

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION authorizing the Director of Finance and Purchasing to issue a check in the amount of \$1,500.00 to Expo Americas, to sponsor a booth and purchase advertising for its event at Union Station, to be held September 15 - 16, 2012.

RESOLUTION #17928, June 18, 2012

INTRODUCED BY James D. Tindall, County Legislator

WHEREAS, the Jackson County Drug Commission has recommended COMBAT sponsor a booth and purchase advertising for the Expo Americas event, to be held September 15 – 16, 2012, at Union Station, at a cost to the County not to exceed \$1,500.00; and,

WHEREAS, the Expo Americas' mission is to provide opportunities for local services to connect with the Latino community; and,

WHEREAS, COMBAT will be able to provide information to a regional audience of families, entrepreneurs, business and industry professionals, community leaders, and service organization about the prevention of violent crimes and substance abuse prevention and treatment services available to the Hispanic community; and,

WHEREAS, for its sponsorship, COMBAT will have a booth and a one-quarter color advertisement in the program book and will benefit by the advertising and community awareness this sponsorship will promote; and,

WHEREAS, said sponsorship is in the best interest of the health, safety, and welfare of the citizens of Jackson County; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that the Director of Finance and Purchasing be and hereby is authorized to issue a check to Expo Americas, in the amount of \$1,500.00 for sponsorship of its event, to be held September 15 - 16, 2012, at Union Station.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

John D. Hadler
Chief Deputy County Counselor

W. Douglas Jeffrey
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17928 of June 18, 2012 was duly passed on June 18, 2012 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 9

Nays 0

Abstaining 0

Absent 0

6/18/12
Date

Mary Jo Spino
Mary Jo Spino, Clerk of Legislature

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 008 4401 56210
ACCOUNT TITLE: Anti-Drug Sales Tax Fund
COMBAT
Advertising
NOT TO EXCEED: \$1,500.00

June 13, 2012
Date

W. Douglas Jeffrey
Director of Finance and Purchasing

REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/~~Ord~~ No.: 17928

Sponsor(s): James D. Tindall

Date: June 18, 2012

<p>SUBJECT</p>	<p>Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>A resolution authorizing the County Executive for the payment of sponsoring the Expo Americas, to be funded by the County's Anti-Drug Sales Tax Fund, which are engaged in anti-drug treatment activities and purposes, at a cost to the County not to exceed \$1,500.00</u></p>												
<p>BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$1,500.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$0.00</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$ 1,500.00</td> </tr> <tr> <td>Amount budgeted for this item *:</td> <td>\$0.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number:</td> <td></td> </tr> <tr> <td>008-4401-56210 Advertising</td> <td>\$1,500.00</td> </tr> </table> <ul style="list-style-type: none"> If account includes additional funds for other expenses, total budgeted in the account is: \$31,166.00 <p><input type="checkbox"/> No budget impact (no fiscal note required)</p> <p>Prior Year Budget (if applicable): Prior Year Actual Amount Spent (if applicable):</p>	Amount authorized by this legislation this fiscal year:	\$1,500.00	Amount previously authorized this fiscal year:	\$0.00	Total amount authorized after this legislative action:	\$ 1,500.00	Amount budgeted for this item *:	\$0.00	Source of funding (name of fund) and account code number:		008-4401-56210 Advertising	\$1,500.00
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Source of funding (name of fund) and account code number:													
008-4401-56210 Advertising	\$1,500.00												
<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date): Prior resolutions and (date):</p>												
<p>CONTACT INFORMATION</p>	<p>RLA drafted by: Dave Fleming, Planning and Development Administrator, 881-3572</p>												
<p>REQUEST SUMMARY</p>	<p>A resolution authorizing the County Executive for the payment of sponsoring the Expo Americas, to be funded by the County's Anti-Drug Sales Tax Fund, which are engaged in anti-drug treatment activities and purposes, at a cost to the County not to exceed \$1,500.00</p> <p>The Expo Americas' mission is to provide opportunities for local services to connect with the Latino community. Through our participation with this event, COMBAT will be able to provide information to a regional audience of families, entrepreneurs, business and industry professionals, community leaders and service organizations about the prevention of violent crimes and substance abuse prevention and treatment services available to the Hispanic community.</p> <p>This funding recommendation was reviewed by the Jackson County Drug Commission on May 15, 2012, with the recommendation that it be presented to the Jackson County Legislature.</p>												

CLEARANCE	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS		
REVIEW	Department Director: <i>Stacey Deneau</i>	Date: <i>6-7-2012</i>
	Finance (Budget Approval): If applicable <i>Robert S Ball</i>	Date: <i>6-8-12</i>
	Division Manager: <i>[Signature]</i>	Date: <i>6/11/12</i>
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the _____ Fund in _____.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # _____
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.



