



# La Cita Information Hub

By La Cita de las Americas



Dear Friends and Colleagues,

There is great uncertainty in the marketplace. COVID-19 has created a unique environment in which the only thing we know is that we don't know anything for certain. Friends and colleagues have lost jobs or been reassigned. Organizations have shifted their long-standing marketing efforts to "safer," domestic markets.

Events like La Cita have struggled to reschedule, not knowing if or when delegates will be ready to attend. Efforts have been made to change the basic physical set up to incorporate social distancing, mask wearing, and daily screening for symptoms. None of these steps have provided the security that we all need to gather in certainty and safety.

There is one fundamental need: information. Information about who is still in the game and information about when the marketplace will be ready to reopen and when clients will be ready to travel. We will always be a business about people and information-- about our friends and colleagues. This is the core knowledge we all need to address the future. La Cita is shifting our resources to provide one-to-one contact between our friends and colleagues who will lead the recovery. We are happy to welcome you to La Cita Hub.

Below we share how it will all work.

Until we meet again,

Rick



# Presenting La Cita Hub

The New Platform to Stay Connected...Until We Meet Again

**Description:** The Information Hub will be an ongoing platform to provide suppliers, buyers, market resources and media the opportunity to find out who is still in business, make contact / open lines of communication, and gain information about advance bookings, etc.

**Methodology:** The site will launch May 2021. Delegates will be able to access and update information and use the messaging tool.

# Costs to Participate

Buyers

Suppliers

Market Resources



# Buyers

- **Buyer Basic Package** - \$0/month. Approved Buyers will receive a complimentary subscription, providing that they consistently respond to messages sent to them within the Hub.
- **Buyer Premium Upgrade** - \$10/month for Premium Membership with Enhanced benefits. You will be able to add a video, images, and link pdf files right to your dashboard.

\* *Additional delegates at no cost (maximum 3)*

\*\* *When the live event is launched, we will apply all fees paid as a credit towards your Buyer Registration.*



# Suppliers

- **Supplier Basic Package** - \$100/month subscription fee. Cancel anytime-- no partial month refunds. \*When the live event is launched, you will have the option to apply your subscription fees towards the cost of a full office.\*
- **Supplier Premium Upgrade** - Pay an additional \$40/month for Premium Membership with Enhanced benefits. You will be able to add a video, images, and link pdf files right to your dashboard.

\* *Additional delegates \$25/month.*

\*\**Suppliers who have already registered and paid for the live event will not be charged a subscription fee. They will receive an additional value of a Premium Membership Upgrade at no additional charge.*

\*\*\**Suppliers who have registered and have not paid will get immediate access for 30 days.*



# Market Resources

- **Market Resource Basic Package** - \$50/month subscription fee. Cancel anytime-- no partial month refunds.
- **Market Resource Premium Upgrade** - Pay an additional \$25/month for Premium Membership with Enhanced benefits. You will be able to add a video, images, and link pdf files right to your dashboard.

\* *Additional delegates \$10/month.*

***A note to our unemployed friends: Please contact us directly. We very much want for you to be a part of this community.***



# Examples of Basic and Premium Packages




## BASIC REGISTRATION SAMPLE

123 Main Street  
Orlando AL 32565  
United States  
Telephone: 555-555-5555  
Website: <http://www.basic.com>


Company Type:

Company Description:  
A city on the East Coast, known for its vibrant art scene and historic architecture. The Downtown Art District is filled with galleries and museums, and many restaurants.

*Basic contact/ company info.  
No photos, video, networking profile etc.*



**Jane Supplier**  
Product Manager  
Email: [jane@lacita.com](mailto:jane@lacita.com)  
Cell Phone: 555-555-5553  
Time Zone: : ast




## PREMIUM REGISTRATION SAMPLE


123 Avenue  
Portland AL 74523  
United States  
Telephone: 888-555-5558  
Website: <http://www.premium.com>






Company Type:

Company Description:  
A city on the East Coast, known for its vibrant art scene and historic architecture. The Downtown Art District is filled with galleries and museums, and many restaurants.


