

New York City will be welcoming the Latin Rap Conference September 19th - 20th. This event will mark the third installment of the LRC, an organization dedicated to catapulting the Latin Rap and Reggaeton genres into the hip-hop forefront, as well as that of the national media. Also it hopes to encourage the education, empowerment and development of good business practices in the industry.

The two-day conference will serve as a platform for informative panels discussing fundamental aspects of the trade and will feature showcases from both established as well as up-and-coming artists in the genre. The conference will take place at the well-known New York City nightclub Latin Quarters, a.k.a LQ's.

The LRC is headed by Jesse Perez, p.k.a. Shysti of Rhythm Impact, Rich Isaacson and Jerry Blair of the Fuerte Group, and the Latin Rap Conference Coalition Board of Directors, dedicated to leading the Latin Rap movement, including Gustavo Lopez, President of Machete Records, the nationally syndicated Pocos Pero Locos founders Khool Aid and E-Dub, Univision Radio's Pete Manriquez, John Lopez of Upstairs Records, FUSE TV VJ Marianela, legendary radio consultant Steve Smith, Elizabeth Rodriguez of Sirius radio, SITV's Nick Rodriguez, DJ Kazzanova of La Kalle 105.9, Mexican-American rap artist Chingo Bling, and Toy Hernandez of Control Machete.

This LRC will be the single most important networking event in this industry. "If you are anyone in this industry or want to get into it, this is an event that you cannot miss. LRC: New York will be the most important event ever held for this genre" says Shysti, one of the founders of the Urban Latino movement in Radio that exploded all over the country in 2004 and is still growing rapidly as stations are changing formats overnight to accommodate the enormous market. It is this expertise in the genre that is attracting professionals from hundreds of companies; the LRC will also boast attendance by over 100 artists as well as label and industry connoisseurs from over 30 premier labels and 60 radio stations. Every aspect of the industry will be represented including the top innovators and tastemakers, artists, DJs, producers, radio and video programmers, retailers, distributors and many more.

Through its attendees, the Latin Rap Conference reaches over 20 million Latinos nationwide with radio, street promotions, concerts, clubs and the internet. The previous Latin Rap Conferences were held in San Diego, California, making this the first LRC held on the East coast.

First East Coast LRC Sept 19-20th

Written by NiKKi ID1668

Wednesday, 13 July 2005 21:35 -

For more information on the Latin Rap Conference and information on how to register, please visit www.Latinrapconference.com .