EXPO AMERICAS

SEPTEMBER 15-16, 2012

UNION STATION
KANSAS CITY



FAMILY



CULTURE



BUSINESS



ENTERTAINMENT





ABOUT EXPOAMERICAS

Expo Americas is a unique, grassroots two-day event that offers an opportunity to reach the Latino consumer or entrepreneur as well as the general public. The one-of-a-kind event gives individuals, businesses, organizations and corporations a direct connection to the fastest growing market segment in the country! Families, entrepreneurs, business executives, industry professionals, community leaders, educators and service organizations – will come together to sample products, access services, enjoy top entertainment and celebrate the vibrant and growing Hispanic culture! From Omaha to Oklahoma City and Denver to St. Louis, Expo Americas will reach a regional audience creating a unique and unprecedented experiential Hispanic event for years to come!



EXPOAMERICAS PRODUCERS

Expo Americas has brought together a uniquely qualified group of creative, innovative, and highly successful business leaders in their respected fields. This group is both united behind a passion for the Hispanic community and dedicated to sharing the culture and the many Latino success stories. Each producer is deeply rooted in local communities and has a multitude of experiences and market-savvy knowledge. As Latino entrepreneurs themselves, the team understands community and business challenges and together combined has the will and resources to make a difference in Kansas City and across America. Expo America Producers have one common goal – to create a unique, grassroots-oriented event that showcases, inspires and spotlights the vibrant Latino culture.

MARK GRADO
JASON SMITH MENDEZ
MARCUS MORENO
WISE WRITERS AND SPEAKERS

AARON ALCARAZ
LATINPOINTE BRANDS
REYES MEDIA GROUP

BILL ANGELINI/B.A.E INC.
GILBERT VELASQUEZ
ALAN WHITE



EXPO AMERICAS IS THE EVENT TO:

Expose, inform, and create opportunities for those who want to reach Hispanic business owners and consumers.

- ✓ Focus on solutions to the economic, educational, and workforce issues that Latino communities face today.
- ✓ Create an atmosphere for families (Hispanic and non-Hispanic), providing a window of opportunity for business and entrepreneurs alike.

Inspire others through the flavor of Latin music, food, art and tradition.

Enjoy the culture intertwined with America's past, present and future.

Present the best of the best in Latin national, regional and local entertainment.

CONSIDER FEATURING YOUR BUSINESS OR ORGANIZATION IN THE FOLLOWING AREAS

- Quinceanera Fashion Fair
- Cultural Arts Plaza
- Business Expo Plaza
- Technology Plaza
- Career Fair
- ✓ Health and Wellness Plaza
- Children's Adventure City
- Culinary Plaza

Plus many others which are being currently developed by our Expo Americas Kansas City Sales and Marketing Team.

EXPO AMERICAS COMMUNITY BENEFITS

Employment Area: Expo Americas will feature an employment recruiting area in association with many of the exhibitors and community resources currently available, including a bi-lingual atmosphere into its theme.

- ✓ **Health and Wellness Area:** Expo Americas offers a wealth of information and free preventative health screenings, eye exams, and other information on diabetes, high cholesterol and organ donation. Expo Americas is a tremendous vehicle to connect with attendees thereby increasing awareness and outreach opportunities for your organization or company.

Education Area: Expo Americas will feature pro-educational services with both traditional and non-traditional institutions that are committed to increasing the number of high school and college graduates in our Latino communities. Expo Americas will promote the importance of all education – technical, post-secondary, culinary and construction apprenticeships. Education is a major issue in the Latino community. A recent survey conducted by the Pew Hispanic Center in Washington D.C. found that 17% of Latino youths, age 16 to 25 do not have high school diplomas, compared with 8% of all in that age group.



