

PROVEN WAYS TO BUILD YOUR BRAND IN THE "MULTICULTURAL ECONOMY"

PRESENTED BY



AGUILAR PRODUCTIONS
Promoting the Emerging Markets

PROGRAM HIGHLIGHTS

NEW! NEW!
Emerging African Market

Demographics
Case Studies
Panel Discussion

Asian-American Market

Case Studies

Update on Demographics

Chinese-American Growth

Minnesota New Trends

African-American Market

Case Studies

**PREMIER
MARKETERS
SHARE
STRATEGIES
THAT WORK!**

4th ANNUAL

MULTICULTURAL MARKETING MIDWEST CONFERENCE

U.S. ASIAN-AMERICAN/AFRICAN-AMERICAN MARKETS

NEW! EMERGING AFRICAN MARKET

U.S. Population from Somali, Ethiopia, Sudan, Liberia, Nigeria, Cameroon and Kenya

TOTAL U.S. BUYING POWER IN 2008...1.5 TRILLION DOLLARS!!!

ARE YOU GETTING YOUR SHARE OF THESE MARKETS???

Thursday, March 13, 2008

7:30 a.m. - 3:00 p.m.

SAINT PAUL
RIVERCENTRE™



LAMONT STANLEY
CEO
KLS Media Group, Inc.
Atlanta, GA



DR. BRUCE CORRIE
Professor of Economics
Concordia University



MARTIN MOHAMMED
President
African Chamber of Commerce



SHARMILA FOWLER
Executive Director
Strategic Services
Phoenix Multicultural
Chicago, IL



ADEL EL-HUNI
Assistant Vice President
Emerging Markets
Wells Fargo
Minneapolis, MN



KEVIN WRIGHT
Vice President
Emerging Markets
U. S. Bank
Minneapolis, MN

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ASIAN-AMERICANS & AFRICAN-AMERICANS BUYING POWER IN MINNESOTA 7 BILLION DOLLARS!!

Registration Fee \$225 (includes full registration to all Conference seminars, breakfast and lunch)

To Register go to our conference web site at www.aguilarpromotions.com

For More Information please call Aguilar Productions 651-665-0633

Conference Location Saint Paul RiverCentre, 175 W. Kellogg Blvd., Saint Paul, MN

Phone number for Saint Paul RiverCentre 651-265-4800

Focus on the U.S. Asian-American/African-American and Emerging African Markets

TOPICS PRESENTED

"Insights and Strategies
for Targeting Asians
Americans"

Presented by
Sharmila Fowler,
Phoenix Multicultural

"Direct Mail to
African-Americans
It Works!!!!"

Presented by
Lamont Stanley,
KLS Media

"Financial Services and
the Multicultural
Markets"

Presented by
Kevin Wright,
U.S. Bank

"Who is the Emerging
African Market??"

Presented by
Dr. Bruce Corrie,
Concordia University

"Marketing Insights
for The Emerging
African Market"

Panel Discussion

Adel El-Huni
Wells Fargo

Bashe Said
Africa News Journal

Martin Mohammed
African Chamber of
Commerce

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Saint Paul RiverCentre, 175 W. Kellogg Blvd., Saint Paul, MN

The Asian-American market represents one of the most lucrative markets in the U.S. Asian-Americans lead all categories in household income, disposable income, internet usage, business ownership, management positions and education excellence. Do we have to say more!!! This is a market that your company must be looking at for your growth in the near future and beyond. The African-American market is one of the largest consumer segments in the U.S. with a buying power in 2008 of \$800 Billion Dollars, you need to be reaching this urban market. The Emerging African Market, includes U.S. Population from Somali, Ethiopia, Sudan, Liberia, Nigeria and Cameron. This market, with population centers in San Diego, CA, Columbus, Ohio and the largest population in Minneapolis/St. Paul, MN, is now a 400 Billion Dollar market in the U.S. and growing. This conference presents experts from the Multicultural world of advertising, marketing and research, who will present strategies, case studies and proven techniques to help you reach these growing consumer segments... This is a "must" conference... Please join us.

AGENDA

4th Annual Multicultural Marketing Midwest Conference St. Paul RiverCentre, March 13, 2008

7:30 - 9 a.m.	Registration & Breakfast
9 a.m.	Opening Remarks Rick Aguilar President, Aguilar Productions
9:05 - 10 a.m.	Insights Asian-American Market
10 to 10:30 a.m.	Direct Marketing African- American Presentaion
10:30 - 11 a.m.	Coffee Break/Networking
11 a.m. - Noon	Financial Services/ Marketing
	Morning Session Q & A
Noon to 1:00 p.m.	LUNCHEON
1:00 - 1:45 p.m.	Who is Emerging African Market
2:00 - 2:50 p.m.	Panel Discussion
	Q & A All Presenters
3 p.m.	Close remarks

REGISTRATION

Call Aguilar Productions at 651-665-0633 or Fax 651-665-0129

ONLINE...www.aguilarproductions.com

COST IS \$225 per person (includes, seminars, breakfast, luncheons)

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204 Emerson Avenue E.

West St. Paul, MN 55118

Phone: 651-665-0633 Fax 651-665-0129

Email: RichardAguilar@qwestoffice.net Web: www.aguilarproductions.com

Payment must be received with our reservation (for other accommodations call)

Cancellations must be made 48 hours prior to the event for 75% refund.