

Quotable Quotes from Sponsors

"It was a joy to work with Fiesta In America! The talent and entertainment were outstanding, and it was wonderful to see how the community embraced the Goya Better For You low-sodium and low-sugar products. It touched my heart, and it was an honor to see several people from last year come back to my workshops." Meriterese Racanelli, MS, R&D Food Scientist/ Nutritionist/Chef at Goya Foods, Inc.



Fiesta In America was a great success for the second year in a row for us [2016-2017]. It gave us the chance to connect with the community on a very large scale!" Nemesio Kinsora, Sales Executive, Consumer and Senior Markets, Horizon Blue Cross Blue Shield of New Jersey



"Our partnership with Fiesta in America has been very exciting and we look forward to creating more

innovative ways on how we can share AARP's resources with AAPI's 50+!" - Daphne Kwok, Vice President-Multicultural Leadership at AARP

Application To Sponsor, Exhibit or Advertise

Fiesta in America Expo & Cultural Show
124 East 40th Street, Suite 1004, NY NY 10016 USA
Phone: (212) 682-6610 Fax: (212) 682-2038
Email: info@fiestainamerica.com

Please check the appropriate box:

I am interested in ☐ Sponsoring ☐ Exhibiting
☐ Advertising at the 2018 Fiesta in America Expo and Cultural Show

TITLE _____

COMPANY _____

ADDRESS _____

PHONE _____

FAX _____

EMAIL _____

WEBSITE _____

There is a wide range of sponsorship levels, exhibit booth options, and advertising choices available. For full rates, entitlements, inclusions, deadlines as well as other information, please call 212-682-6610, 212-682-6609 or visit www.fiestainamerica.com

Exhibitor Rates:

1 unit regular	(10 ft x 8 ft)	\$1,750
1 unit prime/corner	(10 ft x 8 ft)	\$2,450
2 units regular	(20 ft x 8 ft)	\$2,550

**If using a credit card, there is an additional 4% processing fee.*

The booth fee includes booth space, one (1) 6' x 30" draped table, two-(2) chairs, One (1) garbage basket, ten-(10) foot backwall drapes and three-(3) foot siderail drapes and sign boardname. The booth fee does not include drayage, phone lines, electricity, gas, water and business licenses. Electricity and phone lines can be ordered separately.

How to contact us and where to send your registration form (for immediate processing, please scan the filled-in form and email to info@fiestainamerica.com or fax to 212-682-2038)

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Total Fil-Am Connections Start with...

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in America
EXPO AND CULTURAL SHOW

AUGUST 11-12, 2018
MEADOWLANDS EXPO CENTER
SECAUCUS, NEW JERSEY USA

NOW ON ITS
20th Year

**Sales and branding in action at the Trade Pavilion,
which fits more than 150 booths**



FIESTA[®]
in America
EXPO AND CULTURAL SHOW



**Large-audience marketing
on-stage and off**

**Digital consumer
contact year-round**





Filipinos outrank most U.S. groups in key categories

Filipinos are emerging from under the radar as prime marketing prospects. Small wonder: a median household income of \$82,389 puts Filipinos near the top among highest-value consumers. They rank fourth in this income category among 94 population groups¹, behind only Indian Americans, Jewish Americans, and Taiwanese Americans.

A high median household income and English-proficiency of 72%² make Filipinos alluring targets for diversity marketing. So much for Filipinos as the oft-called "invisible immigrants."

First in home ownership among all Asian Americans

More than six-in-ten Filipinos (62%) own a home, compared with 58% of all Asian Americans and 65% of the U.S. population. And among Filipinos ages 25 and older, nearly half (47%) have at least a bachelor's degree – much higher than the national share (28%)³.



Owning a home and possessing a college degree are drivers of purchasing power in the U.S. Buying capacity extends from big-ticket items such as cars and appliances, insurance and investments, to vacations and college education for children.

Second in total number among Asian Americans

A population of nearly 4 million ranks Filipinos second after the Chinese as the largest Asian American group in 2015⁴, the latest year that data was available.

Total number and other statistics paint an impressive picture of Filipinos as an in-demand special market. But numbers tell only part of the story. From being an ethnic

niche, this large and rapidly growing consumer group is poised to become a marketing force in America, period.

