

DMV

Q U I N C E A Ñ E R A

EXPO

2017



HISPANIC
VIP

JUST PERFECT by YC, LLC and HISPANIC VIP

Present:

DMV Quinceañera Expo 2017

28 January, 2017

12:00 pm to 6:00 pm

Julia Bindeman Suburban Center

11810 Falls Road, Potomac, MD 20854

QUINCEAÑERA EXPO 2017

ABOUT

The Quinceañera Expo 2017 is about reaching a growing niche of young Latina girls and their families, who are potential clients to multiple services/products for their Quinceañera Celebration.

With a wide range of exhibit opportunities to choose from, show participation is within reach of all businesses, big or small. We offer a variety of participation options and sponsorships.

Based on extensive marketing research done prior to planning this event, and the successful turnout we had in the Quinceañera Expo 2016 (more than 800 attendees), we anticipate no less than 500 attendees this year (being conservative).

We take seriously the idea of investing where matters, and that is why we have strategically created a budget for this event to give you the best return of your investment. The bigger percentage of the budget is destined to significant publicity and marketing!

Our goal is to be able to immerse your brand in our thriving Quinceañeras community!

VISION

By reaching these señoritas during their teenage years, providers of both, products and services have a big chance to make a strong connection that may be revisited later.

It all adds-up to an unprecedented opportunity for marketers to reach this booming population, as well as their families, around one of the biggest events of their young lives.

FACTS

- According to Univision® market study in 2011, there are 400,000 Quinceañera celebrations each year in the US.
- Blooming like never seen before, they represent a 4 billion dollar industry in the US, and growing at an impressive rate of 20%.
- The average Quinceañera includes over 150 guests, and their celebration lasts 8-10 hours.
- The standard budget in the D.C. Metropolitan Area is over \$15,000. Most of these are middle-class families with good to great consuming potential.

EXHIBIT WITH US!

SO, WHAT WOULD YOU LIKE TO SELL TO THEM?

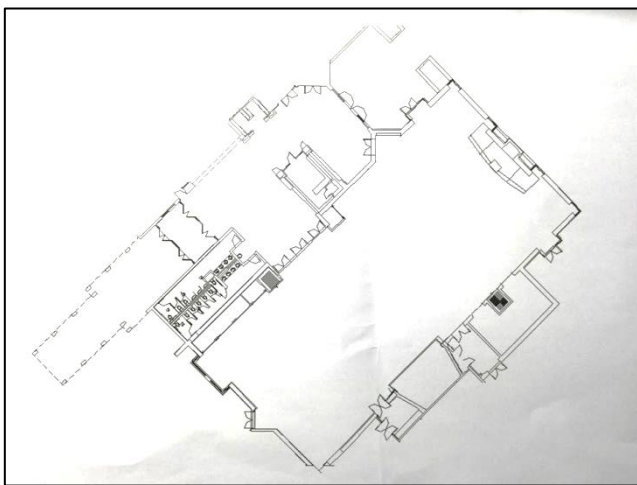
DECORATIONS • PHOTOGRAPHY • VIDEOGRAPHY • DJ • UPLIGHTING • CATERING
COREOGRAPHY • CAKE • MC • LIMOUSINE • GOWNS • HAIR & MAKEUP • VENUE • LIVE MUSIC
COORDINATOR • DANCE FLOOR • MONOGRAMS • INVITATIONS • STAGES
The potential is endless!

Being an exhibitor at the 2017 Quinceañera Expo is a great opportunity for a company to be our event partner. With significant promotion before, during, and after the expo, our exhibitors will get their company in front of our attendees in a way that will leave a lasting memory and a feeling of preference for your service/products. This is a win-win opportunity, as our attendees need us and we need them!

The Quinceañera Expo 2017 has been designed for our exhibitors to connect with each one of these attendees as we strategically drive traffic to your booth.

