

18th Anniversary
LATINA *Style* **50**
Awards and Diversity Leaders Conference

Run-down of events

Wednesday, February 3, 2016

Leadership Reception

Time 6:30-8:30 pm

Agenda:

Welcome remarks
Sponsor's remarks
Cocktail & Drinks
Closing

Thursday, February 4, 2016

Time 7:00-3:30 pm

Opening Ceremony (Salon IV thru VI)

LEY & ERG Awards presentation 8-9 am

Workshops: 9-12:30 pm (Salon III)

- Speaker's meeting will be conducted 1 hour prior of their panel presentation
- Honorees will be interviewed by Managing Editor Ms. Gloria Romano Barrera at the Rosslyn II at the time coordinated prior of the event
- Honorees group photo will be taken after the awards presentation during the luncheon

Awards Luncheon: 1-3:00 pm (Salon IV thru VI)

- Special recognition to the "Company of the Year Awards" presentation
- MC introduces Comcast's representative
- Highest Ranking Latina or rep provide welcome remarks & introduces CEO
- CEO Message
- Honorees LS50 Top companies will be call on stage from #2 thru #50

LS50 Top companies Group Photo: 3-3:30 pm (Salon III)

All awardees must be present and bring their plaques along for a group photo on salon 3 after photo is taken they are welcome to depart. We kindly ask honorees to have flexibility on their schedule until 3:30 pm EST.

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Sponsors logistics information

<u>Date</u>	<u>Thursday, February 4, 2016</u>
Event Location	Crystal Gateway Marriott 1700 Jefferson Davis Highway Arlington, VA 22202
<u>Time of Event</u>	7:00 a.m. to 3:30 p.m.
Breakfast:	Foyer Salon 4-6 -7:30 am-9:00 am (open seating)
Workshops:	Salon 3 9:00 am-12:30 pm
Luncheon:	Salon 4-6 1:00pm (reserved tables for sponsors)
Green room:	ROSSLYN I (scheduled meetings)
Interview room:	ROSSLYN II (scheduled meetings)
Awards Presentation:	LEY & ERG From 8:00 am to 9:00 am (Salon 4-6)
Awards Presentation:	Top 50 Companies of 2014 From 1:00 pm to 3:00 (Salon 4-6)
LS50 Group Photo:	LS50 COMPANIES From 3:00 to 3:45 pm (Salon 3)
Estimated # of Attendees	400 + employees & exhibitors
Company Listing	We will be listing your company with other participants in our internal e-mail, print and web communications. Please let us know if there are any special registry marks that need to be included.
<u>GIFT BAGS</u>	To send materials or items for gift bags we need 350 items; please send your boxes to the hotel by or before Tuesday, February 2, 2016
Sending Materials in Advance (Recommended)	NOTE: <u>Deadline: 2/2/2016</u> In order to include your items in the gift bag we need them by Wednesday, Feb 3 rd before noon
Shipping Instructions	ATTN: Tania Einhorn c/o LATINA Style Crystal Gateway Marriott 1700 Jefferson Davis Highway Arlington, VA 22202
<u>Special Note:</u> (To ensure proper distribution of your items)	*please mark your boxes "Gift Bags" *please number all your boxes (example: 1 of 4 boxes) *please email tracking numbers to tania@latinastyle.com
Guest List & Registrations Deadline :	Please use the PARTNER'S CODE assigned by your representative. Please register your guests at http://latina50.latinastyle.com
Jan 29, 2016	

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Award Recipients
 Deadline **1/25/2016**

Please submit the name of the executive who will receive the L50 Award on behalf of your company.
 Please submit contact information to reyna.d@latinastyle.com and cc tania@latinastyle.com including: official title & photo in high resolution by Jan 25, 2016.

Hotel Guest Room
 Crystal Gateway Marriott
 1700 Jefferson Davis
 Highway Arlington, VA

Discounted group rate of **\$179.00** **Cut-off date Thursday, January 14, 2016.**
 Discounted Self-Parking of \$15.00 for the day (based upon availability)
 Complimentary DCA Airport, Metro, and Crystal City-area shuttle from our hotel in Arlington, VA

Booking Website: <https://aws.passkey.com/event/14423725/owner/1487/landing>

PROGRAM Booklet (Sponsors' opportunity; please contact your rep at **LATINA Style** for further details)

AD Specs for booklet
 Deadline **1/26/2016**

- 6" wide X 9" tall finish size or
- 6.5" wide X 9.5" tall with bleed on all sides
- Full Color
- PDF Format
- Please note the deadline to submit art work is by January 26, 2016.

Include tag line: Suggested AD wording: mentioning how your org. recruits support Latino community/ empowering women in minority featured in the ad/ promote diversity within the company/ organization/ or mentioning been part of the top 50 companies.

LOGOS
 Deadline **1/25/2016**

Please submit your logo in high resolution ASAP. Format: 300dpi (high resolution) in EPS Vector file format for bag placement & Jpeg for promo items. Logos must be submitted by or before: **1/25/2016**

Leadership Reception
 (By invitation only)

Save the Date – FEB. 3rd!
 Please keep Wed, February 3, 2016 available for our Leadership Reception taking place at the Hotel from 6:30 p.m. to 8:30 p.m. More details will be provided when the date draws nearer.

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CONTACT US

Sponsorship Lead POC:

- Victor Ruiz @ victor.d@latinastyle.com
- Lupita Colmenero @ lupita@latinastyle.com
- Robert Bard @ Robert@latinastyle.com

Conference participations, seating, website questions, etc.:

- Reyna Sanchez @ reyna.d@latinastyle.com
- 214-357-2186

Event Logistics, hotel information, registration, etc.:

- Tania Davila @ rania@latinastyle.com

Scheduling

- Beana Ramirez, Executive Assistant @ beana.d@latinastyle.com

Interviews

- Gloria Romano @ gloria@latinastyle.com

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