



# Mexico 2006: A Year of Transition & Good Neighbor Awards

Dear USMCOC Member & Friend:

The United States-Mexico Chamber of Commerce (USMCOC) is pleased to announce that the annual May Conference and "Good Neighbor" black tie Awards Gala will be held on May 11-12, 2006 in Washington, D.C. This year's Conference is titled "Mexico 2006: A Year of Transition" and it promises to provide industry executives from both countries with current, in-depth reviews and analysis of this year's highly anticipated Mexican Presidential election. Additionally, participants will be presented with excellent opportunities at both the Conference and black tie Awards Gala to meet with government and corporate officials whose decisions have a significant impact on U.S.-Mexico business developments.

Enclosed please find a detailed agenda. The Conference begins on Thursday, May 11th with a luncheon and Board of Directors Meeting. Immediately following the meeting there will be a special White House briefing for all Board Members and Sponsors. That evening we will hold our "Good Neighbor Awards" black tie gala and awards ceremony at the Organization of American States.

The Gala will continue the Chamber's long standing tradition of honoring individuals in the private and public sectors that have made outstanding contributions to U.S.-Mexico relations. The Honorees for the 2006 Awards are: Norman Mineta, U.S. Secretary of Transportation; Pedro Cerisola, Mexico's Secretary of Communications and Transportation; Adam Goldstein, President, Royal Caribbean International; John McCarthy, Director General, FONATUR; Silvestre Reyes, Congressman, 16th District of Texas; and Eugenio Elorduy Walther, Governor of the State of Baja California; and Félix González Canto, Governor of the State of Quintana Roo. Finally, a special recognition will be given to Lt. General Ricardo Sanchez, Commanding General, V Corps, U.S. Army.

This year's conference: "Mexico 2006: A Year of Transition" is specifically designed for private and public sector executives and managers to discuss the issues directly impacting business growth. Friday May 12th begins with a Breakfast and panel discussion on "Mexico Your Destination" an in-depth look at residential tourism, a new trend in tourism expansion throughout the region. This is followed by a detailed panel discussion on "Mexico's Presidential Elections 2006".

All conference presentations and panel sessions will be held at the Ronald Reagan International Trade Building 1300 Pennsylvania Avenue, N.W., Washington, D.C. For your convenience, lodging has been reserved at the St. Gregory Hotel with a deadline for reservations of April 20th. Make your reservations now!

It is our sincerest hope that you will consider participating in both the "Mexico 2006: A Year of Transition" Conference and the Good Neighbor Awards Gala. For more information on conference registration please go to [www.usmcoc.org](http://www.usmcoc.org) and click on the events banner.

Sincerely yours,

President & CEO  
U.S.-Mexico Chamber of Commerce

May 11-12, 2006  
Washington, D.C.



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## Tentative Agenda

Thursday May 11, 2006

Woodrow Wilson Center  
One Woodrow Wilson Plaza, 1300 Pennsylvania Ave., NW, Washington, DC 20004  
5th Floor Conference Room

12:00 p.m. - 3:00 p.m. **\*\* LUNCH & BOARD OF DIRECTORS MEETING**

3:00 p.m. - 3:30 p.m. **Enroute White House and Clearance**

The White House  
Room TBD

3:30 p.m. - 4:30 p.m. **\*WHITE HOUSE BRIEFING**

7:00 p.m. - 10:30 p.m. **GOOD NEIGHBOR AWARDS GALA**

Organization of American States  
17th Street and Constitution Avenue, N.W. Washington, D.C.

### GOOD NEIGHBOR AWARD

The Honorable Norman Mineta, U.S. Secretary of Transportation  
The Honorable Pedro Cerisola, Mexico's Secretary of Communications and Transportation  
John McCarthy, Director General, National Trust for Tourism Development ( FONATUR )  
Adam Goldstein, President, Royal Caribbean International  
The Honorable Silvestre Reyes, Congressman, 16th Congressional District of Texas  
The Honorable Eugenio Elorduy Walther, Governor of the State of Baja California  
The Honorable Félix González Canto, Governor of the State of Quintana Roo

### Special Recognition

Lt. General Ricardo Sanchez, Commanding General, V Corps, U.S. Army

Friday May 12, 2006

Ronald Reagan & International Trade Building  
1300 Pennsylvania Ave., N.W., Washington, D.C.  
Room: Oceanic A & Band Meridian

8:00 a.m. **REGISTRATION**

8:00 a.m. - 10:00 a.m. **BREAKFAST: MEXICO YOUR DESTINATION**

**Keynote Speaker:** John McCarthy, Director General, Mexico's National Trust for Tourism Development ( FONATUR )  
Félix González Canto, Governor of the State of Quintana Roo

### Panelists:

David Butterfield, Chairman & Founder, Loreto Bay Company  
Michael Ronan, Associate Vice President of Destination Development, Royal Caribbean International  
Amb. Juan Sosa, President, Panamerica  
Danielle Carlsson, Certified International Specialist, World Star Realty  
Etienne E. Locoh-Donou, V.P., North America Capital Partners, Citigroup Property Investors  
Ulrich Dischler, Director, International Real estate, Credit Suisse Asset management LLC

10:00 a.m. - 12:00 p.m. **"MEXICO'S PRESIDENTIAL ELECTIONS 2006"**

**Keynote Speakers:** Dr. Luis Carlos Ugalde, President Counsellor, Instituto Federal Electoral (IFE)

### Panelists:

Eduardo Achach, President Mega Direct, S.A. de C.V.  
Francisco Abundis, Director Asociado, Parametria  
Jorge Buendia, President, IPSOS-BIMSA  
Ruben Jara Elias, President, IBOPE

\* Open to honorees, Binational Board of Directors and sponsors.

