48TH ANNUAL
USHCC
UNITED STATES HISPANIC CHAMBER OF COMMERCE
2027 NATIONAL CONFERENCE
Chicago
IHCC
ILLINOIS HISPANIC CHAMBER OF COMMERCE

SPONSORSHIP PACKET

United States Hispanic Chamber of Commerce

48th Annual National Conference

SEPTEMBER 22-24, 2027
HILTON CHICAGO

Join us in our mission to accelerate small business growth and prosperity.



USHCC
UNITED STATES HISPANIC CHAMBER OF COMMERCE

The United States Hispanic Chamber of Commerce (USHCC) champions the entrepreneurs driving America's economic future. We advance the growth, development, and interests of more than 5.8 million Hispanic-owned businesses that generate $832 billion in annual revenue and anchor a U.S. Latino economy estimated at $5.1 trillion. By advocating on behalf of 260+ local chambers and business associations nationwide and partnering with 100+ major corporations, we connect small businesses with opportunities to compete and grow. Through procurement and supplier engagement, business development, and pro-business policy, we work to turn entrepreneurial ambition into lasting economic opportunities.



48TH ANNUAL UNITED STATES HISPANIC CHAMBER OF COMMERCE NATIONAL CONFERENCE

Every year, the United States Hispanic Chamber of Commerce (USHCC) convenes the nation's most influential gathering of Hispanic business leaders, corporate executives, procurement professionals, international trade experts, and advocates representing more than 260 Hispanic chambers of commerce. This premier three-day conference brings together over 800 decision-makers, innovators, and entrepreneurs to connect, collaborate, and create new opportunities for growth. Through inspiring keynote speeches, interactive workshops, networking events, and advocacy training, participants build meaningful relationships and gain practical strategies to advance their businesses and communities. Whether you are looking to expand your network, secure new partnerships, strengthen your leadership skills, or explore emerging market opportunities, the USHCC National Conference is where connections become collaborations and ideas become impact. Join the leaders driving small business success and shaping the future of the American economy.

SPONSORSHIP MATRIX

BENEFIT	SIGNATURE $100,000	PLATINUM $50,000	CORPORATE GOLD $25,000	CORPORATE SILVER $15,000	SBE GOLD $10,000	SBE SILVER $5,000
All-Access Registrations	12	12	6	6	6	2
General Session Seating	One Table	One Table	Shared Table	Open Seating	Shared Table	Open Seating
General Session Speaking Role	Two Minutes	—	—	—	—	—
CEO Verbal Recognition	✓	—	—	—	—	—
Recommend a Breakout Panelist*	✓	✓	—	—	—	—
General Session Commercial	60 Seconds	30 Seconds	—	—	—	—
Digital Program Book Advertisement	One Page	Half Page	—	—	One Page	—
Event Press Releases	✓	✓	—	—	—	—
Promotional Item in Attendee Tote Bag	✓	✓	—	—	—	—
Recognition in Digital Program Book	✓	✓	✓	✓	✓	✓
Recognition in Pre-Event Attendee Communications	✓	✓	✓	✓	✓	✓
Logo Placement on Event Signage, Email Communications, and Website	Priority	✓	✓	✓	✓	✓

**Panelist spots are limited and must fit the sponsor's area of expertise. All content is subject to USHCC approval.*

CORPORATE SPONSORSHIP OPPORTUNITIES

CORPORATE CHAIR ($400,000)

To learn more and secure this exclusive opportunity, please contact **Fernando Meersohn**, Interim Head of Business Development and Director of Chamber Relations at **fmeersohn@ushcc.com** or **(703) 608-0091.**



CORPORATE SIGNATURE ($100,000)

Recognition & Access

- Recognition as Signature Sponsor
- Verbal recognition by the USHCC President & CEO as a Signature Sponsor
- Twelve (12) all-access registrations with one (1) reserved VIP Table at all General Session events and the Closing Awards Gala

Speaking & Engagement

- Two (2) minutes in-person speaking role for a Senior Corporate Executive at one (1) General Session meal event
- Opportunity to recommend a company representative as a panelist on a breakout session aligned with the sponsor's area of expertise (limited availability; content subject to USHCC approval)

Marketing & Visibility

- Recognition as the Signature Sponsor in the digital program book
- One-page advertisement in the digital program book
- One (1) 60-second company commercial during a General Session
- Inclusion in event press releases
- Recognition in select pre-event attendee communications
- Priority logo placement on National Conference event signage, email communications, and website
- One (1) promotional item in the Conference Attendee tote bag (~800 bags)

CORPORATE SPONSORSHIP OPPORTUNITIES

CORPORATE PLATINUM ($50,000)

Recognition & Access

- Recognition as Platinum Sponsor
- Twelve (12) all-access registrations with one (1) reserved VIP Table at all General Session events and the Closing Awards Gala