Quality consumers to engage at Fiesta In America expo and cultural show

- Approximately 5,000 to 10,000 high-value attendees over two days
- 90% + Filipino Americans (60% from New Jersey, 30% from New York, and 10% from Connecticut, Eastern Pennsylvania, Delaware, Maryland and Virginia)
- New York-New Jersey Filipinos have median family incomes of more than \$92,000
- 75% are 30 to 60+ years of age; 51% are female, 49% are male
- 76% spend 2 to 4+ hours at the event

Fiesta in America at 20: an event marketing milestone

Two decades of culture-based sales and branding

Niche groups respond best when their heritage and unique needs are addressed. Since 1998, Fiesta In America has been the bridge to the hearts, minds and budgets of over 200,000 Filipinos who have been at least once to the biggest expo and cultural show of its kind on the East Coast. It's the longest-running event in its category in the region.

Fiesta In America will mark its 20th Anniversary on August 11-12, 2018 by making core themes work harder for sponsors and exhibitors. Under the Total Wellness "umbrella," impetus will be given to Philippine medical tourism, Filipino ancestral diets, preventive care against illnesses to which Filipinos are prone, health insurance, and fiscal health through asset management.



Plans for stronger bonds between U.S. importers and Filipino exporters will bolster the Trade Linkages theme. And on the cultural show stage, high-powered stars from the Philippines will make Fiesta In America's 20th edition the east coast Fil-Am event of 2018.



Shaping the total consumer experience

Fiesta In America's two-day run (coupled with the People's Ball, its companion gala held the day before) provides businesses with deeper community engagement. Product demos, food tasting, contact info-gathering, and one-on-one sales can be conducted singly, in groups, or by the hundreds.

Here's more: the expo and cultural show is held within a prestigious venue. The indoor setting ensures a controlled environment in which to shape brand interactions. And through more than 16 total hours of indoor outreach, sponsors and exhibitors can extract the most out of one-on-one pitch opportunities.



¹ American Community Survey, United States Census Bureau, 2015; ² Filipino Americans are tied with Indian Americans for the lowest Limited English Proficiency (LEP) rate among Asians in the U.S., at 22% (Center for American Progress); ³ Filipinos are tied at first place with Vietnamese Americans in home ownership (Pew Research Center, Social and Demographic Trends); ⁴ US Census, Asian/Pacific American Heritage Month: May 2015

A Message from the Chief Executive Officer and the President

Dear friends in business:

If there is a secret sauce behind Fiesta In America's two-decade run, it's our belief in fostering well-rounded contact between diversity marketers and Filipino consumers. That mindset has produced a one-of-a-kind event – a cross between a global bazaar and town fiesta.

As the Filipino American population will soon overshoot the 4 million mark, we will keep pace by hatching ideas that expand Philippines-U.S. trade. We will keep transforming attendees into visitors to the Philippines and consumers of the country's exports. And we will be more alert to the ethnic-marketing goals of brands that leverage our majority foreign-born audience.

The late Steve Jobs once said that his goal was to make Apple endure for over 100 years. Our more modest vision is to make Fiesta In America's 20th year the prelude to the next 20.

Sincerely,



Nanding Mendez, Chief Executive Officer



Laura Garcia, President
Community Partnership



The Meadowlands Exposition Center

61,000 sq. ft. of consumer connections

Fiesta In America's home for more than 17 years is one of the most prestigious exhibition sites in America's northeast region. The MEC is equipped with free parking for over 5,000 cars, space for more than 150 exhibitor booths, state-of-the art concert facilities, and seminar rooms for sponsored workshops.

Just minutes from New York and Newark Liberty International Airport, the MEC is one more reason why Fiesta In America is the go-to event for Filipino events-marketing on the east coast.

Address: 355 Plaza Dr, Secaucus, NJ 07094 • (201) 330-7773 www.mecexpo.com

Wrap-around contact during and after the event

Sales-triggers onsite

Fiesta In America's marquee Trade Pavilion fits more than 150 spacious (8 ft. X 10 ft.) exhibitor booths, with options for regular or prime placements. It's where direct sales are made, and product demos as well as food tastings are held. On-the-spot client sign-ups happen here, driven by arm's-reach marketing pitches. The Trade Pavilion offers the ideal setting for promos, contests, and raffles amid the exhilarating aura of a two-day bazaar.

