



Los Angeles Convention Center
August 12, 13 & 14, 2011

www.westcoastexpo.biz
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Executive Summary of Event

West Coast Expo (WCE) is an exposition and trade show for small, medium and large businesses with goods, products and services to market on the West Coast. Our featured pavilions are Business, Technology, Health & Green/Sustainability.

Each offers attendees unique, informative and exciting opportunities to interact with experts, specialists and vendors, enabling them to learn about, evaluate, test and purchase products and services.

- ▶ 50,000+ attendees
- ▶ 500-600 Business Exhibitors
- ▶ \$5 in advance, \$7 at door
- ▶ Exhibitor rates rolled back to 1980's:
 - ▶ \$850 or \$650 for non-profits
- ▶ The Largest multicultural Business to Business/
Business to Consumer event in state
- ▶ Multicultural (Asian, Latino, Korean, African
American business Collaborate)
- ▶ Media Personality/Celebrity Fashion Show
 - ▶ Chris Schauble and Wendy Burch (KTLA) to co-emcee
- ▶ Business Seminars
- ▶ Consumer Seminars
- ▶ Job Fair (30 employers already registered)
- ▶ Jr. Business Camp (13-17 years old)
- ▶ Clinical Triage staging area
 - ▶ Standard Screenings
 - High Blood Pressure
 - Glucose
 - Prostate
 - HIV/AIDS
- ▶ Celebrity Chef—Food Demonstrations
- ▶ 15 Corporate Sponsors:
 - ATT
 - Wells Fargo
 - US Bank
 - AEG/LA Live
 - YWCA
 - Los Angeles World Airport
 - Kidney Care Institute
 - HSBC
 - Others
- ▶ 10 Multicultural Business Partnerships
 - Asian Business Association
 - Korean Community Development
 - Black Business Association
 - Crenshaw Chamber of Commerce
 - Greater Los Angeles Latino Business Association
 - Others
- ▶ Special Note to Food Vendors: As the overriding theme for the WCE is Green, food vendors with healthy, wholesome, low fat, low calorie and/or raw cuisine accepted.

SPONSORS



This is an OurWeekly/Urban Media Foundation event