



October 27th, 2009

www.BizTechEP.com



2009 Chairman's Message

Dear Business Partner:

The El Paso Hispanic Chamber of Commerce would like to thank you for giving us the opportunity to present to you **BizTech 2009** the region's premier technology expo now in its eleventh year.

BizTech is the Southwest Region's largest meeting place for thousands of information technology professionals, community and business leaders, telecommunications providers, fellow entrepreneurs, and others looking for the best in technology solutions from both sides of the U.S.-Mexico Border.

BizTech, draws an estimated 2,500 attendees and nearly 100 exhibitors and sponsors including Cisco Systems, Dell, Microsoft, Sprint/Nextel, and IBM, just to name a few. Past sponsors recognize that Texas has a tremendous Hispanic buying market with approximately \$113 billion annually. The border region and technology are critical to the State's economic growth.

We made a decision two years ago, to alternate the BizTech EXPO every other year with a more focused **Executive Luncheon** event. This aligns with national trends as businesses reevaluate their budgets in tight economic times.

BizTech is successful because of the generous support of our business community! Attached is the BizTech history, profile, agenda, and 2009 sponsorship opportunities. BizTech sponsorship will give your company a high profile presence at this important event. We appreciate your commitment to the border region marketplace.

If you have questions regarding sponsorship opportunities or would like more information about BizTech, please contact: Barbara Walker bawalker@cisco.com, Peter Cooper at PCooper@epcounty.com or EPHCC staff Rebeca Rodriguez at rrodriguez@ephcc.org or at 566-4066.

Regards,

A handwritten signature in blue ink, appearing to be "B Walker".

Co-Chair, 2009
Barbara Walker
Territory Account Manager
Cisco Systems, Inc.

A handwritten signature in blue ink, appearing to be "Peter Cooper".

Co-Chair, 2009
Peter Cooper
Chief Technology Officer
El Paso County



BizTech Profile

Mission

BizTech will guide and demonstrate the newest in business technology solutions available to IT professionals, business owners and organizations throughout the greater Southwest, in order to develop and enhance their business. Starting in 2006, we alternated years and odd years we host a luncheon and even years we have our stellar expo.

Audience

Standard attendees includes IT professionals, owners, managers and senior executives from businesses and organizations of all sizes throughout the Paso del Norte Region, including El Paso, Southern New Mexico and Northern Mexico. With an average attendance of over 2,500 attendees in 2008.

Marketing

Throughout the year BizTech is marketed to a regional target audience of IT professionals, owners, managers and senior executives from businesses and organizations of all sizes via direct mail, targeted media spots in newspapers, magazines, television, radio, and billboards.

Expo

Technology exhibitors have an unparalleled opportunity to reach thousands of potential clients in one day and to provide interactive demonstrations to showcase their product or service. Exhibitors include a full spectrum of vendors, including specialists in software, websites, hardware, peripherals, e-commerce, consulting and many other technology products and solutions.

Technology Showcase

The Regional Technology Showcase will present an array of companies in the region showcasing technology research, development and commercialization. *The Emerging Technology Showcase* gives you a glimpse of technology entrepreneurs, inventors and investors who are reinventing technology in the region.

IT Bootcamp & Demos

Hands-on bootcamps seminars and demos of leading edge technologies will be offered to attendees. The focus will be on technologies that are key to business productivity, efficiency, marketing and competitiveness. Entrepreneurs and IT specialists that have utilized and benefited from technology will be featured at several seminars.

Executive Luncheon

Offers guests an opportunity to listen to the keynote addresses from a top regional/ national technology expert. The induction of our 2009 Technology Hall of Fame, Tech Rock Star Recipients and the announcement of the Best Little Web Sites on the Border.

