



THE HEAT WAVE RETURNS

FEBRUARY 12-15

THE WESTIN O'HARE

WWW.CHICAGOSALSACONGRESS.COM

THE LONGEST RUNNING SALSA CONGRESS IN THE USA!



ABOUT CISC

The Chicago International Salsa Congress (CISC) is the longest, continuously running Salsa Congress in the Americas.

Now in its 25th year, this 4-night, 3-day event is presented in convention format. Open to the general public, beloved by loyal Latin music and dance aficionados internationally, this spectacular showcase of Latin and Afro-Caribbean dance, music and culture is unsurpassed among Chicago's annual Latin events.

Presented in bilingual format, the CISC provides sponsors with access to a broad multicultural and intergenerational market.

The co-mingling of Jazz and Latin music that created Latin Jazz and established cross-over appeal in the USA during the early '50s and '60s, to the re-emergence of this music as Salsa has now spread around the globe.

Daily (4 pm-8 pm): The CISC format offers 7 professionally produced dance showcases throughout the extended weekend.



3 DAYS / 4 NIGHTS

- ✓ **70+ WORKSHOPS**
- ✓ **SPECTACULAR DANCE SHOWCASES**
- ✓ **LIVE MUSIC CONCERTS, FEATURING THE BEST LATIN MUSIC & SOCIAL DANCING EACH NIGHT**
- ✓ **1250/2000+ ATTENDEES PER DAY**



LIVE MUSIC + DANCE & More

World renowned Latin dance artists and instructors perform in the shows and teach over 70 dance workshops, bootcamps and dance challenges throughout the event. Participants may also sample percussion and history of Afro-Latin music, start the day with "Salsarobics", or partake of the Healthy Lifestyles lectures coupled with dance/workout workshops. Dance nightly to world class Mambo and Salsa orchestras and soneros in 3 separate ballrooms concurrently.

CISC 2026 TOP LATIN MUSIC ARTISTS LINEUP

Thursday, February 12

Friday, February 13

Saturday, February 14

Sunday, February 15

Pepe y Sus Estrellas

Los Nemus del Pacifica - Alexis Murillo
with Alfredo de La Fe (Colombia)

Cita Rodriguez and Moncho Rivera

Yordis Larrazabal y Sus Orchestra



LATIN MUSIC STARS who have appeared at the CISC

- Adalberto Santiago
- Afinca'O w/ Y. Klay, StephanieWoods-Machado
- Andy Montañez
- Alfredo de la Fe
- Avenida B
- Azuquita
- Cachao's Mambo All-Star Orchesta
- Carpacho y Su Super Combo
- Cheo Feliciano
- Choco Orta
- Diego Gale y su Quinto Mayor
- Don Perignon
- Eddie Palmieri
- Edward Carpio y su Ensemble Latino w/ Roberto Figueroa
- Edwin Bonilla
- Edwin Sanchez Project
- El Gran Combo
- Enrique Calderon y su Orquesta
- ESME
- First CISC Master Jam Session directed by Edwin Sanchez and Angel Rodriguez. Featuring Wito Rodriguez and more
- Frank Reyes y su Orquesta
- Fruko
- Gilberto Santa Rosa
- Grupo Gale
- Grupo Niche
- Hector "El Torito" Acosta y su Orchesta
- Herman Olivera
- Ismael Miranda
- Issac Delgado y su Orquesta
- Jeffrey Martinez & Humboldt Park Orchestra
- Jerry Galante
- Jimmy Bosch
- Jimmy Sabater
- Johnny Polanco
- Jose Alberto "El Canario"
- Jose Mangual Jr.
- JR and his Live Band
- Larry Harlow & The Latin Legends Band
- La Sonora Ponceña
- Los Hermanos Lebron
- Los Soneros del Barrio with Frankie Vasquez
- Luis Gonzalez Orchestra
- Luisito Carrion
- Luisito Rosario
- Michael Stuart
- Mimi Ibarra
- Moncho Rivera
- Nelson Gonzalez
- New Swing Sextet
- Nino Segarra
- Orquesta Guayacán
- Patty Padilla
- Porfi Baloa y Sus Adolescentes
- Primi Cruz
- Puerto Rican Power
- Raulin Rosendo
- Ray de la Paz
- Roberto Roena
- Sonora Carruseles y Luisito Ayala
- San Juan Habana
- Sammy Garcia y Sabor de Puerto Rico
- Spanish Harlem Orquesta
- Tito Allen
- Tito Nieves
- Tromboranga
- Wayne Gorbea & Salsa Picante
- Yoko "La Japonesa Salsera
- Flaco Navarra & the Razorblades
- Freddy Kenton, Jr.
- TimbaLive
- Eddie Palmiereri Salsa Orchestra
- Edwin "El Calvito" Reyes
- Domenic Marte
- Johnny Blas
- Tromboranga
- Bobby Valentin
- Issac Delgado, Jr. y LaWaWa with Gerardo Contino & Michel Gonzalez
- Trabuco Salsa Band
- Sonora Carruseles
- La Excelencia
- Herman Olivera



BRIEF HISTORY

Over the past 45 years, Cultural Expressions Productions, and the **Chicago Intercultural Alliance founded by Rosita and Saladeen Alamin**, have created a multicultural community through Afro-Latin music and dance.