\*\* Open to Binational Board of Directors only.



# Mexico 2006: A Year of Transition & Good Neighbor Awards

## Sponsorships

### Good Neighbor Sponsor

**\$25,000**

- Recognition as Good Neighbor Sponsor in the program / signage / website
- 20 tickets to the Mexico 2006 Conference on May 12<sup>th</sup>
- 2 Tables of 10 at the Mexico 2006 Conference Breakfast & Luncheon on May 12<sup>th</sup> plus Head Table seating
- Recognition at Breakfast and speaker opportunity
- 2 Tables of 10 at the Good Neighbor Awards Gala plus Head Table seating and recognition
- 8 Invitations to White House Briefing
- USMCOC Platinum Partnership (Value of \$25,000)
- Photo-opportunities throughout program and \*Alliance Magazine one-pager company advertisement

### Presidential Sponsor

**\$10,000**

- Recognition as Presidential Sponsor in the program / signage / website
- 10 tickets to the Mexico 2006 Conference on May 12<sup>th</sup>
- Table of 10 at the Mexico 2006 Conference Breakfast and recognition
- Table of 10 at the Good Neighbor Awards Gala and recognition
- 4 Invitations to White House Briefing
- Photo opportunities throughout program published in \*Alliance Magazine and USMCOC website

### Ambassadorial Sponsor

**\$5,000**

- Recognition as Ambassador Sponsor in the program / signage / website
- 5 tickets to the Mexico 2006 Conference on May 12<sup>th</sup>
- 5 seats at the Mexico 2006 Conference Breakfast and recognition
- Table of 10 at Good Neighbor Awards Gala and recognition
- 2 Invitations to White House Briefing
- Photo opportunities throughout the program published in \*Alliance Magazine and USMCOC website

### Individual Tickets

#### Binational Board Members

**\$650**

Includes all activities:

- Lunch & Board Meeting
- **Special** White House Briefing
- Good Neighbor Awards Gala
- Mexico 2006 Conference on May 12<sup>th</sup>

#### Non Board Members

- One ticket to all Mexico 2006 Conference activities on May 12<sup>th</sup> (Only) **\$150**
- One ticket to Good Neighbor Awards Gala (Only) **\$500**
- TOTAL **\$650**



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## Registration

|                                    |       |          |
|------------------------------------|-------|----------|
| Name                               |       |          |
| Title                              |       |          |
| Company                            |       |          |
| Address                            |       |          |
| City                               | State | Zip Code |
| Telephone                          | Fax   | e-mail   |
| Credit Card #                      |       |          |
| Expiration Date                    |       |          |
| Type of Card (Master Card or Visa) |       |          |
| Signature                          |       |          |

**SPONSORSHIP LEVELS**

\$25k Good Neighbor Sponsor  
 \$10K Presidential Sponsor  
 \$5K Ambassadorial Sponsor

**INDIVIDUAL TICKETS**

**Binational Board Member**

All Activities(May11<sup>th</sup> & May 12<sup>th</sup>)  
(US\$650 / INDIVIDUAL)

**Non Binational Board Member**

Conference (May 12<sup>th</sup>) ONLY  
(US\$150 / INDIVIDUAL)  
 Gala Dinner ONLY  
(US\$500 / INDIVIDUAL)  
 Conference (May 12<sup>th</sup>) & GNA Gala  
(US\$650 / INDIVIDUAL)

Please register no later than  
May 5, 2006

NOTE: All registrations are on a confirmed basis. Registration fees will be refunded, less an administrative fee of \$ 25.00, if written notice of cancellation is received by April 28, 2006. In signing this registration form, registrant acknowledges that registration fees are not refundable if cancellation is made after April 28th or for registrations accepted after the April 28th deadline.

### REGISTRATION

To register, please fill out the following form and fax it to 202-312-1530.

If paying by check, please send payment to:  
United States-Mexico Chamber of Commerce  
1300 Pennsylvania Avenue NW, Suite G-0003  
Washington, DC 20004-3021

Fees and Sponsorships benefit the United States-Mexico Chamber of Commerce, a 501 (c)(6) non profit organization

Visit the Chamber website for further updates at:  
<http://www.usmcoc.org/pro/naftaconf2006.html>

For further information please call 202-312-1525 or by e-mail to [gerardo@usmcoc.org](mailto:gerardo@usmcoc.org)

### HOTEL RESERVATIONS

The Chamber has reserved a block of rooms for conference and gala attendees for May 10-12, 2006 at special group rates of \$239 per night plus tax at the The St. Gregory Luxury Hotel & Suites / 2033 M Street, N.W., Washington, DC 20036.  
Website: [http://capitalhotelswdc.com/StGregoryHotelWDC\\_com/](http://capitalhotelswdc.com/StGregoryHotelWDC_com/)

Please note that these rooms are all suites and can be reserved with two double beds or a king-sixe bed. For hotel reservations please call the hotel directly at (202) 530-3600 or (800) 829-5034 and refer to the U.S.-Mexico Chamber of Commerce.

DEADLINE FOR HOTEL RESERVATIONS: April 20, 2006