BizTech History

Growth

- Increase in attendance; beginning with 200 in 1998 and expanding to 2,500 in 2008

Purpose

- Feature and showcase technology business trends
- Gives exposure to technology entrepreneurs, inventors and investors who are reinventing technology in the region.
- Introduce new products and strategies in business technology
- Educate business community on importance of technology in business sustainability
- Recognize accomplishments of local technology leaders through Technology Hall of Fame award and Tech Rock Star awards
- Recognize local websites through Best Little Website on the Border award
- Provide businesses a venue to develop contacts and connections with potential and current customers

Outreach

- Average attendance of approximately 2,100
 - Regional small business owners
 - Start-up businesses, expanding businesses and larger established businesses
 - National corporate companies
- Broad blend of technology exhibitors
 - Local and regional technology businesses
 - Varay Systems, DataXport, Miratek, Cognent and Transtelco
 - Government agencies
 - City of El Paso, El Paso County, White Sands Missile Range and Fort Bliss
 - National corporations
 - Cisco, Dell, Microsoft, Nextel, Verizon, Time Warner & IBM/Mainline
 - Educational Institutions
 - University of Texas at El Paso, El Paso Community College, International Business College and Computer Career Center

Specialty Events

- BizTech Luncheon featuring keynote speaker
- Technology Hall of Fame and Tech Rock Star Awards
- Best Little Website on the Border Award
- Hands-on Tech Tools Exhibitors
- IT Boot Camps & Demo
- Regional and Emerging Technology Showcase
- Café Pan Dulce
- Business Xpress

BizTech Sponsorship Opportunities

BizTech Keynote Luncheon Sponsor

Value \$2,500

- Featured as *BizTech Keynote Luncheon Sponsor* on all print and electronic media
- Reserved table of ten (10) at Luncheon
- Corporate logo featured on BizTech website with web link to homepage
- Corporate logo featured exclusively on luncheon program as Sponsor
- Quarter Page Color ad in the EPHCC *Chamber At A Glance* Newsletter to be used (over the next 12 months)
- 3 **FREE** training articles on the EPHCC daily on-line newsletter (as it applies to the company's needs)
- List as a *BizTech Keynote Luncheon Sponsor* on all print and electronic media

Best Little Website on the Border Contest Sponsor

Value \$2,000

- Featured as *BLWOTB Sponsor* on all print and electronic media
- Opportunity to present
- Reserved table of eight (8) at Luncheon
- Corporate logo featured on BizTech website with we blink to homepage
- Corporate logo featured on BLWOTB Award
- Quarter page color ad in the EPHCC *Chamber At A Glance* Newsletter to be used (over the next 12 months)
- 2 **FREE** training articles on the EPHCC daily on-line newsletter (as it applies to the company's needs)
- List as a *BLWOTB Sponsor* on all print and electronic media

Technology Hall of Fame Sponsor

Value \$1,500

- Featured as *Technology Hall of Fame Sponsor* on all print and electronic media
- Opportunity to present
- Five (5) tickets at reserved table at luncheon
- Quarter page ad in the EPHCC *Chamber At A Glance* Newsletter to be used (over the next 12 months)
- 1 **FREE** training articles on the EPHCC daily on-line newsletter (as it applies to the company's needs)
- List as a *Technology Hall of Fame Sponsor* on all print and electronic media

Tech Rockstar Sponsor

Value \$1,500

- Featured as *Tech Rockstar Sponsor* on all print and electronic media
- Opportunity to present
- Five (5) tickets at reserved table at luncheon
- Quarter page ad in the EPHCC *Chamber At A Glance* Newsletter to be used (over the next 12 months)
- 1 **FREE** training articles on the EPHCC daily on-line newsletter (as it applies to the company's needs)
- List as a *Tech Rockstar Sponsor* on all print and electronic media

Decoration Sponsor

Value \$1,000

- Featured as *Decoration Sponsor* on all print and electronic media
- Corporate logo featured on BizTech website with web link to homepage
- Five (5) tickets at reserved table at luncheon
- List as a *Decoration Sponsor* on all print and electronic media

Table Sponsor

Value \$500

- Ten (10) tickets at reserved table at luncheon
- List as a *Table Sponsor* on all print and electronic media

Individual Tickets

- | | |
|--|---------|
| ▪ Members of the El Paso Hispanic Chamber of Commerce | \$40.00 |
| ▪ Non-Member of the El Paso Hispanic Chamber of Commerce | \$60.00 |

Terms and Conditions:

Provide the El Paso Hispanic Chamber of Commerce (EPHCC) a company's logo, names and bios (if applicable) of speakers. Provide promotional items, to be received at our EPHCC offices no later than Friday, 10/16/09. Payment is due on 10/26/09 if not received a late payment fee will be issued. If event is canceled EPHCC will refund your sponsorship, if payment has already been submitted, no later than 60 days following the cancellation. If date is changed and payment has been issued there will be NO refunds.

