

VICA



VALLEY INDUSTRY & COMMERCE ASSOCIATION

**2019  
BUSINESS FORECAST  
CONFERENCE**

PRESENTED BY



**2020 VISION  
REQUIRED**



IT'S TIME FOR  
CORRECTIVE LENSES

CO-SPONSORED BY



Los Angeles Daily News



SAN FERNANDO VALLEY  
BUSINESS JOURNAL



**FRIDAY,  
OCTOBER 25**

**7:00 A.M. – 2:30 P.M.**  
**HILTON UNIVERSAL HOTEL**  
555 Universal Hollywood Drive, Universal City

**SPONSORSHIP  
OPPORTUNITIES**

To secure your sponsorship package or advertisement, please contact Jessica Yasukochi at [jessica@vica.com](mailto:jessica@vica.com) or call 818-817-0545.

Our annual Business Forecast Conference continues to attract nationally recognized experts on our region's dynamic economy. The breakfast forecast helps business leaders plan for the challenges of 2020.

Early bird ticket rate is **\$125** per person, if tickets are purchased before **09.27.19**.

VICA's 2019 Journal provides a wonderful opportunity to showcase your business. For more information, contact the VICA office for a rate sheet or go to [vica.com](http://vica.com).

Our exhibit booth package is **\$1500**, if purchased before **09.27.19**. Benefits include locations available in the Exhibit Hall; 4 all-day tickets including meals; FREE black & white quarter page advertisement in the event journal; guaranteed traffic by business leaders and public officials; easy accessibility.

Please **email this form** to [cathy@vica.com](mailto:cathy@vica.com). For more info, email [jessica@vica.com](mailto:jessica@vica.com) or call 818.817.0545. No refunds after 10.18.19. Provide guest details by **10.18.19**.

**TICKETS: \$175** (\$125/EARLY BIRD RATE)    **NUMBER OF TICKETS:** \_\_\_\_\_    **PAYMENT:**      CHECK

**NAME:** \_\_\_\_\_    **PHONE:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_    **FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**CREDIT CARD #:** \_\_\_\_\_    **EXP. DATE:** \_\_\_\_\_    **BILLING ZIP:** \_\_\_\_\_    **SEC. CODE:** \_\_\_\_\_

**NAME ON CARD:** \_\_\_\_\_    **SIGNATURE:** \_\_\_\_\_



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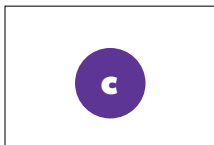
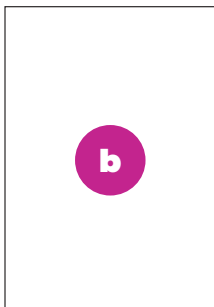
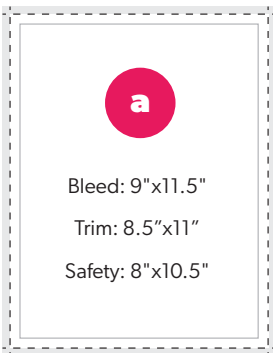
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**Exhibit Booth Package**

**\$1500\*— Deadline: Friday, September 27, 2019**

- ▶ Locations available in the Exhibit Hall ▶ 4 all-day tickets; includes meals
- ▶ FREE quarter page black & white advertisement in the event journal ▶ Easy accessibility
- ▶ Guaranteed traffic by business leaders and public officials

\*Call 818-817-0545 for non-member rates.

**Journal Advertising**

**Deadline: Friday, September 27, 2019**

**ALL ADS INCLUDE  
2 ALL-DAY TICKETS**  
Call for non-member rates.

SIZE	DIMENSIONS	B/W	COLOR
<b>a</b> Covers //SOLD//	8.5" wide x 11" high (+BLEED)	n/a	\$2500**
<b>b</b> Full Page	7" wide x 10" high	\$1200	\$1350
<b>c</b> Half Page	7" wide x 4.75" high	\$800	\$1000
<b>d</b> Quarter Page	3.375" wide x 4.75" high	\$450	\$600

**\*\*JOURNAL SPONSOR** (includes Outside Back Cover position)

**File Formats:** High-resolution PDF (with fonts embedded), PSD, JPEG, TIFF, or EPS File (with fonts outlined & images embedded). Other formats may result in delays. Also, please contact us if you need design assistance.

**Fonts:** All fonts must be OpenType or Postscript Type 1, unless text has been converted to outlines. Any TrueType fonts must be converted to outlines.

**Images:** Resolution for all artwork should be 300 dpi at 100%. Save all b/w images as Grayscale. Save all color images as CMYK, no RGB. Any artwork under 150 dpi is not considered print quality. Low resolution materials (including 72 dpi images from the internet) may appear bitmapped or blurry and is not acceptable for print reproduction.

