MEGAMIX BUSINESS EXPO

2027 EVENTS

BUSINESS | COMMUNITY | OPPORTUNITY

BUSINESS CONNECTIONS REAL OPPORTUNITIES

SPONSOR | EXHIBIT | NETWORK | GROW



SPONSORSHIP OPPORTUNITIES

- EXPAND YOUR BRAND
- REACH NEW MARKETS
- CONNECT WITH DECISION MAKERS
- BE PART OF A GREATER IMPACT

MEGAMIX BUSINESS EXPO 2027

www.megamixexpo.com

Executive Summary

MEGAMIX BUSINESS EXPO™ PLATFORM 2027

The Megamix Business Expo, in partnership with the Ofiso Community Foundation, represents Southern California's premier platform for connecting enterprise sponsors with a highly engaged audience of business owners, contractors, professionals, and community leaders. Designed to move beyond passive logo placement, our sponsorship packages offer measurable lead generation, digital multi-channel promotion, and deep regional saturation across key economic hubs.

By the Numbers: The Megamix Business Impact

• **3 Flagship Expo Events and 12 Networking Mixers Across 2 Major Regions per year:** Spanning Los Angeles County, the San Gabriel Valley, the Inland Empire.

•**6,000+ Annual Expected Attendees:** A highly targeted demographic consisting of 57% prime-working-age professionals (30–51 years old) with direct purchasing and decision-making authority.

Digital & Media Reach: Digital & Media Reach: Extensive visibility through a national press release network, Digital Connect Magazine, App Connect, in-person monthly community events, business organization partnerships, and a high-engagement social ecosystem that keeps your brand in active conversation with decision-makers across Southern California.

•**150+ Premium Streaming Publishers:** High-level sponsorship tiers include advanced targeting via FLX Connected TV (CTV), Over-the-Top (OTT) video, and Streaming Audio, reaching audiences down to the zip-code level.

Strategic Value for Corporate Partners

We provide a turn-key solution for major brands, financial institutions, health systems, and enterprise service providers seeking to establish a trusted community presence. Whether your goal is brand visibility, B2B lead generation, or civic leadership, the Megamix Business Expo delivers an unparalleled opportunity to educate, consult, and grow alongside Southern California's vibrant business ecosystem.

MEGAMIX BUSINESSEXPO™

is proud to support a diverse portfolio of events
that empower local businesses and entrepreneurs.

Latinos Unidos
MEGAMIX EXPO DE NEGOCIOS
DOWNEY, CALIFORNIA

MEGAMIX BUSINESS EXPO
LEGAL CONNECT

Christian BUSINESS EXPO
FAITH FORWARD NETWORK

MEGAMIX BUSINESS EXPO
HEALTH & WELLNESS

THE BEST OF
BEVERLY HILLS
SYMPOSIUM

MEGAMIX BUSINESS EXPO
BUILD SMART
CONTRACTORS

THE YOUNG VISIONARIES
SUMMIT

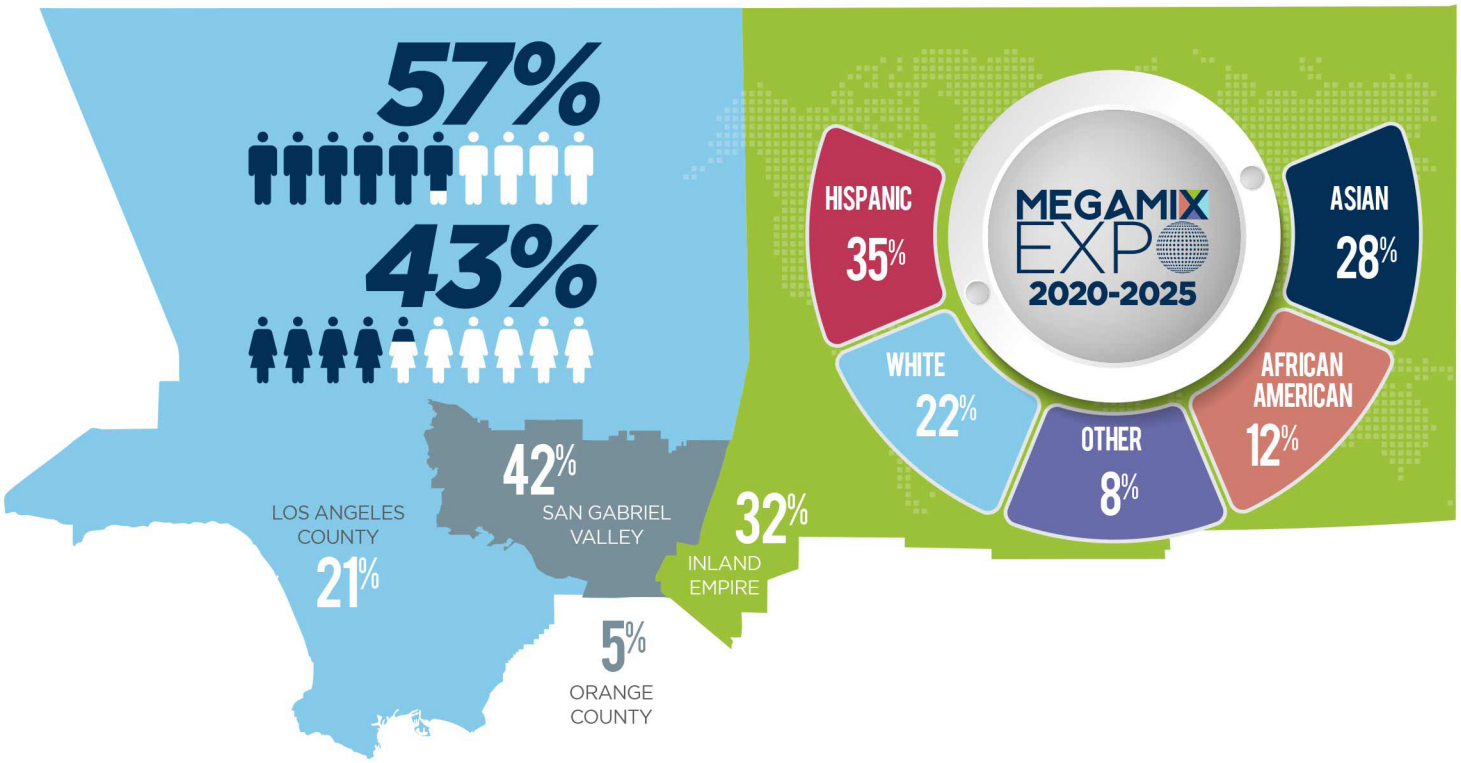
LOS ANGELES COUNTY • INLAND EMPIRE • ORANGE COUNTY