Speaking & Engagement

- Opportunity to recommend a company representative as a panelist on a breakout session aligned with the sponsor's area of expertise (limited availability; content subject to USHCC approval)

Marketing & Visibility

- Recognition as a Platinum Sponsor in the digital program book
- Half-page advertisement in the digital program book
- One (1) 30-second company commercial during a General Session
- Inclusion in event press releases
- Recognition in select pre-event attendee communications
- Logo placement on National Conference event signage, email communications, and website
- One (1) promotional item in the Conference Attendee bag (~800 bags)

CORPORATE GOLD ($25,000)

Recognition & Access

- Recognition as Gold Sponsor
- Six (6) all-access registrations with reserved VIP seating at all General Session events and the Closing Awards Gala (shared table)

Marketing & Visibility

- Recognition as Gold Sponsor in the digital program book
- Recognition in select pre-event attendee communications
- Logo placement on National Conference event signage, email communications, and website

CORPORATE SILVER ($15,000)

Recognition & Access

- Recognition as Silver Sponsor
- Six (6) all-access registrations with open seating at all General Session events and the Closing Awards Gala

Marketing & Visibility

- Recognition as a Silver Sponsor in the digital program book
- Recognition in select pre-event attendee communications
- Logo placement on National Conference event signage, email communications, and website

SMALL BUSINESS ENTERPRISE SPONSORSHIP OPPORTUNITIES

SMALL BUSINESS ENTERPRISE GOLD ($10,000)

Recognition & Access

- Recognition as Gold Sponsor
- Six (6) all-access registrations with reserved VIP seating at all General Session events and the Closing Awards Gala (shared table)

Marketing & Visibility

- Recognition as Gold Sponsor in the digital program book
- A featured one (1) page profile in the digital program book showcasing your business
- Recognition in select pre-event attendee communications
- Logo placement on National Conference event signage, email communications, and website

SMALL BUSINESS ENTERPRISE SILVER ($5,000)

Recognition & Access

- Recognition as a Silver Sponsor
- Two (2) all-access registrations with open seating at all General Session events and the Closing Awards Gala

Marketing & Visibility

- Recognition as Silver Sponsor in the digital program book
- Recognition in select pre-event attendee communications
- Logo placement on National Conference event signage, email communications, and website



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION SPONSOR ($125,000)

- Exclusive recognition as the **Official Welcome Reception Sponsor**
- Includes Corporate Signature Sponsor level benefits
- Two (2) minutes in-person speaking role for a Senior Corporate Executive at Welcome Reception
- Exclusive logo placement on Welcome Reception signage
- Exclusive branding of the Welcome Reception Photobooth
- Logo placement on all photobooth pictures

PLAZA MERCADO PRESENTING SPONSOR ($100,000)

- Exclusive recognition as the **Official Plaza Mercado Presenting Sponsor**
- Includes Corporate Platinum Sponsor level benefits
- Logo placement and additional branding opportunities on Plaza Mercado area space and signage
- Reserved 20x20 activation space (Two (2) days of brand promotion access)

NETWORKING RECEPTION SPONSOR ($100,000)

- Exclusive recognition as the **Official Networking Reception Sponsor**
- Includes Corporate Platinum Sponsor level benefits
- Exclusive logo placement on Networking Reception signage

SMALL BUSINESS CHAMPION ($50,000)

- Exclusive recognition as the **Official Small Business Champion Sponsor**
- Recognition as a Gold Sponsor
- Four (4) all-access registrations
- Sponsor eight (8) all-access registrations for representatives of small businesses or local Chambers of Commerce
- One (1) reserved VIP Table (12 seats) at all General Session events and the Closing Awards Gala
- Access to contact information for supported businesses
- Marketing & Visibility aligned with Corporate Gold Sponsor benefits

BREAKOUT SESSION CO-SPONSOR ($50,000)

- Exclusive recognition as an **Official Breakout Session Co-Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Opportunity to co-sponsor a breakout session at the 2027 USHCC National Conference, the workshop length is one (1) hour
- Opportunity to provide a subject matter expert as a panelist on a breakout session aligned with the breakout session topic (content subject to USHCC approval)
- Logo placement on the workshop landing page and signage
- Breakout session theme and topic aligned with USHCC's 3 Cs: Capacity, Connection, and Capital (content subject to USHCC approval)
- Opportunity to propose moderator and panelists

PLAZA MERCADO LOUNGE SPONSOR ($75,000)

- Exclusive recognition as the **Official Plaza Mercado Lounge Sponsor**
- Includes Corporate Platinum Sponsor level benefits
- 20x40 Lounge space in Plaza Mercado (size subject to availability) (Two (2) days to promote brand)
- Logo placement on Plaza Mercado Lounge and signage

ON-SITE REGISTRATION SPONSOR ($50,000)

- Exclusive recognition as the **Official On-Site Registration Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Logo placement on registration badge
- Exclusive logo placement on lanyard
- Exclusive logo placement on website registration page
- Priority logo placement on event signage at the registration area

