

## **HABLEMOS DE NEGOCIOS/LET'S TALK BUSINESS**

In celebration of Diversity Month, the Glenwood Springs Chamber and FirstBank are hosting a bilingual Hablamos de Negocios/Let's Talk Business event on Wednesday, April 17 from 4-7 p.m. at Morgridge Commons, located at 815 Cooper Ave., 2<sup>nd</sup> Floor in Glenwood Springs.

The event will introduce the Glenwood Springs Chamber Latino Business Advisory Council and will feature "TED-Style Talks" where three Latino business owners will share their success stories.

A business resource expo will showcase available opportunities for both existing and prospective businesses. There will be plenty of time to network and sample food and beverages from local Latino-owned restaurants. The event will be free and open to the public.

## **BUSINESS RESOURCE EXPO BOOTH SPACE**

A limited number of business booth spaces are available on a first-come, first-served basis. Booth space is \$100 for Glenwood Springs Chamber members and \$150 for prospective chamber members.

**Booth space includes: 1 6'x2' table and 2 chairs. Linens are not provided.**

Set-up will take place from 2-4 p.m. Take-down will take place from 7-8 p.m. Simple booth displays are encouraged due to limited space.

## **TIPS FOR SUCCESS:**

**Promotional Materials:** Have brochures, flyers, business cards, and any other promotional materials available in both English and Spanish to cater to the bilingual audience.

**Visual Displays:** Use banners, posters, or digital screens to showcase your products, services, and any resources your business provides.

**Interactive Demos or Giveaways:** If applicable, provide live demonstrations of your products or services. Offer samples or giveaways to engage attendees.

**Multilingual Staff:** Ensure that your booth staff can communicate effectively in both English and Spanish to engage with attendees from diverse backgrounds.

**Sign-up Sheets or Contact Cards:** Collect contact information from interested attendees for follow-up after the event. Have forms available in both languages.

**Branded Merchandise:** Offer branded merchandise such as pens, notepads, or other giveaways that attendees can take home with them.

**Technology:** If applicable, utilize tablets or laptops to showcase digital presentations or interactive content about your business.

**Networking Opportunities:** Encourage networking by having an open layout at your booth where attendees can comfortably engage with you and each other.

By incorporating these elements into your booth space, you can effectively showcase your business, engage with attendees, and contribute to the overall success of the event.

**ABOUT THE GLENWOOD SPRINGS CHAMBER LATINO BUSINESS ADVISORY COUNCIL**

The Glenwood Springs Chamber Latino Business Advisory Council is a committee of the Glenwood Springs Chamber Board of Directors. In collaboration with the Advisory Council, the Glenwood Springs Chamber will work to build relationships between our organization and the vibrant Latino business community. Recognizing the rich diversity and entrepreneurial spirit within the Latino business community, we seek to create opportunities to promote collaboration, business growth and mutual success.

**BUSINESS EXPO PARTICIPATION FORM**

**BUSINESS NAME** \_\_\_\_\_

**CONTACT PERSON** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

**MEMBER BOOTH (\$100)** \_\_\_\_\_ **NON-MEMBER BOOTH (\$150)** \_\_\_\_\_

Please email completed form to Tara Harman at [tara@glenwoodchamber.com](mailto:tara@glenwoodchamber.com). Invoices will be generated for member booth purchases. For more information or questions, please contact Tara Harman.