5 EXPOS, 1 SYMPOSIUM, 1 SUMMIT

BUSINESS PROFESSIONALS, ENTREPRENEURS, CONTRACTORS, FAITH BASED
BUSINESSESES FOCUSED EVENTS ACROSS SOUTHERN CALIFORNIA

MEGAMIX BUSINESS EXPO™

GROW TRAJECTORY—SOUTHERN CALIFORNIA



While initially concentrated in San Gabriel Valley cities like Pasadena and Arcadia, the event's reach has strategically broadened to encompass a wider territory, a balanced regional distribution, with SanGabriel Valley maintaining leadership at 42% while successfully penetrating the Inland Empire market at 32%

GROWTH TRAJECTORY

2020

OFFICE & SCHOOL SUPPLY
BUSINESS EXPO
SAN GABRIEL VALLEY
HILTON LOS ANGELES/SAN GABRIEL

2022

BUSINESS EXPO
SAN GABRIEL VALLEY
HILTON LOS ANGELES/SAN GABRIEL

2023

BUSINESS EXPO
SAN GABRIEL VALLEY
HILTON LOS ANGELES/SAN GABRIEL

HEALTH, BEAUTY & WELLNESS
BUSINESS EXPO
SAN GABRIEL VALLEY
HILTON LOS ANGELES/SAN GABRIEL

2024

BUSINESS EXPO
SAN GABRIEL VALLEY
SANTA ANITA PARK | ARCADIA

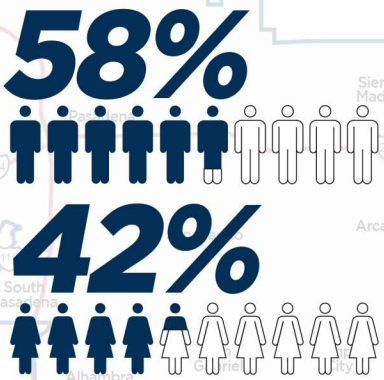
BUSINESS EXPO
INLAND EMPIRE
ONTARIO CONVENTION CENTER

2025

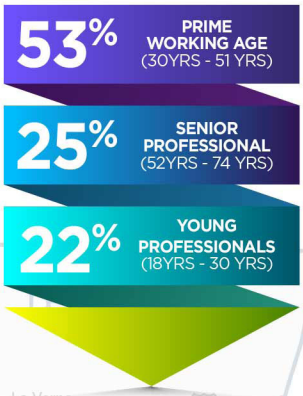
BUSINESS EXPO
SAN GABRIEL VALLEY
SANTA ANITA PARK | ARCADIA

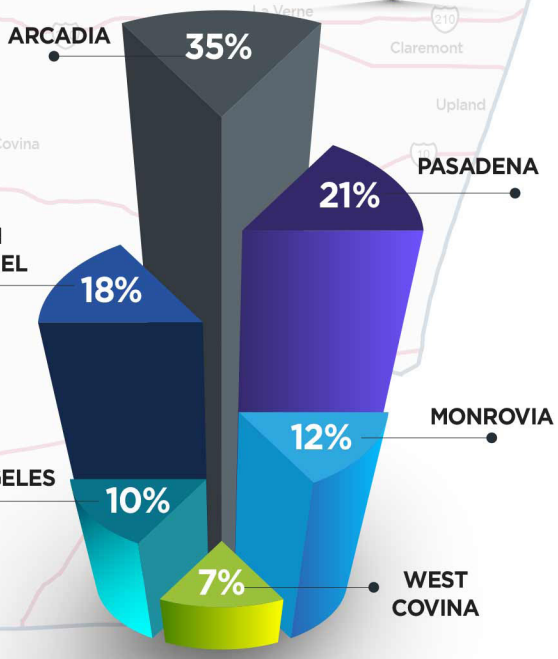
BUILD SMART CONTRACTORS
BUSINESS EXPO
PALM SPRINGS
THOMPSON BY HILTON

SAN GABRIEL VALLEY









Powerful Demographic Mix:
53% Prime-Age Professionals: Your core target with spending and decision-making authority.

Strategic Balance: A healthy mix of seasoned executives and emerging young talent.

Extended Regional Reach: Notable attendance from Monrovia, West Covina, and the greater Los Angeles area.

Deep Regional Saturation:
Commanding SGV Presence: 74% of attendees hail from Arcadia (35%), Pasadena (21%), and San Gabriel (18%).



GROWTH TRAJECTORY

2025

BUILD SMART CONTRACTORS **BUSINESS EXPO** SAN GABRIEL VALLEY — HILTON LOS ANGELES/SAN GABRIEL

2026

BUSINESS EXPO INLAND EMPIRE — RIVERSIDE

BUILD SMART CONTRACTORS **BUSINESS EXPO** SAN GABRIEL VALLEY — UNIVERSITY OF THE WEST

CHRISTIAN **BUSINESS EXPO** SAN GABRIEL VALLEY — NEWLIFE POMONA CHURCH

2027

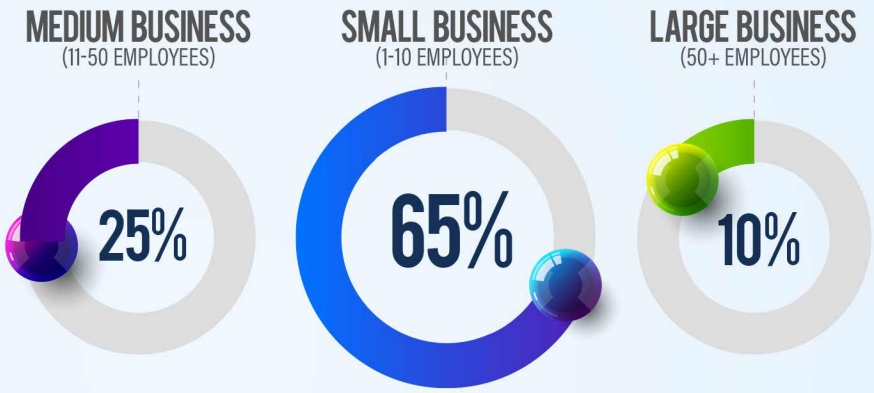
LATINOS UNIDOS **BUSINESS EXPO** LOS ANGELES COUNTY — DOWNEY

