



More Than An Event, It's A **Cuban Experience**





# MORE THAN AN EVENT, IT'S A CUBAN EXPERIENCE

## **When:**

Friday, May 17th, 2024 – VIP Private Preview Cocktail – 7PM-11PM

Saturday, May 18th, 2024 – 11AM – 1AM

Sunday, May 19th, 2024 – 11AM – 10PM

## **Where:**

Fair Expo Center

SW 24<sup>th</sup> Street & 112<sup>th</sup> Avenue

Miami, Florida

## **Admission:**

Children 8 years and under Free

General Admission: \$20

## **2023 Attendance**

Over 22,000 Guests



CUBANOSTALGIA.ORG

# MORE THAN AN EVENT, IT'S A CUBAN EXPERIENCE

**CubaNostalgia**, is in its 25th edition offering immersive exhibits featuring an interactive journey that takes you back to Cuba 1950's to celebrate the Cuban Culture, Cuban Heritage and enjoy Memorabilia, Art, Music and Food.

**The Cuban population represents over 1.2M individuals in Miami.**

CubaNostalgia's Marketing and PR Campaign targeting Families 35+ through traditional media, digital, social media and public relations.

- Press Conference (April 2023)
- Social Media Influencers
- Promotional Commercials on Hispanic Television
  - Telemundo 51
- Hispanic Radio
  - SBS (Zeta/Zol/Ritmo)
- General Market Television
  - ABC
  - CBS
  - NBC
  - WSVN
  - Comcast
- Outdoor Promotion
- PR Media Tour (Interviews in Hispanic TV, Radio and General Market TV)
- On-Site Media Tour with local Talent to air Cuba Nostalgia Segments during News
- Social Media Advertising
  - Facebook
  - Instagram



CUBANOSTALGIA.ORG

# CUBA NOSTALGIA VENDORS

Sell and showcase your products and services as a vendor in Cuba Nostalgia. Choose from three areas throughout the event:

- Woolworth
- La Plaza
- El Paseo Del Prado



# WOOLWORTH

- Pipe and Drape
- Table and Chairs
- One Parking Pass
- Four Vendor Passes

## Investment:

10x10 Space \$600

20x10 Space \$1,200

## Upgrades:

- Electricity \$75
- Arcas \$35 each
- Entrance Pass \$10 each

\*Rates are not eligible for Food Vendors.



# LA PLAZA

- Private Store Front
- Pipe and Drape
- Table and Chairs
- One Parking Pass
- Four Vendor Passes

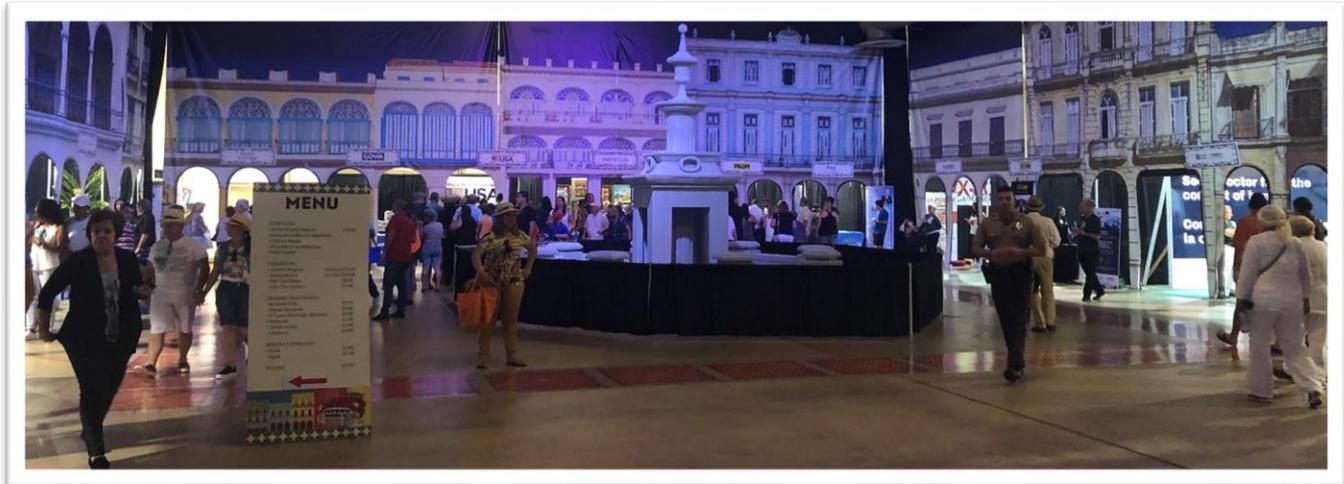
## Investment:

10x20 Space \$2,000

20x20 Space \$3,500

## Upgrades:

- Electricity \$75
- Arecas \$35 each
- Entrance Pass \$10 each



# PASEO DEL PRADO

Paseo del Prado is a promenade in Havana being the first paved street in Havana. Lining of the boulevard are important buildings such as El Gran Teatro de la Habana, hotels, cinemas and mansions imitating styles from Madrid, Paris and Vienna.

- Private Store Front – Paseo Del Prado
- Pipe and Drape
- Table and Chairs
- One Parking Pass
- Four Vendor Passes

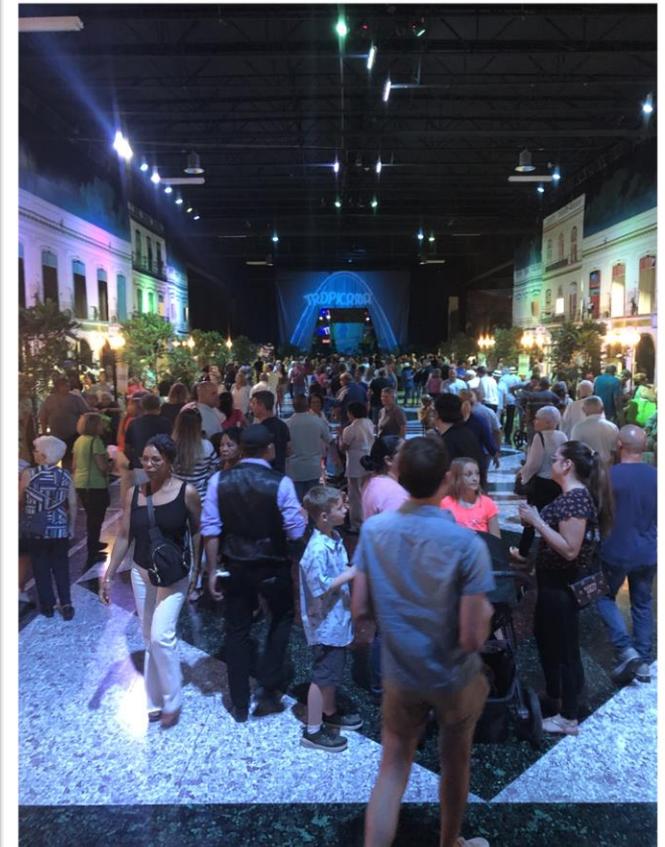
## Investment:

10x20 Space \$3,500

20x20 Space \$6,000

## Upgrades:

- Electricity \$75
- Arcas \$35 each
- Entrance Pass \$10 each



# For additional information please contact:

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