Benefits

Potential Expo Client and the Benefits to Exhibitors/Vendors

Expo Americas provides corporations the perfect venue to meet the Latino market directly. This one-on-one manner of direct marketing is the ideal opportunity to showcase your products and services in a warm, fun and friendly atmosphere. It is a way to let consumers meet and get to know the businesses they are buying from. Building relationships leads to long-term buying decisions and "word of mouth" referrals.

Expo Americas will bring together Latino owned businesses that are committed to forming professional networks. Expo Americas will provide the ideal opportunity to highlight and showcase your products and services to Latino and general market consumers in a powerful and invitational manner.

Expo Americas is the vehicle to reach out to the Kansas City and regional Hispanic communities to inform the market of your agency, business, services or products.



EXPOAMERICAS Participation Options

FOR

SPONSOR

EXHIBITOR

Expo Americas offers partnership opportunities which will require an investment both financially and in the vision of the event brand. Financial gain would be correlated to the size of the investment. Investment Partners would have the option in participating in the overall strategic growth plan of Expo Americas as a national Latino grassroots experiential event in cities across the U.S.

Join us for the first annual Expos Americas Kansas City Event on September 15th and 16th, 2012 at Union Station. It is the perfect opportunity to highlight your mainstream or Latino business to the Greater Kansas City Latino Community.

This option is the most beneficial as it will give your organization, business or company the opportunity to become an integral and highly visible supporter of Expo Americas 2012. Expo Americas inaugural sponsors have the opportunity to join this annual event at the ground level with special branding benefits that likely will be sold out in future years.

Major sponsors include input on agenda, program content, business planning, and virtually every aspect of Expo Americas. Also included are bonus high-profile benefits from special VIP hosted events to media event hosting opportunities.

For those individuals, organizations, businesses and companies that would like to be included in our lineup of exhibitors and vendors, you will have the option to participate as a private for-profit entity or as a non-profit agency with special pricing.

EXPOAMERICAS Booth Options

Interior Booth (8 x 10) Pricing
 \$875.00 Premium Booth
 \$800.00 Preferred Booth
 \$675.00 Not-for-Profit Booth
 Exterior Booth (10 x 10) Pricing
 \$675.00 Tented Premium
 \$600.00 Tented Standard
 \$575.00 Non-Profit Booth

** FOOD VENDOR PRICING
 AVAILABLE UPON REQUEST.

Booth Includes:

One (1) 8'x10' exhibitor booth draped and or covered.
 One (1) skirted 6' table
 Two (2) chairs
 Two (4) Expo Americas LLC General Admission Registrations
 Identification Name Booth Sign (standard size)
 (8) General Admission Registrants

Additional items such as electricity, carpet, internet, phone line, furniture, audio/visual, etc. must be ordered through the show provider. All Seasons Rental, price sheets and contact info will be forwarded to you from the Expo Sales and Support Services Staff.

EXPOAMERICAS Advertising Options

PRICING & SPECIFICATIONS

Full Page \$400
 (Size is 10" wide x 12" tall)

Half Page \$250
 (10" wide x 5.5" tall)

Quarter Page \$135
 (5" wide x 5.5" tall)

Third Banner \$135
 (10" wide x 2.5" tall)

Full Color Print 20-Page Insert

In addition to exhibitor space inside the Exhibition Hall and outside in the adjunct facility area, the Expo Americas Sales Team will be selling advertising in a full-color print insert that will run as a supplement to the Dos Mundos National Hispanic Heritage Edition newspaper and be distributed at the event. Prices for advertising in the insert are as follows:

1/4 page	\$500.00
1/2 page	\$1,000.00
Full page	\$2,500.00
Back Cover	\$7,500.00

Expo Americas Kansas City Move In & Move Out Schedule:
 Saturday, September 15, 8:00am - 10:30am Expo Load In
 Sunday, September 16, 6:00pm - 11:00pm Expo Load Out

BY THE NUMBERS

In 2010, the combined total of more than 509,000 Latinos in Missouri and Kansas translated into a billion dollar economic boom in sales and revenue. [Footnote] Understanding these numbers and recognizing the contribution that Latinos have made in our communities is the inspiration behind the creation of Expo Americas.



CONTACT:

Expos Americas Kansas City Sales Team at
 Expo Americas, LLC, 7320 N.W. 85th Terrace Kansas City, Mo. 64153
 Phone: (816) 912-7677 Email: info@ExpoAmericas.com
 www.expoamericas.com