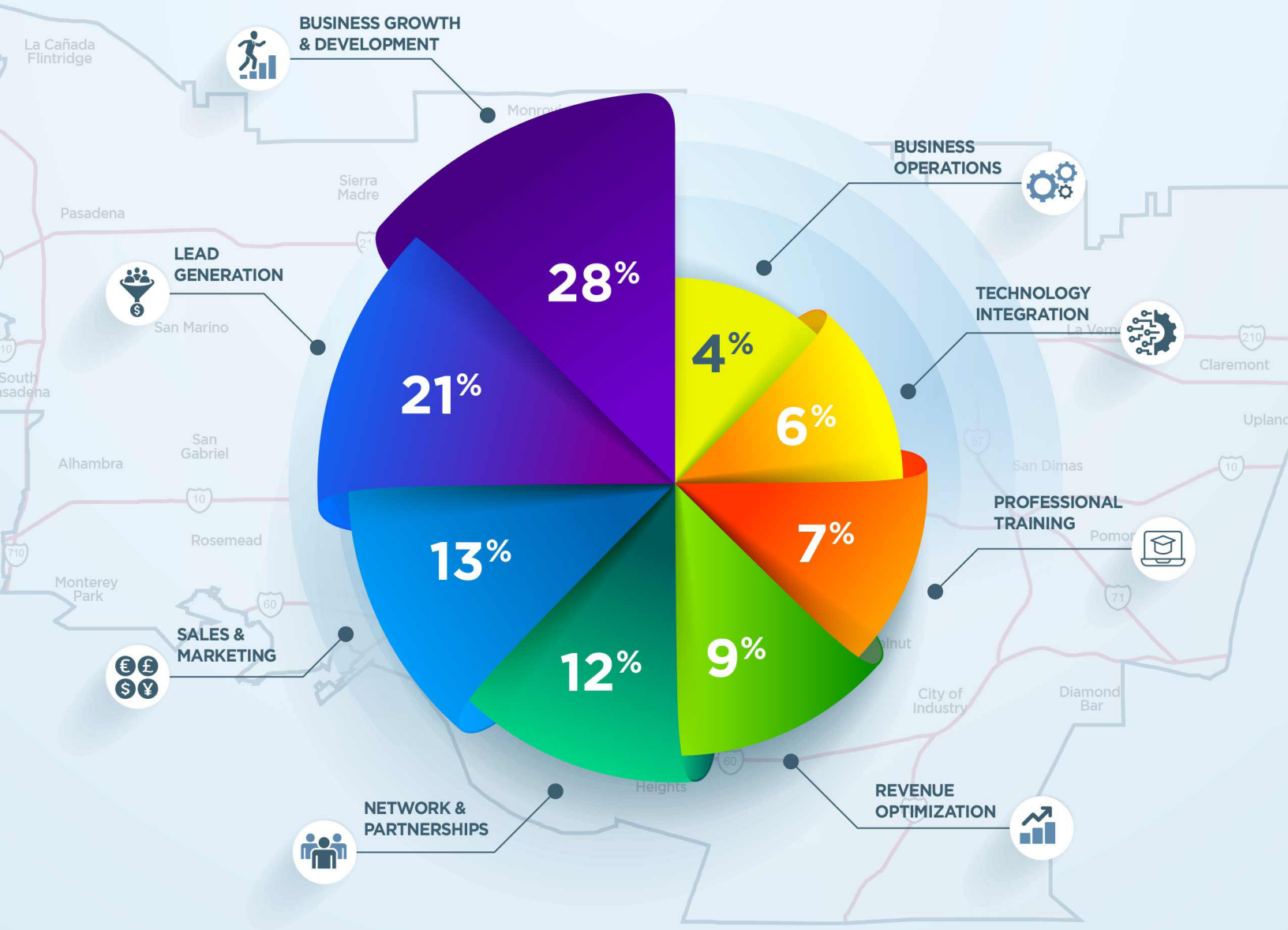
HEALTH & WELLNESS **BUSINESS EXPO** SAN GABRIEL VALLEY — UNIVERSITY OF THE WEST

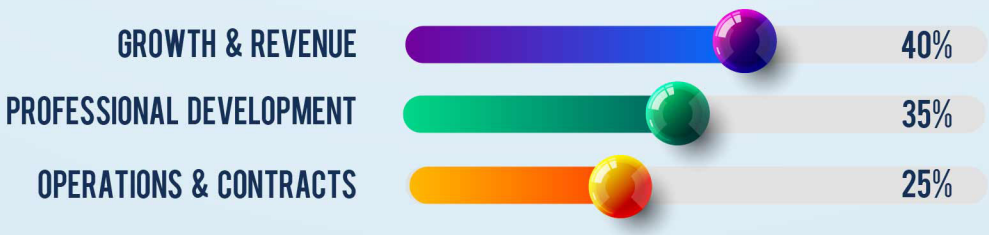
BUILD SMART CONTRACTORS **BUSINESS EXPO** ANTELOPE VALLEY