We carefully selected Julia Bindeman Suburban Center as the venue for Quinceañera Expo 2017, as it is conveniently located for Maryland, Virginia, and Washington D.C. potential attendees. This venue is not only spacious and perfect for the occasion, but it also offers easy access and ample free parking.

Julia Bindeman Suburban Center



EXHIBITOR OPPORTUNITIES

GET THE BEST VALUE FOR YOUR INVESTMENT; TAKE YOUR NAME BEYOND PRINT!

JUST PERFECT by YC VENDOR PARTNER (BEST DEAL!) - \$650

- Brand/name sign for your booth with QR to your website or Facebook page to help you collect digital traffic
- Just Perfect by YC, LLC recommends, promotes, and sells your services to their clients
- Your company's profile will be listed in the DMV15EXPO website with links to your website for more visibility
- For contracts signed through JUST PERFECT by YC, LLC, you receive insurance coverage
- Name recognition throughout our printed and digital advertising campaign: Posters, Flyers, Website, Facebook, etc.
- 10' wide x 6' deep booth with 8 ft table with table cover and two chairs will be provided in expo area
- Access to electricity
- Access to VIP areas and break room for refreshments
- 10 admission tickets for you to give away to your guests

INDEPENDENT VENDOR FULL PACKAGE - \$425

- Brand/name sign for your booth
- Name recognition throughout our printed and digital advertising campaign: Posters, Flyers, Website, Facebook, etc.
- One 8 ft table with table cover and two chairs will be provided in expo area
- Access to VIP areas and break room for refreshments
- 10 admission tickets for you to give away to your guests

INDEPENDENT VENDOR BASIC PACKAGE - \$300

- Brand/name sign for your booth
- One 8 ft table with table cover and two chairs will be provided in expo area
- 5 admission tickets for you to give away to your guests

REQUIREMENTS AND DEADLINES

Due to the exclusivity and high quality we envision for the Quinceañera Expo 2017, and given that JUST PERFECT by YC, LLC and HISPANIC VIP names/brands are in the front line, we will be very selective of the vendors that will be allowed to participate as exhibitors as well as the number of vendors per category.

We strive to provide our clients the best experience possible at the most affordable price... therefore; discriminators will be based on QUALITY, PRESENTATION, and CUSTOMER SERVICE bound by contract. In addition, **all exhibitors are required to comply with the following requirements:**

- Only professionally printed marketing material can be displayed and distributed
- One door prize is required from each exhibitor to raffle among the attendees

Proper planning is a must to ensure the success of any event; to allow us enough time to design all publicity and marketing materials for the expo, we are requiring that your company logo, company description and contact information (including your links to your website and Facebook page), and high-resolution photos of your service/product (preferably professional quality) are submitted to us no later than December 12th, 2016. Production will take place during the month of December and beginning of January; and we plan to launch an aggressive campaign the first week of January 2017. If you need help putting together these materials, please contact Yamila Chacon (240) 388-0489 ASAP.

Remember that we are limiting the number of exhibitors per category; therefore, we will be signing contracts on first-come / first-served basis.

PLANNING TIMELINE SUMMARY

WHAT	WHEN	HOW
Exhibitor Contract Signing	Deadline is: Monday, Dec 12 th , 2016 (NO EXCEPTIONS)	Via email to: yamila@justperfectbyyc.com
Exhibitor Submit: <ul style="list-style-type: none"> • Company logo • Company description • Company contact information (including your links to your website and Facebook page) • High-resolution photos of your service/product (preferably professional quality) 	Deadline is: Monday, Dec 12 th , 2016 (NO EXCEPTIONS)	Via Dropbox folder collaboration: User name: team@justperfectbyyc.com Password: Online00
Publicity and Marketing Production	Dec 1 – Dec 30, 2016	
Expo Advertising Campaign	Jan 1 – Jan 27, 2017	Facebook, Radio, TV, Google Ads, Flyers, Posters, etc.