**Color Mode:** Submit artwork as grayscale for b/w positions or CMYK for color positions. No RGB. Publisher cannot be responsible for variances in color if a SWOP proof is not provided.

**Ad Submission:** Ad files under 10MB can be emailed directly to [jessica@vica.com](mailto:jessica@vica.com). If your files are larger than 10MB, please send

them through [weTransfer.com](http://weTransfer.com) to [jessica@vica.com](mailto:jessica@vica.com).

**Select sponsorships still available!** For information, email [jessica@vica.com](mailto:jessica@vica.com) or call 818.817.0545.

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## Sponsorship Packages

**PRESENTING SPONSORS**  
\$15,000

// SOLD //

Includes: logo placement on all printed materials, emails and throughout the event; includes up to 20 all-day passes and preferred seating at the luncheon; inside-front/back-cover full-color - full bleed ad in event journal; welcome letter in the journal; speaking role during the event; exhibit booth; opportunity to provide swag items for the exhibit bags

**CO-SPONSORS**  
\$10,000

Includes: logo placement on most printed materials, emails and throughout the event; 10 all-day passes and preferred seating at the luncheon; Full-page color ad in journal; exhibit booth; opportunity to provide swag items for the exhibit bags; possible speaking role as a panel moderator or something similar, if requested

**LUNCHEON SPONSORS**  
\$7,500

Includes: logo placement on some printed materials, most emails and in the main ballroom at the event; 10 all day passes with a preferred table at the luncheon; Full-page color ad in journal; speaking role during the luncheon portion of the event; exhibit booth; opportunity to provide swag items for the exhibit bags

**TRACK SPONSORS**  
\$5,500

Includes: logo placement on some printed materials, most emails and in your sponsored track room; 10 all-day passes with a preferred table at the luncheon; Full-page black/white ad in journal; speaking role in one of the panels of your track, if requested; exhibit booth; opportunity to provide swag items for the exhibit bags

**PANEL SPONSORS**  
\$3,000

Includes: Listed in some printed materials, most emails and logo placement in your sponsored panel room; 5 all-day passes with preferred seating at the luncheon; Half-page color ad in journal; speaking role at your panel, if requested; exhibit booth; opportunity to provide swag items for the exhibit bags

**JOURNAL SPONSOR**  
\$2,750

// SOLD //

Includes: logo placement on journal and listed in most promotional emails; 5 all-day passes; full-color outside-back-cover ad in the journal; exhibit booth; opportunity to provide swag items for the exhibit bags

**EXHIBIT HALL SPONSOR**  
\$2,500

Includes: Listed in some printed materials, most emails and logo placement in the exhibit hall; 5 all-day passes; half-page color ad in the journal; exhibit booth; opportunity to provide swag items for the exhibit bags

**EXHIBIT BAG SPONSOR** // **SOLD** //  
\$2,500

Includes: Listed in some printed materials, most emails and logo placement on all of the exhibit bags; 5 all-day passes; half-page color ad in the journal; exhibit booth; opportunity to provide swag items for the exhibit bags

**CENTERPIECE SPONSORS**  
\$2,000

Includes: logo placement on every centerpiece at the event, listed in most promotional emails; 5 all-day passes to the event; Half-page black/white ad in the journal; exhibit booth; opportunity to provide swag items for the exhibit bags

**REGISTRATION SPONSORS**  
\$2,000

Includes: logo placement at registration, listed in most promotional emails; 5 all-day passes to the event; Half-page black/white ad in the journal; exhibit booth; opportunity to provide swag items for the exhibit bags

**BREAKFAST BUFFET SPONSORS**  
\$1,750

Includes: logo placement at the breakfast buffet during the forecast breakfast, listed in promotional emails; 4 all-day passes to the event, Quarter-page color ad in the journal; exhibit booth; opportunity to provide swag items for the exhibit bags

**TABLE SPONSORS**  
\$1,500

Includes: logo placement at your table during the luncheon, listed in promotional emails; 10 all-day passes to the event with preferred seating at the luncheon, Quarter-page black/white ad in the journal; opportunity to provide swag items for the exhibit bags

**EXHIBITORS**  
\$1,500

Includes: Listed in the journal; 5 all-day passes to the event; Quarter-page black/white ad in the journal; exhibit booth; opportunity to provide swag items for the exhibit bags

**AD UPGRADES**

All sponsor half page and quarter page ads can be upgraded to a full page black/white ad for an additional \$500.

**ADVERTISING OPPORTUNITIES**

All advertising packages include two tickets to the event

- |   |  |
|---|--|
| <b>\$1,350</b> – Full-page full-color ad  | <b>\$800</b> – Half-page black/white ad    |
| <b>\$1,200</b> – Full-page black/white ad | <b>\$600</b> – Quarter-page full-color ad  |
| <b>\$1,000</b> – Half-page full-color ad  | <b>\$450</b> – Quarter-page black/white ad |

**CONTACT VICA**

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