LEGAL CONNECT **BUSINESS EXPO** SAN GABRIEL VALLEY — UNIVERSITY OF THE WEST

SAN GABRIEL VALLEY





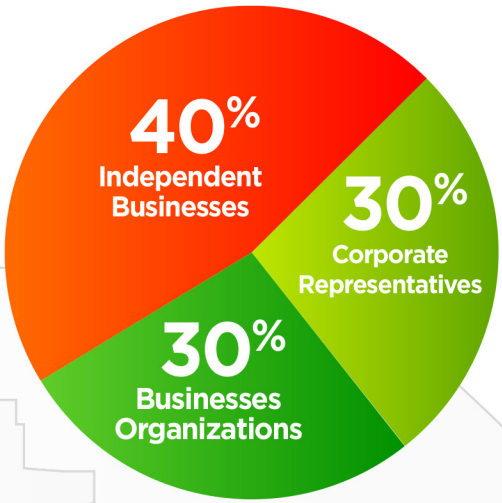


INLAND EMPIRE

57% PRIME WORKING AGE (30YRS - 51 YRS)

31% SENIOR PROFESSIONAL (52YRS - 74 YRS)

12% YOUNG PROFESSIONALS (18YRS - 30 YRS)

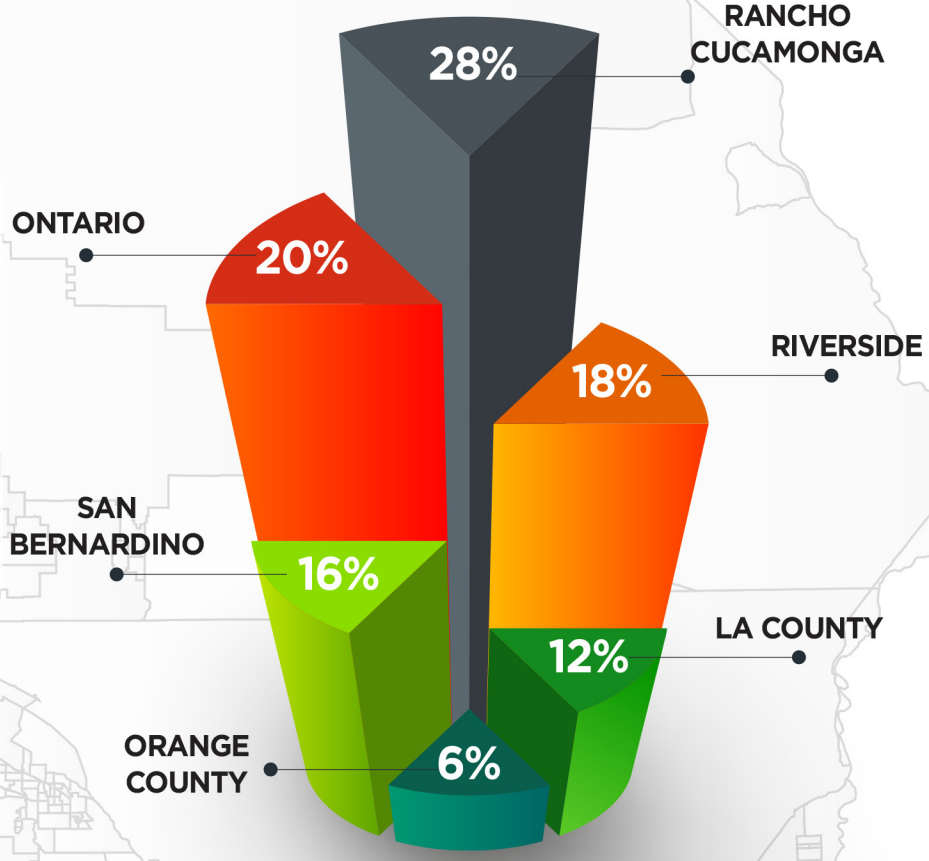


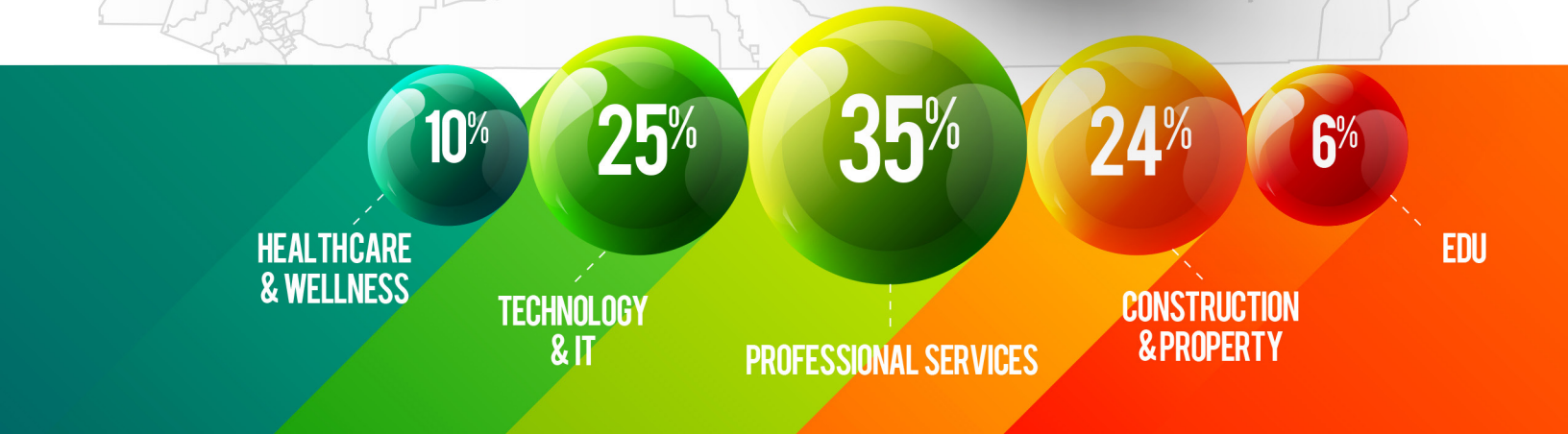
55%

45%

Prime Audience, Dominant Reach:
We deliver a high-value audience of core professionals (57% in prime working age), with deep penetration across Southern California.

Our strongest foothold is in the Inland Empire, led by Rancho Cucamonga (28%), Ontario (20%), and Riverside (18%), with notable presence in LA and Orange County.





