first serve booth assignment		
<u>Upgrades</u>		Additional Amount
• 10'X20' booth		\$200
• CAT5 Internet connection (if not wireless capable)		\$200
• Program article		\$100
• Corner Booth		\$100
	EPHCC Member	Non-Member
<u>BizTech Keynote Address Luncheon</u>		
• Individual ticket	\$45	\$65
• Reserved table of ten (10)	\$400	\$600

2010 Exhibitor Agreement

12th Annual BizTech Exhibitor Commitment Agreement

I, _____, of _____, do hereby agree to participate as an Exhibitor for the 12th Annual BizTech taking place on Wednesday, October 13, 2010, at the El Paso Convention & Performing Arts Center.

I agree to support this event as an Exhibitor of \$_____. I agree to submit ½ payment by September 24, 2010, and the remaining balance paid by October 29, 2010.

By signing this commitment form, I agree to the terms and conditions as defined.

Exhibitor Company Name:

Official Representative Name and Title:

Phone & Email:

Authorizing Signature: _____ Date: _____

EPHCC Authorizing Signature: _____ Date: _____