Sponsorship Agreement

11th Annual BizTech Sponsorship Commitment Agreement

I, _____, of _____, do
hereby agree to participate as: _____

Sponsor for the 11th Annual BizTech taking place on Tuesday, October 27, 2009, at El Paso
Community College, ASC Building, 6050 Viscount.

I understand as a sponsor I will receive the following benefits as outlined in the investment
schedule:

- Luncheon Speaker Sponsor
- Best Little Website on the Border Sponsor
- Technology Hall of Fame Sponsor
- Tech Rockstar Sponsor
- Decorations Sponsor
- Table Sponsor

I agree to support this event with a sponsorship of \$ _____. I agree
to submit payment by October 26, 2009.

By signing this commitment form, I agree to the terms and conditions as defined.

Sponsor Company Name: _____

Official Representative Name & Title: _____

Address: _____

Phone & E-Mail: _____

Authorizing Signature: _____ Date: _____

EPHCC Authorizing Signature: _____ Date: _____

Best Little Web Site on the Border

This could be your opportunity to shine! If your business is constantly receiving praise about your business website, don't delay, enter the "Best Little Website on the Border" contest today!

There's no cost to enter, simply log on to www.biztechep.com, and click on the "Best Little Website on the Border" nomination form. Sites will be judge on:

- Use ability, consider the following:
 - Is the domain easy to remember?
 - Is the navigation clear and easy to follow?
 - Can your find your way back to the home page?
 - Are the graphics clear? Is the text easy to read?
 - Can you provide feedback on the site?

- Aesthetics, consider the following:
 - Is the site a pleasure to browse?
 - Is the content presented in an interesting manner?
 - Do you feel engaged and challenged by the pages?

- Effectiveness, consider the following:
 - Can you define the target audience for the site?
 - Can you determine the site's purpose?
 - Sell a product or service
 - Be an information resource
 - Do you feel the site accomplishes its goal in relation to its audience?

Your El Paso Hispanic Chamber of Commerce is currently accepting nominations to recognize the best of the best in world class and interactive websites along the Southwest Region.

The Top Three Websites in the Best Little Website on the Border Contest will be announced at the Biz Tech Executive Luncheon, on October 27, 2009 at 11:30 a.m.

Don't wait any longer! Submit your website today and prove to the world wide border, that your website is the Best Little Website in the Border! www.biztechep.com

Best Little Web Site on the Border Entry Form

Name of Company: _____

Owner/President Name: _____

Address: _____

Zip Code: _____ Phone: _____ Fax: _____

Product/Service Provided: _____

E-Mail Address: _____

Website Address: _____

Purpose of website: Inform, Educate Sell product/service Entertainment
Other

Webmaster:

Please describe why you are nominating this website: (if use back if needed)

Name of nominating agent: _____

E-Mail: _____

Phone: _____ Fax: _____

Signature of nominating representative: _____ Date: _____

Entries must be received by 5:00 p.m. on Friday, September 25, 2009. For more information contact Rebeca Rodriguez at (915) 566-4066. Application may be submitted via e-mail to rrodriguez@ephcc.org or faxed to 566-9714 or Log on to www.biztechep.com to submit online.

Technology Hall of Fame

Do You Know A Local Technology Legend?

Each year the "Best of Technology" is featured during the annual BizTech Luncheon. This event offers guests an opportunity to listen to keynote addresses from the top regional and national technology experts. Guests will learn about what innovations and advancements are being generated in the fast paced world of technology.

Additional highlights of the Biz Tech Luncheon include the presentation of the Best Little Website on The Border and the recognition of technology pioneers and leaders for their achievements in hi-tech evolution as part of the BizTech Technology Hall of Fame.

“El Paso is exploding with local technology experts eager to launch the border region into the next generation of technology. We want the border community to tell us who you think should be inducted to the El Paso Hispanic Chamber of Commerce Biz Tech Technology Hall of Fame and what accomplishments this individual has done in utilizing technology to benefit their business and their community,” said Rebeca Rodriguez, Vice President of Member Sales and Services for your El Paso Hispanic Chamber of Commerce.