INLAND EMPIRE

MEDIUM BUSINESS
(11-50 EMPLOYEES)

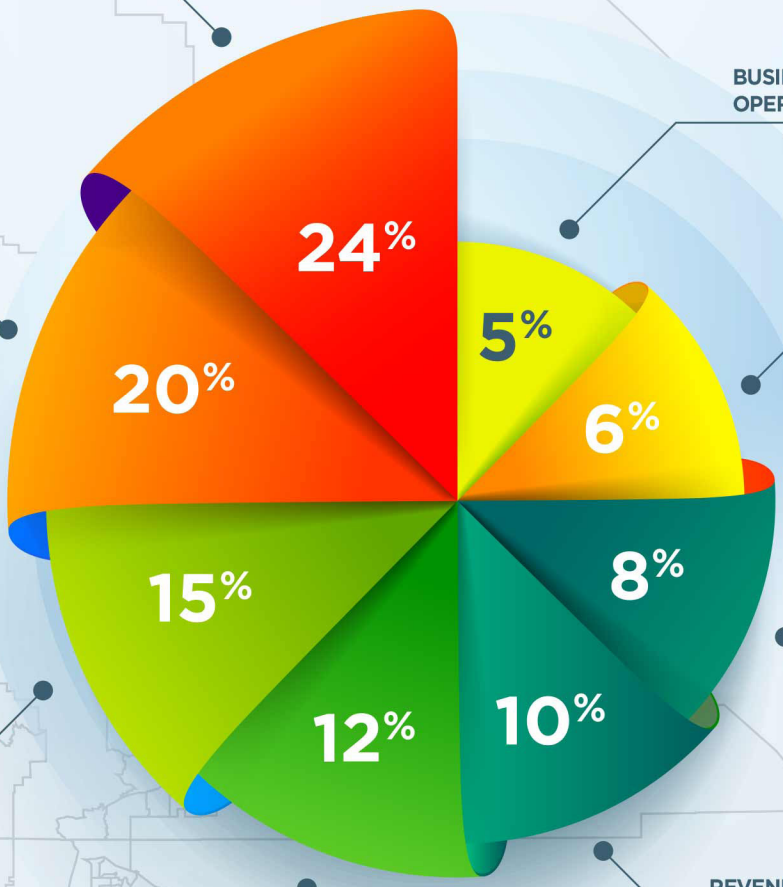


SMALL BUSINESS
(1-10 EMPLOYEES)



LARGE BUSINESS
(50+ EMPLOYEES)