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PLAZA MERCADO 20X20 BOOTH SPONSOR ($40,000)

- Includes Corporate Gold Sponsor level benefits
- Reserved 20x20 activation space (Two (2) days of brand promotion access)

PLAZA MERCADO 10X10 BOOTH SPONSOR ($25,000)

- Includes Corporate Silver Sponsor level benefits
- Reserved 10x10 activation space (Two (2) days of brand promotion access)

WI-FI SPONSOR ($35,000)

- Exclusive recognition as the **Official Wi-Fi Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Choice of network name and password (pending venue capabilities)
- Splash page acknowledgment with company logo (pending venue capabilities)
- Prominent logo placement on all Wi-Fi signage

TRANSPORTATION SPONSOR ($35,000)

- Exclusive recognition as the **Official Transportation Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Sponsor recognition on event transportation signage and shuttle pick-up/drop-off locations
- Logo placement on shuttle buses or transportation vehicles (subject to availability)
- "Transportation Sponsored by [Company]" signage at designated shuttle areas
- Recognition on the event website and mobile app
- Sponsor logo included in attendee transportation information
- Sponsor recognition on digital screens or event signage
- Opportunity for sponsor representative(s) to greet attendees at a designated transportation hub

OFFICIAL SIGNAGE SPONSOR ($35,000)

- Exclusive recognition as the **Official Signage Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Sponsor logo/name incorporated across select event signage
- Logo placement on signage throughout high-traffic attendee areas
- Recognition in select pre-event attendee communications
- Sponsor recognition on digital signage/screens throughout the event
- Recognition on signage at major networking events and receptions

SOCIAL MEDIA WALL SPONSOR ($35,000)

- Exclusive recognition as the **Official Social Media Wall Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Digital social media wall will display a live feed of posts from social media platforms from attendees using the unique event hashtag
- Exclusive social media digital display branding unique to your company's marketing guidelines and logo
- Opportunity to create the unique social media hashtag to be used for the social media digital display (subject to USHCC approval)
- Two (2) social media posts announcing social media digital display sponsor with unique hashtag

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

USHCC CHAMBER PRESIDENTS' NETWORKING RECEPTION SPONSOR ($35,000)

- Exclusive recognition as the **Official USHCC Chamber Presidents' Reception Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Opportunity for sponsor to address our network of Hispanic Chamber Presidents for three (3) minutes
- Prominent logo placement on USHCC Chamber Presidents' Networking Reception signage

CLOSING AWARDS GALA PHOTO BOOTH SPONSOR ($35,000)

- Exclusive recognition as the **Official Closing Awards Gala Photo Booth Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Logo placement in digital photoboth pictures

TOTE BAG SPONSOR ($25,000)

- Exclusive recognition as the **Official Tote Bag Sponsor**
- Includes Corporate Silver Sponsor level benefits
- Priority logo placement on Conference Attendee Bag
- One (1) promotional item in the Conference Attendee bag (~800 bags)

ERG CHALLENGE SPONSOR ($35,000)

- Exclusive recognition as the **Official ERG Challenge Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Opportunity to add logo on the nominations page and for company representatives to present the Employee Resource Group of the Year Award at the Closing Awards Gala

CLOSING AWARDS GALA ENTERTAINMENT SPONSOR ($35,000)

- Exclusive recognition as the **Official Closing Awards Entertainment Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Opportunity to announce the musical guest performing at the end of the Closing Awards Gala

CAFECITO BREAK SPONSOR ($20,000)

- Exclusive recognition as the **Official Cafecito Break Sponsor**
- Includes Corporate Silver Sponsor level benefits
- Exclusive logo placement on Cafecito Break event signage
- Exclusive logo placement on branded coffee cups

DIGITAL PROGRAM BOOK SPONSOR ($35,000)

- Exclusive recognition as the **Official Digital Program Book Sponsor**
- Includes Corporate Gold Sponsor level benefits
- Prominent sponsor logo placement on front and back covers of the digital program book
- Digital program book is distributed to all attendees via email and available on the USHCC National Conference website
- Priority placement of a two (2) full-page advertisement in digital program book
- Placement of sponsor welcome letter for attendees, co-signed by USHCC, in the 2027 National Conference digital program book

PROFESSIONAL HEADSHOT STATION SPONSOR ($35,000)

- Exclusive recognition as the **Official Professional Headshot Station Sponsor**
- Includes Corporate Gold Sponsor level benefits
- 10x10 Activation Space with priority placement in the Plaza Mercado
- Logo placement on Professional Headshot Station signage

THANK YOU FOR SUPPORTING HISPANIC-OWNED BUSINESSES

At the USHCC, our events, advocacy, memberships and partnerships are accessible to all businesses and individuals. We are dedicated to empowering small businesses as a vital force in the American economy, fostering innovation, job creation and long-term growth.

MEET THE TEAM:



FERNANDO MEERSOHN

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MONICA GARZA

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FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

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