To nominate a local technology legend, visit www.biztechep.com by September 25, 2009. It is recommended that nominations also include resumes, articles or other supporting documentation regarding the candidate's background, struggles and accomplishments. Winner will be announced at Biz Tech's Executive Luncheon October 27, 2009 at the Judson F. Williams Convention Center.

Past Biz Tech Technology Hall Of Fame Members Are:

- 2001 - Hector Holguin, CEO Secure Origins, Inc.**
- 2002 - Evelyn Posey, Associate Vice President Academic Affairs UTEP**
- 2003 - Senator Eliot Shapleigh, Texas Senate, District 29**
- 2004 - Barbara Walker, Territory Account Manager Cisco Systems**
- 2005- Salvador Balcorta, Executive Director La Fe**
- 2006 - Peter Cooper, Chief Technology Officer El Paso County**
- 2007 – Digital El Paso**
- 2008 – Fabiola Rubio, El Paso Community College**

Technology Hall of Fame Entry Form

Nominee Profile: (Please provide as much information as possible. Incomplete profiles will be gladly considered.)

Nominee Name: _____

Job Title: _____

Company / Organization Name: _____

Address: _____

Zip Code: _____ Phone: _____ Fax: _____

Principal Job Function: _____

E-Mail: _____

Area of Technology Expertise: _____

Please describe why this nominee should be considered for this award:

Professional/Community Organizations to which Nominee belongs: _____

Certifications if Applicable: _____

To the Selection Committee:

I "Sponsor", _____, hereby nominate "Nominee",
_____, in the award category of _____.

I affirm that the statements in this Application Form are correct to the best of my knowledge and I understand that all Selection Committee decisions are final. I am personally acquainted with the Nominee and thereby submit and endorse his/her nomination.

Signature of nominating representative: _____

Date: _____

If available, please include resume, articles, or other supporting materials regarding candidates' background, struggles, and achievements. Letters of recommendation are admissible. Entries must be received by 5:00 p.m. on Friday, September 25, 2009. For more information contact Rebeca Rodriguez at (915) 566-4066. Application may be submitted via e-mail to rodriguez@ephcc.org or faxed to 544-9714 or Log on to www.biztechep.com to submit online.

Tech Rock Star Award

Do You Know A Technology Rock Star?

Each year the "Best of Technology" is featured during the annual Biz Tech Luncheon. This event offers guests an opportunity to listen to keynote addresses from the top regional and national technology experts. Guests will learn about what innovations and advancements are being generated in the fast paced world of technology.

Additional highlights of the Biz Tech Luncheon include the presentation of the Best Little Website on The Border, the recognition of technology pioneers and leaders for their achievements in hi-tech evolution as part of the Biz Tech Technology Hall of Fame and the recognition of an Information Technology Professional who through their work has contributed in a significant way to their company or organization with the Tech Rock Star Award.

The Tech rock Star Award is designed to recognize an individual who through their work has contributed in a significant streamlining of operations, reduction in operating costs or who has implemented an IT solution that has resulted in measurable gains for the company or organization. The eligible recipient is an Information Technology Professional who is not in a position of management within the organization that benefited by their solution

To nominate a local Tech Rock Star visit www.biztecheep.com by September 25, 2009. It is recommended that nominations also include resumes, articles or other supporting documentation regarding the candidate, an explanation of why the nominee is being nominated, and a full description of what the nominee did and what results were accomplished by their actions. First-person accounts of the actions of the nominee and self-nominations are encouraged. The winner will be announced at Biz Tech's Executive Luncheon October 27, 2009 at El Paso Community College, ASC Building, 9050 Viscount.

Tech Rock Star Entry Form

Nominee Profile: (Please provide as much information as possible. Incomplete profiles will be gladly considered.)

Nominee Name: _____

Job Title: _____

Company / Organization Name: _____

Address: _____

Zip Code: _____ Phone: _____ Fax: _____

Principal Job Function: _____

E-Mail: _____

Area of Technology Expertise: _____

Please describe why this nominee should be considered for this award: (500 words or less)

Certifications if Applicable: _____

To the Selection Committee:

Signature of nominating representative

Printed Name of Nominating representative

Date

Entries must be received by 5:00 p.m. on September 25, 2009. For more information contact Rebeca Rodriguez at (915) 566-4066. Application may be submitted via e-mail to rrodriguez@ephcc.org or faxed to 544-9714 or Log on to www.biztechep.com to submit online.