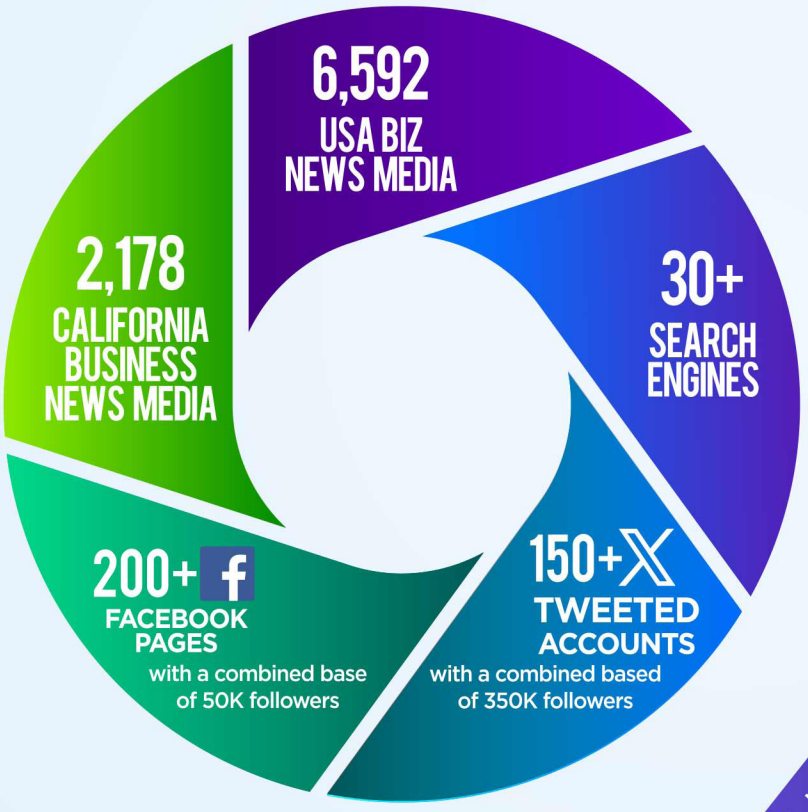


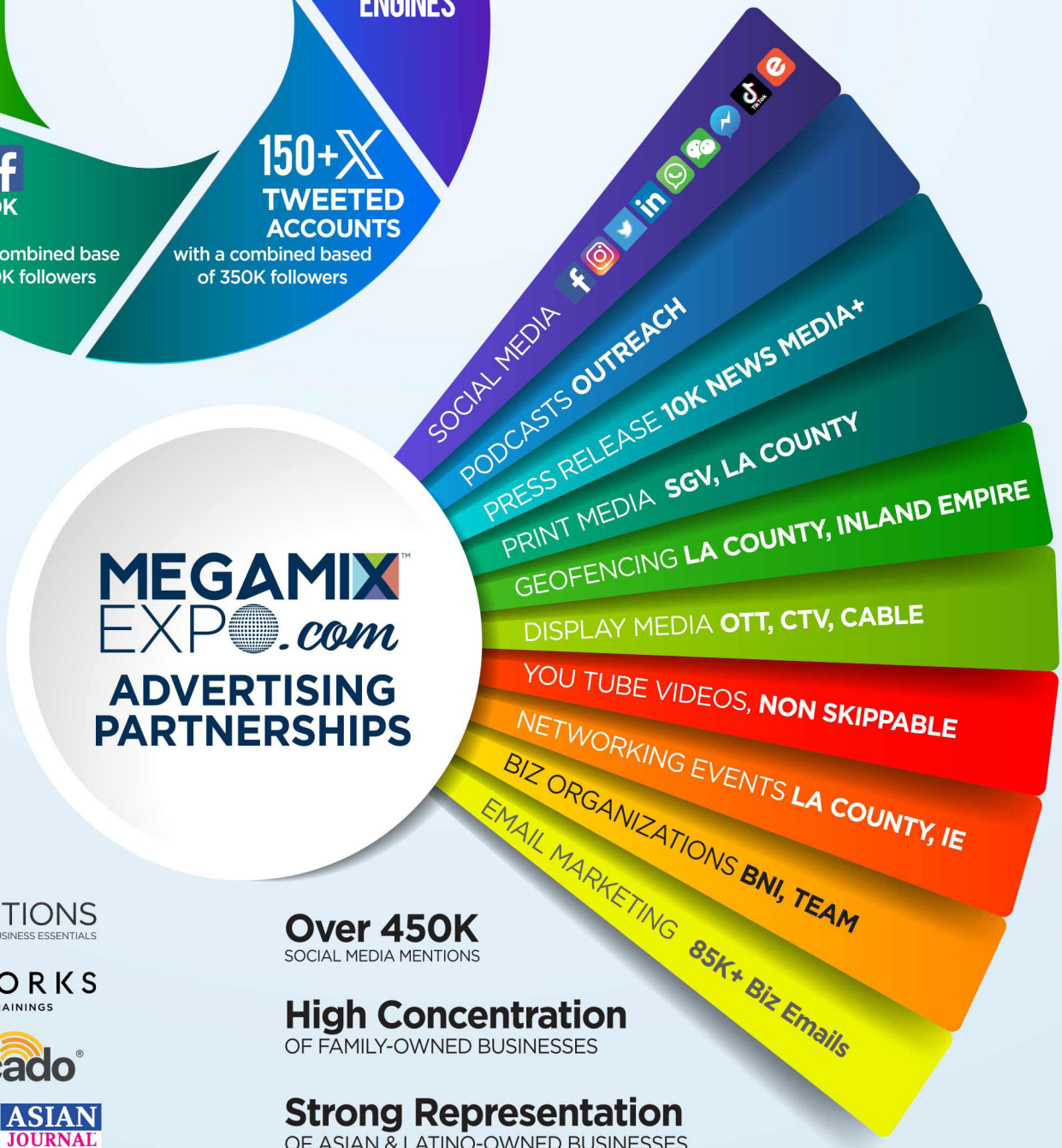




News Media, Press Release, Web and Targeted Media Distribution

Press release will be shown on ABC, NBC, FOX, CBS, CW affiliate sites and dozens of radio station sites across the country with more than 150 million monthly unique users.





MEGAMIX EXPO.com

ADVERTISING PARTNERSHIPS

FISOSOLUTIONS
BRANDING, MARKETING, PRINTING & BUSINESS ESSENTIALS

LIFE WORKS
TRANSFORMATIONAL TRAININGS

El Clasificado

台灣時報
CHINESE L.A. DAILY NEWS

ASIAN JOURNAL PUBLICATIONS

BNI

Together Everyone Achieves More
TEAM Referral Network

8sign

Over 450K
SOCIAL MEDIA MENTIONS

High Concentration
OF FAMILY-OWNED BUSINESSES

Strong Representation
OF ASIAN & LATINO-OWNED BUSINESSES

Prominently Featured
ACROSS MULTIPLE PLATFORMS

WHY SPONSOR THE MEGAMIX BUSINESS EXPO

The Megamix Business Expo gives sponsors direct access to a values based business audience that is actively looking for trusted resources, practical solutions, and new relationships. This event platform is designed to help sponsors move beyond passive logo placement and into meaningful audience engagement.

Sponsors will have the opportunity to educate, consult, and connect with attendees who are seeking support in areas such as business funding, financial resources, housing and homeownership, AI tools and training, business services, grants, marketing, and lead generation.

Increase Qualified Local Visibility

Southern California is built on relationships — and this sponsorship is your key to unlocking them. Our objective is to move your brand beyond passive awareness and establish you as a dominant, trusted force within the region's most powerful business networks. As our partner, you will not simply write a check; you will take center stage. Your sponsorship grants you leadership positioning at our annual events, exclusive speaking opportunities at member roundtables, and prominent co-branding across all local outreach materials.

Sponsor Value	What It Means for Your Organization
Qualified Local Visibility	Place your brand in front of Los Angeles County / San Gabriel Valley entrepreneurs, professionals, community members, and resource seekers.
Lead Generation Opportunities	Use QR codes, sponsor offers, consultation forms, booth engagement, and digital campaigns to generate measurable interest.
Trusted Community Positioning	Align your brand with a community focused on access, business growth, and economic empowerment.
Multi-Channel Promotion	Gain visibility through email, social media, event web pages, Megamix AppConnect, onsite signage, stage recognition, and digital marketing assets.
Extended Campaign Value	Continue sponsor visibility before the events, onsite during the event, and after the event through recap content and follow-up campaigns.

Events Overview

Sponsors will connect with an audience of entrepreneurs, small business owners, professionals, community members, service providers, and decision makers seeking funding, AI tools for businesses, business growth resources, and strategic partnerships. Expected attendance, email reach, social media reach, and campaign impressions will be shared with sponsors as part of the event marketing plan.