Sponsors have the opportunity to conduct closed-door workshops in one of two 40-seat rooms. On the concert stage, sponsors may address hundreds of attendees at once, and air commercials on the outsize screen. Rounding up the array of onsite sales and branding tools, Fiesta Talks Magazine provides a 15,000-copy vehicle for print advertising and "advertorials."



Outreach after the event

Unlike most one-off events, Fiesta In America provides sponsors and exhibitors a year-round marketing platform. Two-day booth interactions and workshops enable the collection of consumer data such as email and regular-mail addresses for nonstop marketing. Ad space in Fiesta Talks Magazine can be used for coupons that may be redeemed weeks or months after the event.

There's more. Sponsors are entitled to free ads or articles in Special Edition Press, a digital newsletter that is email-blasted every month to more than 5,000 recipients. In addition, website links are standard sponsor inclusions, as with year-round postings of videos on social media.



FIESTA
in America
EXPO AND CULTURAL SHOW



Chart-toppers and A-Listers as crowd magnets

The thousands who flock to FiestA In America are drawn by the prospect of seeing their favorite Filipino stars up-close. A line-up of the most popular film, TV, and recording artists from the Philippines, as well as rising talents from the New York area, provide the most-awaited feature on the concert stage on both days of the expo.

From legends of Tagalog movies to the current year’s mega-stars, these performers remind the audience that, however far the immigrant diaspora has taken them, singularly Filipino entertainment endures as a mainstay of their culture.



Past and Current Sponsors - Alphabetical Listing Since 1998

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|------------------------------------|---------------------------------|--|--|--|
| 1st 2nd Mortgage Co of NJ, Inc. | China Eastern | Holy Name Medical Center | Moneydart | San Miguel Beer |
| 3M & Sons Inc | Cibao-Meat Products | Horizon Blue Cross Blue Shield of NJ | Moneygram | Sigue Corp. |
| AARP | Citibank | HSBC | Montclair State University | Smart Pinoy |
| ABC Global Systems | Comcast | Hudson Kia | Myx | South Forbes |
| ABS-CBN International | Costco | Hudson Toyota | New York Life | Sta Lucia Land Inc. |
| Advanced Telecom Solutions, Inc. | Delta Airlines | Inernational Channel | Nueva Vizcaya Trade & Tourism Mission | Staples |
| Aglá | Department of Trade Philippines | Inq7.net | One Ayala | Startec Global Communications |
| Aksyon TV International | Diamond Hut Jewelers | Inquirer.net | One Philippines | Tagaytay Highlands |
| Arty | DirectTV | IslandsPhilippines.net | Pag-ibig Fund | Tancinco Law Office |
| Asian Journal Publication | Direct Recharge | JP Morgan Chase | Park Avenue Acura | TFC |
| AT&T | DMCI Homes | Joey Cruise Healthy Glowing Skin & Spa | Philippine Department of Tourism | The Filipino Catholic |
| AXA Advisors, LLC | Don Papa Rum | Kapatid 5 | Philippine News | The Playscape School |
| Belle Corporations | Eva Air | Korean Airlines | Pizza Hut | Tourism Promotions Board |
| Belmont Newport Luxury Hotels Inc. | Fil-Am Who's Who | Law Office of Michael Gurfinkel | Phil-am Foods | United Northern Bankers, Ltd. |
| BJ's | Filipino Express | Law Offices of Spar & Bernstein, P.C. | Philippine Airlines | United Staffing Registry Inc. United Home Care |
| Blimpie | Filipino Reporter | LBC Mundial | Philstar.com | Verizon |
| Boracay Ecoville Resort | Filipino Times | Life Streams Medical Transportation Inc. | Port Jersey Shipping International, Inc. | Vizcaya Savings & Loan Association, Inc. |
| & Convention Center | Garden State Travel | Lycamobile | Presko Magazine | Walmart |
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| C2it by Citibank | GMA Pinoy TV | Mama Sita | Red Carpet Event Photobooth | Western Union |
| Capital One Bank | Goya Foods Inc. | Megaworld | Saladmaster | Wonton Food Inc. |
| Centers for Medicare | Hackensack UMC | Metrobank | Salon de Manila | Xoom.com |
| & Medicaid Services | Hershey's | Metropolitan Bank & Trust Company | Samantha Lopez Productions | Zevia |

