

Diálogo PR Selected As Agency On Record For Fall 2010 Hispanic Business And Technology Expo

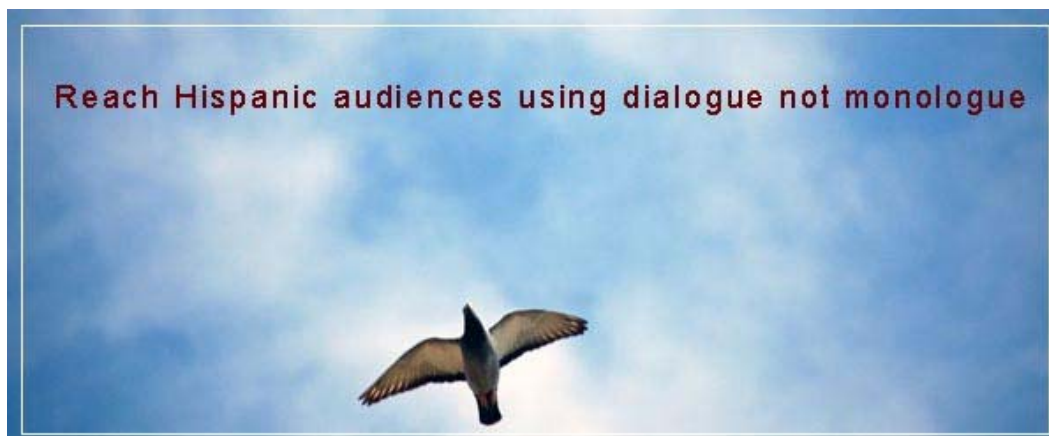


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Author: [Diálogo PR](#)

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The Hispanic Chamber of E-Commerce (HISCEC) appoints San Diego Hispanic PR firm to promote expo to be held at the San Diego Convention Center



San Diego, CA, Oct 22, 2009- The Hispanic Chamber of E-Commerce (HISCEC) recently announced Diálogo PR as its agency on record for promoting the HISCEC online network and the Hispanic Business and Technology Expo to be held at the San Diego Convention Center September 10th & 11th, 2010.

The Expo will expand the Hispanic market frontier by providing an environment for businesses to enhance their relationships, research the market for the leading products and services and learn about the latest best business practices.

Diálogo PR will facilitate the attainment of HISCEC's PR goals for the Hispanic Business Showcase Expo. Through strategic counsel founded in specialized knowledge in working with Hispanic markets, Diálogo PR will assist in ensuring the success of the event. Account Manager, Vic Salazar, will provide media relations expertise established through a 26 year career as an Emmy award winning television news anchor where he produced valuable relationships with local, state, and national decision makers.



The Hispanic Chamber of E-Commerce (HISCEC) promotes e-business tools for the success of Hispanic businesses. The HISCEC facilitates transformation of small business to e-business, promotes e-commerce transactions, enables small businesses to interact more closely with customers and suppliers, allows higher degrees of specialization, provides access to national and international markets and promotes distance learning programs to educate its members. The chamber accumulated 705 members and 456 businesses in its first year demonstrating its value to the Hispanic business community. For more information about the HISCEC visit the website: www.hiscec.com.

Nuevo Media Group, LLC, dba Diálogo PR was founded February of 2007. Focusing solely on Hispanic markets, this agency offers specialized public relations programs rich in cultural relevancy and targeted messaging.

To learn more about how to become a sponsor and/or an exhibitor at the 2010 Hispanic Business and Technology Expo visit www.hbshowcase.com or contact Richie Matthews of Diálogo PR at www.prdialogo.com or (858) 456-5552.

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