This group's unwavering support of the community through consistent production of exceptional events that include fund raisers for children with HIV for over 10 years. For over 15 years, Cultural Expressions Productions presented Chicago's first all ages inclusive event, "Sizzling Mambo Sundays" at the Presidential Towers.

Deeply committed to uniting cultures and generations, Cultural Expressions supports emerging artists through its showcase, keeps alive the history of origins of the music and dance through the salsa congress concept merging the new with the exceptionally talented. In 2002 they produced the first Chicago International Salsa Congress (CISC) now in its 25th year. The CISC fosters personal awareness, develops leadership, creativity and inspires highest performance by providing emerging artists an opportunity to learn from and perform with professional artists in the congress showcase.

CISC artistic director, Saladeen Alamin was awarded the Andy Vasquez Award for contributions to Latin dance at the World Salsa Congress, San Juan, PR, July, 2003. The executive producers, Rosita and Saladeen, have received awards for their vision and contributions to Latin music, culture and dance by the World Salsa Congress in San Juan, PR (July, 2003 and 2005), Philadelphia Salsa Congress in 2008 and the LA Salsa Congress in California (May, 2005). In August, 2025, Saladeen gave his oral history and the origins of the CISC as a part of the archive of the Dance Oral History Project, New York Library for the Performing Arts, Lincoln Center, New York, NY.





DEMOGRAPHICS

WE ARE MULTICULTURAL

Hispanic: 60%

Afro-Caribbean / African American: 15%

Anglo / Asian / Other / 25%

The CISC offers exceptional cross over exposure for its sponsors to a unique multicultural, intergenerational and highly professional market.

For the past 20 years, attendance has steadily increased drawing nearly 2500 each day for an event average of over 10,000 for the event. The inimitable Eddie Palmieri drew a record 3200 adoring fans.

WE ARE INTERGENERATIONAL

70% in the age group 18-25
(79% under the age of 45)

16% over age 45, and 5% under 18

WE ARE INTERNATIONAL

83% from the U.S and Puerto Rico

17% from countries: Canada, Mexico, Ecuador, Colombia, Venezuela, England, Italy, Germany, South Korea, Turkey, Spain, Chile and more.

International participation is on the rise.



MARKETING & SOCIAL MEDIA

DIGITAL



20.6K SUBSCRIBERS

1M video impressions
123k Top Video Views



11K FOLLOWERS

250k reached last year
500k TopVideo Views



28.2K FOLLOWERS

267M audience
4.9M Top Video views

MEDIA OVER THE YEARS



PRIOR CISC SPONSORS

- Budweiser
- Corona
- American Airlines
- San Juan Star Travel
- Norwegian American Hospital
- University of Chicago, Pritzker School of Medicine
- Presenting Sponsor, Myrna Bromley
- Hydrodynamics Consulting Co.
- American Family Insurance
- Myrna's Closet Wear
- Mercedes Benz
- Mundo Fox-14
- Joyería La Caridad
- Prevention First
- UBM Companies, Inc.
- Pinata Graphics Chicago
- Xfinity
- Zumba
- Reflejos
- LUXE
- Telemundo
- Fox Entertains Chicago



SPONSORSHIP OPPORTUNITIES

You're invited to join the Heat Wave. Your sponsorship is guaranteed to help make our 25th Anniversary one to remember.

GENERAL SPONSOR

\$15,000+

- Placement of your company logo on all printed promotional materials
- VIP access to CISC for 4 (Night passes or 2 Full Day passes)
- Half-page ad in the official commemorative program magazine
- Your logo visible on main stage screens all 4 nights
- Your logo on the CISC website as a sponsor for 12 months
- Your logo on the sponsor page of the official commemorative program* magazine in print

SEGMENT SPONSOR

\$25,000+

Your opportunity to choose of one of the following segments

1. 3-Day Matinee Showcases, or
2. Youth Music Workshops and Matinee Youth Music Concert, or
3. 3-day Workshop Series

- Live Mention from the Evening Showcase / Concert Stage
- VIP access to CISC for 6 guests for all Evening Programming
- Placement of your company logo on all printed promotional materials
- Full page ad in the official commemorative program magazine
- Your logo visible on all CISC virtual ad walls throughout the event
- Your logo on the CISC website as a sponsor for 12 months
- Your logo on the sponsor page of the official commemorative program* magazine in print

* The CISC official commemorative program is available online for the entire year in digital format.



