



- Events
- Marketing
- Digital Reach
- Networking + more

PRESENTED BY: **El Clasificado**[®]

SU SOCIO

ABOUT US



Su Socio de Negocios seeks to provide the owners of Hispanic small businesses with the resources and education necessary to help their businesses thrive in competitive marketplaces. Through expos with expert keynote speakers, newsletters with content from respected business people, and the susociodenegocios.com website, these entrepreneurs are able to learn more about programs that are available to help them understand various laws, tools and technology to help their business run more smoothly, and strategies to help get their business noticed by the buyers within their targeted niche or demographic.

Reach Hispanic Small Business Owners

- 2 annual events reaching hundreds of Hispanic small business owners
- Over 11,000 monthly pageviews on the SSDN site
- 14,500 subscribed users to our e-mail database

OUR BUSINESS PARTNERS:



323-278-5310 + sales@susociodenegocios.com

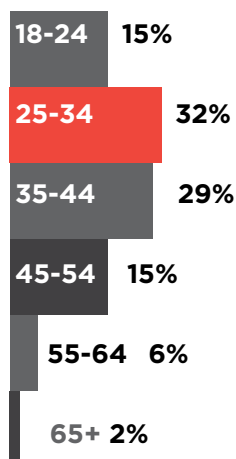
PARTNER UP WITH US TO START GROWING YOUR BUSINESS

SSiN

ONLINE AUDIENCE PROFILE



AGE GROUP



SEARCH RESULTS

Organic search **84%**

WEB TRAFFIC

Mobile **63%**

Desktop 35%

Tablet 2%

LOCATION

- ◆ U.S.
- ◆ Mexico
- ◆ Colombia

Source: Google Analytics 2019 Data

MARKETING + DIGITAL REACH



Solo-Sponsored E-mail Campaign

Susociodenegocios.com's database offers Hispanic e-mail marketing opportunities in the form of a solo-sponsored e-mail campaign.

We ensure that we follow all local and national guidelines to avoid spamming our subscribers, and ensure that each e-mail is optimized to display on mobile and desktop screens.

Newsletter Banner

Reach over 14,500 Hispanic small business owners

- Custom Newsletters
- Direct e-mail marketing
- Optimized for desktop and mobile devices
- **600 x 229 Banner Ad**

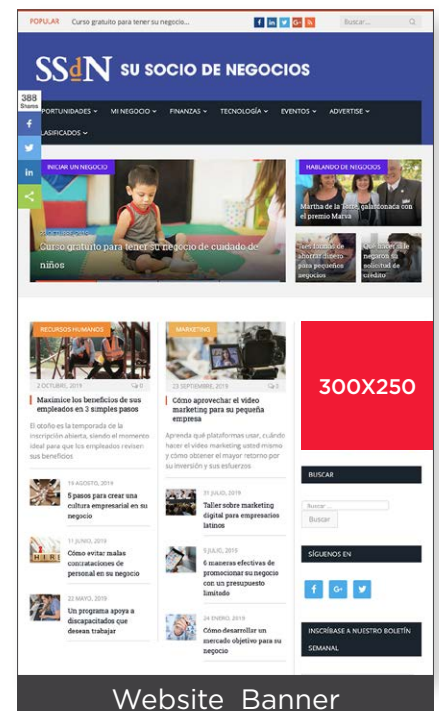
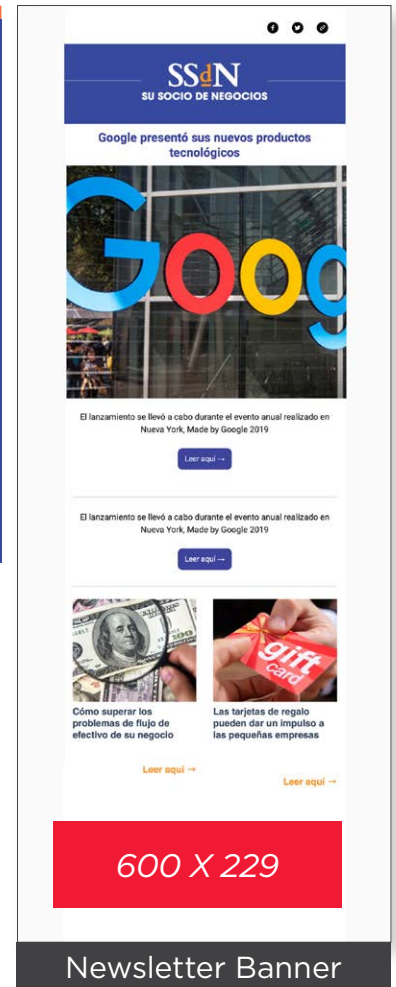
FULL DATABASE over 14,500 recipients receive our newsletters every Wednesday