PDF Marketing Material:  
 *Link to external marketing material*  
Size: 1.13 MB

Company/Product Video:  
 *Embedded video link*

*Photos included* → 



**John Supplier**  
Manager  
Email: [john@premium.com](mailto:john@premium.com)  
Cell Phone: 455-555-5558  
Time Zone: : ast





# Sponsorship Packages

# Platinum

**La Cita Hub Title Sponsor: 6k (limit 1)** You will be the Official Title Sponsor of La Cita Hub, underwriting the state-of-the-art Latin America travel trade membership platform. Our team will work with you to select up to three of your branding photos that will be displayed on the main login page for La Cita Hub. *This sponsorship expires with the launch of our next live event. However, as our Official Title Sponsor of La Cita Hub you will receive a complimentary office on the business floor at our live event. And we will keep your logo on our website listed as a Title Sponsor.*

**Official Dashboard Sponsor: 4k (limit 1)** Located on the member profile Home Page, the platform dashboard provides a central place for delegates to navigate the platform and get access to timely content. As host for this area, you are able to provide a banner for branding to be placed at the top of the member dashboard. *This sponsorship expired with the launch of our live event, and will become available for 12k. However, we will give you first right of refusal. If you choose to continue the sponsorship, we will apply the 4k as a credit and you will be able to continue the sponsorship for an additional 8k.*

**Premium Directory Sponsor: 3k (limit 1)** Located on the member directory search page. As host for this area, you are able to provide a banner that will be displayed each time a member uses our search platform. *This sponsorship will expire with the launch of our live event, and will become available for 10k. However, we will give you first right of refusal. If you choose to continue the sponsorship, we will apply the 3k as a credit and you will be able to continue the sponsorship for an additional 7k.*

*Platinum sponsors are our highest level and include the following:*

- *Premium Company Profile on the membership platform*
- *Up to five delegate registrations*
- *Logo on event website and member directory platform*
- *Featured highlight on attendee profile dashboard*
- *Priority search in member platform directory*
- *Recognition in official messaging*
- *A press release, and coverage in a La Cita News Blog post.*

# Gold



**Official Name “Badge”:** 2.5k (limit 1) Your branded frame on attendee profile pictures - right in front of every delegate throughout the event. *This sponsorship will expire with the launch of our live event, and will become available for 10k. However, we will give you first right of refusal. If you choose to continue the sponsorship, we will apply a 2.5k credit and you will be able to continue the sponsorship for 7.5k. Sponsorship of the live event includes actual name badges as well as the virtual badge.*

*Gold Level Sponsorships include the following:*

- *Premium Company Profile on the membership platform*
- *Up to two delegate registrations*
- *Logo on event website and member directory platform*
- *Priority search in member platform directory*
- *Recognition in official messaging*
- *A press release, and coverage in a La Cita News Blog post.*

# Silver

**Prime Time Logos: 2k (limit 4)** Your logo with a hyperlink to your profile will be displayed on BOTH the Member Dashboard and the Member Search Page. *This sponsorship will expire with the launch of our live event, and will become available for 5k. However, we will give you first right of refusal. If you choose to continue the sponsorship, we will apply a 2k credit and you will be able to continue the sponsorship for an additional 3k.*

*Silver Level Sponsorships include the following:*

- *Premium Company Profile on the membership platform*
- *One delegate registrations (additional delegates are subject to additional fees).*
- *Logo on event website and member directory platform*
- *Priority search in member platform directory.*





La Cita now welcomes Buyers, Suppliers, and Market Resources from all the Americas. We are committed to help rebuild our tourism industry.

*Rick Still, Managing Director and Heather Still, Assistant Managing Director.*



# LA CITA HUB

The New Platform to Stay Connected.  
Until We Meet Again.

[WWW.LACITAAMERICAS.COM](http://WWW.LACITAAMERICAS.COM)

# THANK YOU

[lacitaamericas.com](http://lacitaamericas.com)