EVENING STAGE SPONSOR

\$50,000+

- Live Mention from the Evening Showcase and Concert Stage
- VIP access to CISC for 10 guests for all Evening Programming
- Placement of your company logo on all printed promotional materials
- Full page ad in the official commemorative program magazine
- Your company advertisement CISC virtual ad walls throughout the event
- Your logo on the CISC website as a sponsor for 12 months
- Your logo on the sponsor page of the official commemorative program* magazine in print

2 EVENING & CONCERT STAGE SPONSOR

\$75,000+

Your opportunity to choose of one of the following segments.

Limit to 2 companies/organizations

1. Two Evening Professional Dance Showcases and Live Music Concerts or
2. Dual Presenting Sponsorship of the CISC -

- Your company's placement as the exclusive sponsor of all evening dance showcases and live music concerts
- Live Mention from the Evening Showcase and Concert Stage
- VIP access to CISC for 10 guests for all Evenings or 6 guest weekend passes
- 30-sec commercial video (produced by sponsor) aired at top of each evening dance showcase
- Placement of your company logo on all printed promotional materials
- Premium ad placement – inside front or back cover in the official commemorative program magazine
- Your company advertisement CISC virtual ad walls throughout the event
- Your logo on the CISC website as a sponsor for 12 months
- Your logo on the sponsor page of the official commemorative program* magazine in print