MEGAMIX EXPO.com	Christian BUSINESS EXPO FAITH FORWARD NETWORK	Latinos Unidos MEGAMIX EXPO DE NEGOCIOS DOWNEY, CALIFORNIA	MEGAMIX BUSINESS EXPO HEALTH & WELLNESS	MEGAMIX BUSINESS EXPO BUILD SMART CONTRACTORS	MEGAMIX BUSINESS EXPO LEGAL CONNECT
Event Name	**The First Christian** Business Expo in LA County	General Business Expo	Healthcare & Wellness	Business & Contractors Expo	Legal-Connect Business
Date	Saturday, Oct. 24 2026	Saturday, March 6 2027	Saturday, Abril 17 2027	Saturday, May 22 2027	Thursday, July 22 2027
Event Time	12PM - 6PM	9AM - 6PM	8AM - 3PM	11AM - 6PM	12PM - 7PM
Venue	NewLife	Downey	UWest	TBD	TBD
Audience	Faith Based Business owners, entrepreneurs, families, professionals, community members, and resource providers	Business owners, entrepreneurs, individuals, professionals, community members, and resource providers	Business owners, entrepreneurs, families, professionals, community members, and resource providers	Business owners, entrepreneurs, individuals, professionals, community members, and resource providers	Business owners, professionals, individuals, community members, entrepreneurs and resource providers
Core Theme	**Workshop Speakers** Business funding, Healthcare options Business solutions, launch, grow, scale programs, ai tools, CRMs, and lead generation, grants	**Workshop Speakers** Business funding, Healthcare options Business solutions, contractors programs, ai tools, CRMs, and lead generation, grants	**Workshop Speakers** Beauty, Health, Wellness, screens, Suplementals, Medical & Clinical Preventive Care, Life Style, Gyms, Mental Health, Planning	**Workshop Speakers** Business funding, Contractors, Business solutions, launch, grow, scale programs, AI tools, CRMs, grants, and lead generation	**Workshop Speakers** Business Law Personal Injury Workers' Comp Immigration Criminal, Contract, Property, Family, Tax, Bankruptcy Law
Guest Speakers	15	15	10	10	10
Attendees Reach	Email, Social Media and Community Events EDDM	Email, Social Media and Community Events EDDM	Email, Social Media and Community Events EDDM	Email, Social Media and Community Events EDDM	Email, Social Media and Community Events EDDM
Sponsorship Commitment Deadline		January 10, 2027 Assets provided by Jan. 15	February 1, 2027 Assets provided by Feb. 5	March 1, 2027 Assets provided by March 5	May 1, 2027 Assets provided by May 5

Audience and Sponsor Fit

The Megamix Business Expo Platform is especially relevant for organizations that want to reach business owners, professionals, and community members who are actively seeking resources that can help them grow, stabilize, launch, finance, promote, or expand their businesses network.

Sponsor Category	Strong Fit Because Attendees May Be Seeking
Banks, credit unions, CDFIs, and lenders	Business funding, personal financial resources, credit education, grants, and capital access.
Real estate, mortgage, and housing organizations	Homeownership support, mortgage readiness, housing education, and credit improvement.
AI, software, and technology providers	Productivity tools, automation, marketing technology, AI training, and business workflow solutions.
Insurance, legal, tax, and professional services	Trusted advisors for business protection, compliance, planning, and operational growth.
Workforce, education, and training providers	Professional development, business education, upskilling, and entrepreneurship support.
Marketing, media, and lead-generation companies	Brand visibility, sales growth, digital campaigns, content creation, and customer acquisition.
Healthcare systems, civic programs, and community organizations	Community engagement, resource access, and economic impact visibility.

Marketing and Technology Assets Available to Sponsors

As a sponsor of The Megamix Business Expo Platform, your organization receives more than event-day recognition. Sponsors can gain access to a combination of marketing and technology assets designed to increase visibility, support engagement, and extend sponsor value across the full event cycle.

The sponsorship package is designed to help your brand connect with entrepreneurs, small business owners, professionals, service providers, and decision-makers before, during, and after the events. Depending on the sponsorship level, sponsor promotion may include digital advertising, email marketing, social media recognition, event web placement, onsite signage, QR-code lead capture, paid media opportunities, creative asset support, and performance reporting.

Available Asset	Sponsor Benefit
Digital Advertising Promotion	Increase sponsor awareness through targeted display, social, video, paid search, streaming media, or related digital campaigns when included in the selected tier.
Sponsor Email Features	Gain visibility through event announcements, app, sms registration reminders, sponsor spotlights, and post-event follow-up emails.
Social Media Recognition	Receive sponsor highlights, tagged posts, event countdowns, live coverage, and recap content.
Video and Streaming Opportunities	Extend sponsor visibility through premium video placements such as connected TV, OTT, YouTube, pre-roll video, or other streaming opportunities when included.
Geofencing and Location-Based Targeting	Reach event attendees and nearby business audiences through location-based campaign strategies when included.
QR Code and Lead Capture Tools	Drive attendees to sponsor offers, booking pages, downloadable resources, consultation forms, event giveaways, or special promotions.
Creative Asset Support	Support sponsor campaigns with digital ad units, video creative, audio creative, HTML email design, and branded promotional materials when included.
Performance Reporting	Receive available campaign insights such as impressions, clicks, engagement, email performance, QR activity, traffic, and other measurable results based on campaign scope.

Before the event, sponsors can be promoted through digital advertising, email marketing, social media, and registration campaigns that build awareness and anticipation.

During the event, sponsors can receive event-day recognition through signage, stage mentions, booth activations, QR codes, live social content, and attendee engagement opportunities, and App Connect messages.

After the event, sponsor visibility can continue through recap emails, social media highlights, retargeting campaigns, lead follow-up, and Community events follow ups



MEGAMIX BUSINESS EXPO

2027 EVENTS

BUSINESS | COMMUNITY | OPPORTUNITY

SPONSORSHIP OPPORTUNITY

TIER 1

SILVER

$2,500

MARKET PRESENCE

WHAT'S INCLUDED

- **EVENTS**
  1 Event
- **EXHIBITOR PRESENCE**
  10' x 10' booth
- **INTERNATIONAL BUSINESS MAGAZINE**
  Directory listing
- **VIP PASSES $100+ VALUE**
  5 passes
- **BUSINESS DIRECTORY**
  Logo in web, app and magazine
- **ONLINE INTERACTIVE MAP VIDEO LINK** ✓

MEGAMIX BUSINESS EXPO 2027

MULTIPLE EVENTS. MULTIPLE COMMUNITIES.
GREATER OPPORTUNITIES.