Online Web Banners

11,000 average page views per month

Standard banner advertising is available. For companies with digital banner campaigns, we provide geotargetting and other advertising options to help reach niche US Hispanic markets.

- **300x250** above or below the fold
- **Optimized** for display on desktop and mobile devices



LIVE EVENTS



The Su Socio de Negocios events attract hundreds of eager Spanish-speaking small business owners to hear keynote speakers educate, inspire, and provide tools for each attendee. The ultimate goal is to help each attendee gain a competitive advantage in the marketplace and be able to build sustainable access.

Marketing Opportunities:

- ✓ Booths provide direct interaction with Hispanic business owners
- ✓ Pre + post-event newsletter to registrants plus attendees
- ✓ Branding opportunities on collateral, event sign-up page and more
- ✓ E-Mail Marketing to all attendees
- ✓ Speaking Time

Attendee experience:

- Educational workshops
- Networking sessions
- Seminars with keynote speakers
- Cocktail reception

2021 EVENTS CALENDAR

Business Expo

Wednesday, April 7, 2021

901 Via San Clemente, Montebello, CA 90640
5:30PM - 9PM

Business Series

August 2021 (Date TBD)

The Los Angeles Mayor's Office
200 North Spring Street, Los Angeles, CA 90012
9AM - 11AM

LATINO BUSINESS EXPO 2021

SSdN
SU SOCIO DE NEGOCIOS
EMPRENDEDOR LA

	Executive	Platinum BEST VALUE	Gold	Silver
One 10x10 Exhibitor Space with 8ft table (two chairs, Black linen)	✓	✓	✓	✓
Four Exhibitor Passes	✓	✓	✓	✓
Bag Insert into our take home bag	✓	✓	✓	✓
Digital Magazine	✓	✓	✓	✓
Classified Statewide ads on elclasificado.com for 30 days	✓	✓	✓	
Social Media mentions	✓	✓	✓	
Your business logo on our Marketing Campaigns	✓	✓	✓	
Facebook LIVE Segment	✓	✓	✓	
Brand mention (on stage)	✓	✓		
E-mail to all SSDN Database subscribers	✓	✓		
Banner on SSDN E-Newsletter	✓	✓		
Signage at Event (Rotating logo on stage)	✓	✓		
Video	✓			

A La Carte Items

- ✓ Bag Insert **\$199**
Inclusion of your marketing pieces in our take-home Bag
(400 flyers • Deadline to submit items 3/25/20)
- ✓ Banner on SSDN E-Newsletter **\$199**
- ✓ *E-Mail Blast to all attendees **\$299**
- ✓ *E-Mail Blast to all attendees **\$599**
+ All our SSDN Database subscribers
- ✓ Exhibitor Space with Four Exhibitor Passes **\$450**

Pre-Event Education Workshop

Only 2 Slots Available (10-15 Minutes) **\$900** -With any package

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9:00am - 11am

Reserve your space today > www.latinoexpoevent.com

Join the Hispanic business community

 877-999-7736

 sales@susociodenegocios.com

 www.echispanicmedia.com

