

7th Annual Latino Cultural Festival
Sunday, April 17, 2010
12:00 PM – 5:00 PM
Hillsboro Civic Center in Historic Downtown
150 E. Main St.
Hillsboro, OR 97123

Exhibitor Logistics Information

Thank you for participating at the 7th Annual Hillsboro Latino Cultural Festival! The festival celebrates the diverse heritage and traditions of the Latino community. The expanded program includes a Multicultural Parade, Latino Artist Showcase and Street Soccer Tournament and provides an opportunity for families of all ethnicities to enjoy an afternoon of cultural experience. Over the years the festival has become one of the key community events in Washington County and continues to grow with the support from sponsors, exhibitors and volunteers. Thank you for your support.

Presenting Sponsors: Tuality Healthcare and La Gran D 1520 AM

Supporting Sponsors: Best Buy, Comcast, Energy Trust of Oregon, Kaiser, Key Bank, Larry H. Miller Hyundai of Hillsboro, M&M Marketplace, NW Natural, OnPoint Community Credit Union, Nationwide Insurance, Portland General Electric, Providence Health & Services, US Bank, Clean Copy, City of Hillsboro, Hillsboro Arts and Culture Council, Hillsboro Farmers Market, Hillsboro Parks and Recreation, and Tuesday Marketplace.

Soccer Sponsors: Hillsboro Futsal, Portland Timbers, and Sports Authority

Media Sponsors: La Gran D 1520 AM, La Pantera 940 AM and Univision KUNP-TV

Check-In, Set-Up/Breakdown and Clean-Up

- Check-in is required at the Event Information Tent on the plaza
- Set-up will begin at 10:00 AM and must be completed by the start of the event at 12:00 PM
- If you need electricity, please bring appropriate outdoor, grounded extension cords
- All exhibitors will have access to wi-fi, courtesy of Hillsboro Free Wi-Fi
- Breakdown will begin no earlier than the close of the event at 5:00 PM
- Each exhibitor will be responsible for their area's clean-up
- Containers will be available for trash disposal

Unloading and Loading

- During set-up and breakdown, the unloading and loading area is on Main St. between 1st and 2nd Aves. in front of Civic Center Plaza
- Observe all traffic laws and use caution with barricades, exhibitors and participants

Parking

- If you are unable to find public street parking in downtown Hillsboro, we recommend using the parking structure on 1st Ave. and Washington St. across from the Civic Center
- Observe all parking laws and secure your vehicles

Event Details

- The event will begin promptly at 12:00 noon and close at 5:00 PM
- Starting at 9:00 AM, the festival hosts the 4th Annual Street Soccer Tournament on two courts located at the Civic Center parking lot. The tournament has become the most popular attraction at the festival and will feature five groups for boys, girls and adult teams from the Portland Metro and Salem areas.
- For a second year, the Multicultural Parade features local area non-profit organizations, elementary school students, and participating sponsors and exhibitors. Staging begins at 11:30 AM on the county courthouse lawn with the parade commencing at 12:00 PM. The parade will culminate on the plaza for the official start of the festival around 12:45 PM. If you are interested in participating in the parade, please remit a parade registration form that can be found at www.hillchamber.org/latinofest
- New to this year's festival is the Latino Artist Showcase in the Art Village. Located under the Civic Center breezeway, the showcase will feature 4-5 professional artists demonstrating their talents throughout the day.
- A variety of live entertainment acts on two stages and activities including arts & crafts will be featured throughout the afternoon

What to Bring or Do

- Consider scheduling shifts as it is required to have your table staffed at all times except for short breaks
- Informational and marketing materials such as display boards, visual presentations, brochures, hand-outs and SWAG. It is recommended that your materials also be in Spanish but is not required.
- It is recommended that at least one of your representatives should speak Spanish but is not required. Many festival participants may prefer to communicate in Spanish.
- Interactive activities are encouraged to help attract and engage attendees.
- Raffle prizes are permitted and can be announced using the festival's PA system. This will assist in encouraging attendees to visit your booth while providing a form of entertainment. Please let us know immediately if plan on raffling "big ticket" items.

Feel free to call with questions. We look forward to seeing you for the biggest and best Latino Cultural Festival ever!

Jon-Michael (Juan-Miguel) Kowitz

VP of Business Development
Hillsboro Chamber of Commerce
Economic Development Partnership
503.726.2151 (office)
503.530.6019 (cell)
jonmk@hillchamber.org

Jaime Miranda

Business Development Coordinator
Hillsboro Chamber of Commerce
Economic Development Partnership
503.726.2150 (office)
503.481.6007 (cell)
jaimem@hillchamber.org