BECOME A SPONSOR >

www.megamixexpo.com

NETWORKING | BUSINESS GROWTH | NEW MARKETS | INDUSTRY LEADERSHIP



MEGAMIX BUSINESS EXPO

2027 EVENTS

SPONSORSHIP OPPORTUNITY

★ MOST POPULAR

GOLD

$5,000

CUSTOMER ENGAGEMENT

WHAT'S INCLUDED

- **EXHIBITOR PRESENCE**
  20' x 10' booth
- **INTERNATIONAL BUSINESS MAGAZINE**
  1/2 page ad
- **VIP PASSES $100+ VALUE**
  10 passes
- **STAGE**
  6 mentions per day
- **BUSINESS DIRECTORY**
  Logo in web, app and magazine
- **ONLINE & PRINT PROMOTION**
  Logo display, newsletter & press release
- **BUSINESS BINGO CARD**

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MEGAMIX BUSINESS EXPO

2027 EVENTS

BUSINESS | COMMUNITY | OPPORTUNITY

SPONSORSHIP OPPORTUNITY

★ PREMIUM VISIBILITY

TIER 3

PLATINUM

$10,000

MARKET PENETRATION

WHAT'S INCLUDED

- **EVENTS**
  1 Year
- **EXHIBITOR PRESENCE**
  20' x 20' booth
- **INTERNATIONAL BUSINESS MAGAZINE**
  1 Page Ad
- **VIP PASSES $100+ VALUE**
  15 passes
- **BUSINESS DIRECTORY**
  Logo in web, app and magazine
- **ONLINE INTERACTIVE MAP VIDEO LINK**
- **BUSINESS BINGO CARD**
- **LOGO DISPLAY**
  Backdrop, website, flyers + stage spotlight + social media
- **MONTHLY NEWSLETTER & PRESS RELEASE**
- **LIVE TV NETWORK INTERVIEW**
- **SOCIAL MEDIA & CERTIFICATE PRESENTATION**
- **WORKSHOP / SEMINAR SPEAKER OPPORTUNITY**
- **FIRST RIGHT OF CATEGORY EXCLUSIVITY**

MEGAMIX BUSINESS EXPO 2027

MULTIPLE EVENTS. MULTIPLE COMMUNITIES.
GREATER OPPORTUNITIES.

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MEGAMIX BUSINESS EXPO

2027 EVENTS

BUSINESS | COMMUNITY | OPPORTUNITY

SPONSORSHIP OPPORTUNITY

★ PREMIER PARTNERSHIP

TIER 4

PRESENTING

$25,000

MARKET DOMINANCE

WHAT'S INCLUDED

- **EVENTS**
  1 Year
- **EXHIBITOR PRESENCE**
  20' x 20' Premium
- **INTERNATIONAL BUSINESS MAGAZINE**
  2 Pages Article
- **VIP PASSES $100+ VALUE**
  20 passes
- **BUSINESS DIRECTORY**
  Logo in web, app and magazine
- **ONLINE INTERACTIVE MAP VIDEO LINK**
- **BUSINESS BINGO CARD**
- **LOGO DISPLAY**
  Backdrop, website, flyers + stage spotlight + social media
- **MONTHLY NEWSLETTER & PRESS RELEASE**
- **LIVE TV NETWORK INTERVIEW**
- **SOCIAL MEDIA & CERTIFICATE PRESENTATION**
- **WORKSHOP / SEMINAR SPEAKER OPPORTUNITY**
- **FIRST RIGHT OF CATEGORY EXCLUSIVITY**
- **FLXNEWS STREAMING AUDIO (PRE/POST EVENT)**
- **FLX CONNECTED TV & OTT ADVERTISING**

MEGAMIX BUSINESS EXPO 2027

MULTIPLE EVENTS. MULTIPLE COMMUNITIES.
GREATER OPPORTUNITIES.

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NETWORKING | BUSINESS GROWTH | NEW MARKETS | INDUSTRY LEADERSHIP

FLX

FLX IS A CTV VIDEO DISTRIBUTION PLATFORM



83%
of U.S. Households Have a Smart TV and /or a Streaming Device
Source: Hub Entertainment Research

FLX delivers commercials to targeted consumers via streaming on-demand programming on connected TVs and devices

FLX WORKS WITH TRUSTED DATA PARTNERS

D&B · experian · TransUnion · Epsilon · IN MARKET · ACXIOM · Polk · EQUIFAX · comscore

FLX accesses audience data collected from IP addresses by our trusted data partners to create a custom target audience

FLX WORKS WITH TRUSTED DATA PARTNERS

FLX connects you directly with your best prospects as they watch their favorite television programs across our 150+ premium publishers. Over 23,000 Individual Demos and Behaviors are Available to Create a True Custom Audience

Geo-targeting • Demographic targeting • Lifestyle/behavioral targeting • In-market shoppers

Sponsor Deliverables and Asset Checklist

To ensure sponsors receive full promotional value, sponsor assets should be submitted 45 days before any event. Earlier submission is recommended for sponsors seeking inclusion in pre-event digital campaigns, printed materials, press releases, badge placement, or custom creative.

Available Asset	Sponsor Benefit
High-resolution logo & Sponsor website URL	Event flyer, web page, signage, sponsor graphics, badge placement, and promotional materials. Event web listing, directory placement, QR-code destination, and digital advertising
Sponsor contact person and Description	Production coordination, approval, reporting, and event-day communication. Website listing, email features, directory placement, and sponsor spotlights
Preferred call-to-action	Lead forms, QR-code campaigns, sponsor offers, booking pages, or consultation requests.
Digital Advertising & Creative Production Digital advertising deliverables, encompassing streaming campaigns, video spots, email banners, and social media graphics where applicable	For all commercial production, a pre-production meeting is required prior to the start of any creative work. This meeting is dedicated to confirming scripts, concepts, messaging direction, and brand alignment to ensure the final product accurately represents the sponsor's vision and objectives. Following the production phase, a final approval from the sponsor is mandatory before initiating any Television, Channel Television, or Streaming Video campaign. No campaign will be activated until written approval has been received, ensuring full transparency and sponsor confidence at every stage of the process.

Reserve Your Sponsorship

Sponsorship opportunities are limited per industry category to ensure maximum visibility. Contact us today to secure your preferred tier and event dates.

Tony Chi-Su Gutierrez
CEO
Email: tony@megamixexpo.com
Phone: (714) 655-4894
Website: www.megamixexpo.com

BECOME A SPONSOR

Once your sponsorship level is confirmed, I will provide a sponsor advertising invoice, asset submission instructions, and next-step coordination for promotional placement, onsite engagement, and event-day activations.