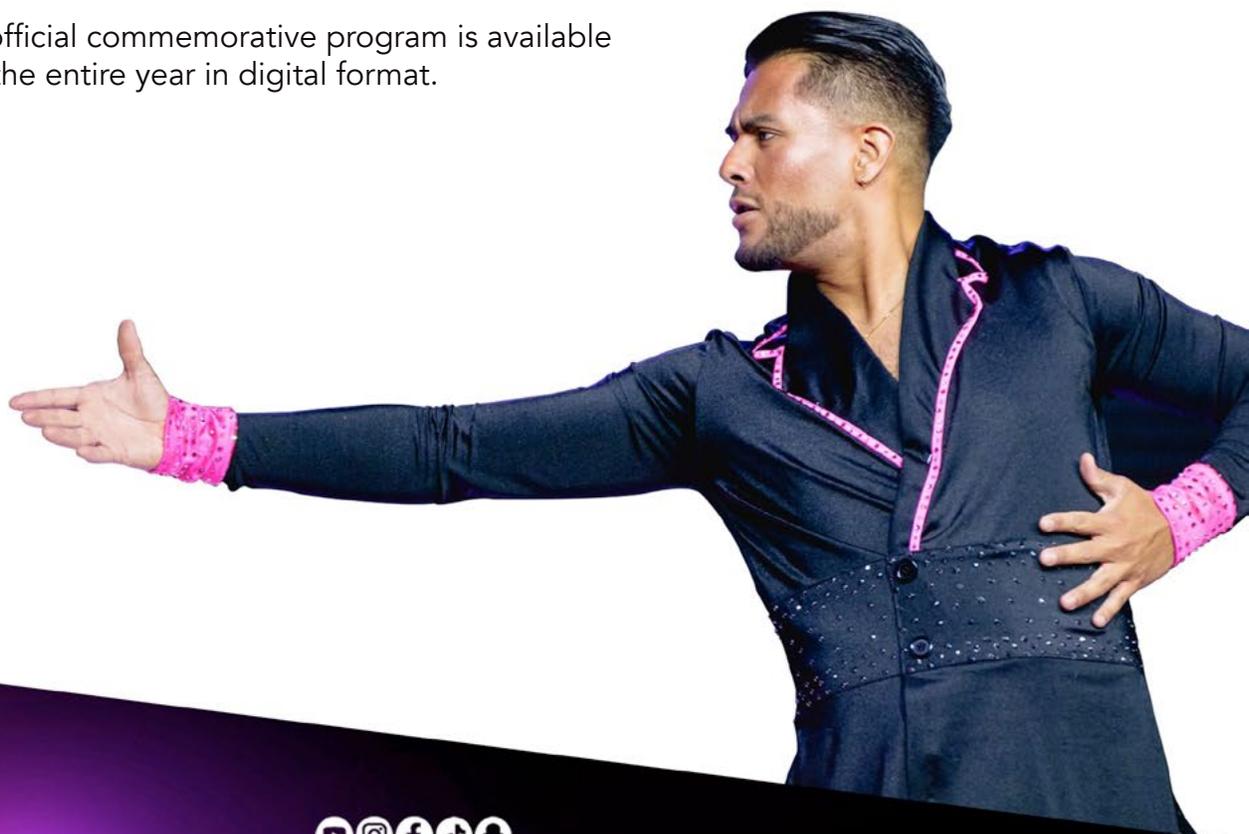


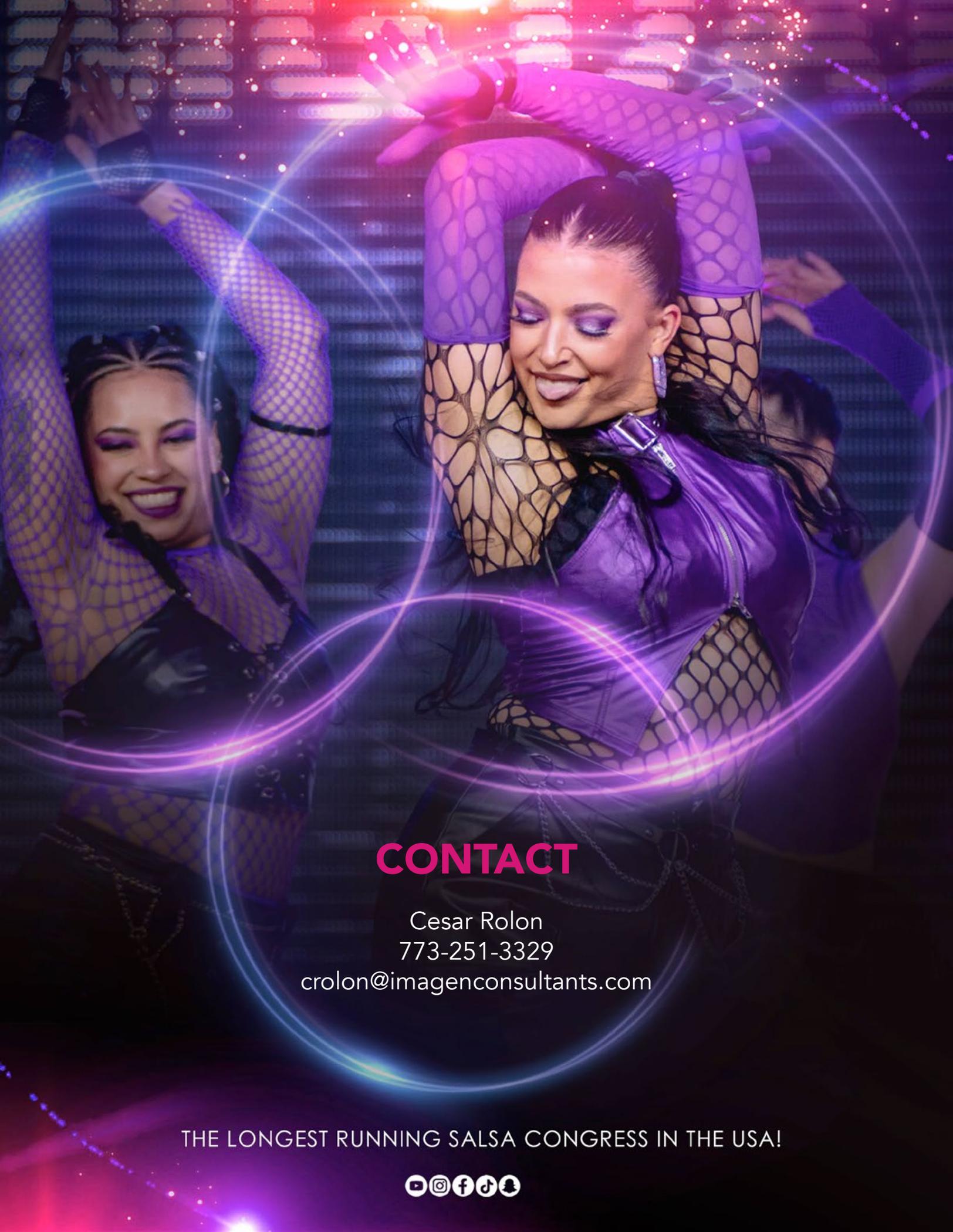
EXCLUSIVE PRESENTING SPONSOR

\$100,000+

- Your company's placement as the exclusive presenting for the entire event
- Live Mention from the Evening Showcase and Concert Stage
- FULL VIP access to CISC for 10 guests (includes all event programming)
- 30-sec commercial video (produced by sponsor) aired at top of each evening dance showcase
- Placement of your company logo on all printed promotional materials
- Premium ad placement – inside front or back cover – in the official commemorative program magazine
- Exclusive placement of your logo on CISC wristbands and passes
- Your company advertisement CISC virtual ad walls throughout the event
- Your logo on the CISC website as a sponsor for 12 months
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CONTACT

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