

HACU 37th Annual Conference



**Championing Hispanic Higher Education Success:
Diversifying our Workforce and Strengthening America**
October 28-30, 2023 • Hilton Chicago • IL



Promotional Opportunities

SPONSORSHIPS | PARTNERSHIPS | EXHIBITORS | ADVERTISING

HACU's Premier Conference on Hispanic Higher Education is headed to Chicago in 2023

Dear Sponsors/Partners/Advertisers/Exhibitors:

You're invited to join the Hispanic Association of Colleges and Universities (HACU) at its 37th Annual Conference, Oct. 28-30, 2023, taking place at the Hilton Chicago in Chicago, Illinois. The Conference offers a variety of partnership, branding, and sponsoring opportunities.

HACU's premier conference on Hispanic higher education provides the ideal opportunity to showcase your organization and reach the emerging Hispanic market, whether potential customers, partners or employees.

The conference draws more than 2,400 individuals from across the United States, Puerto Rico, Latin America and Spain. Participants include administrators, faculty, staff and students from HACU-member institutions, national colleges and universities, trustees, corporations, community organizations, and federal and state agencies.

The three-day event features keynote speakers, discussion panels, an international plenary and a HACU Town Hall for the general conference.

In conjunction with the conference, HACU's ¡Adelante! Leadership Institute (student track), brings together more than 700 undergraduate students from across the nation. Workshops offered for students focus on career and leadership development.

Pre- and post-conference events will focus on topics such as Latino higher education leadership, Pre-K12 collaborations, and special topics of interest for deans and senior administrators.

As a bonus, the Exhibit Hall will include a free College and Career Exploration open to the general public. For exhibitor information, please send an email to: conferences@hacu.net, or call 210-692-3805.

The Conference Program serves as a great resource, so make sure you reserve your ad space early. For information regarding advertising, sponsorships or to customize a sponsorship opportunity, please send an email to: development@hacu.net, or call (210) 692-3805.

HACU conference information is available at www.hacu.net. We look forward to seeing you at #HACU2023 at the Hilton Chicago.

Championing Hispanic Higher Education Success: Diversifying our Workforce and Strengthening America

The Hispanic Association of Colleges and Universities (HACU), founded in 1986, is a nonprofit 501(c)(3) association with more than 500 colleges and universities in the U.S., Puerto Rico, Latin America, Spain and school districts throughout the U.S. Visit www.hacu.net for more information.



Annual Conference Sponsorships and Benefits

Sponsor Benefits:		Title Sponsor \$100,000	Diamond Sponsor \$75,000	Platinum Sponsor \$50,000	Gold Sponsor \$35,000	Silver Sponsor \$25,000	Bronze Sponsor \$15,000
Recognition as Title Sponsor		✓					
5 minute speaking opportunity at Premier Event*		✓					
Recognition as Title Sponsor on Conference Main Entrance and in Conference Program		✓					
Recognition as sponsor of Premier Conference Event* with a reserved table for 10		✓	✓	✓	✓		
3 minute speaking opportunity at Premier Event*			✓	✓	✓		
Recognition as sponsor of VIP Reception, International Plenary, or Town Hall Meeting with 2-3 minute speaking opportunity						✓	
Recognition as sponsor in one of the following: Registration Center, Pocket "At-A-Glance" Conference Schedule, Conference Program, Mobile App, Cyber Cafe or Hotel Room Key (distributed to conference registrants)							✓
Recognition during coffee and refreshment breaks		✓					
Conference Program Advertisements		2**	2	2	1	1	1
Advertisement in The Voice of Hispanic Higher Education, quarterly magazine		2	1	1			
Exhibit Booths (Note: Deadline for priority placement in Exhibit Hall is Sept. 8)		8	6	4	2	1	1
Registrations		25	15	10	8	5	3
Logo placement in all conference materials, publications and "featured sponsors/partners" webpage		✓	✓	✓	✓	✓	✓
¡Adelante! Leadership Institute (Student Track)							
¡Adelante! Leadership Institute (Student Track)	¡Adelante! Leadership Institute Concurrent Workshop	✓	✓	✓	✓		
	Interview Space	✓	✓	✓	✓		
	Student Resumes from registered students provided two weeks prior to conference	✓	✓	✓	✓		
	Networking Breakfast with Students (two representatives per day)	✓	✓	✓	✓		
	Networking Panels with Students (one representative per panel)	✓	✓	✓	✓		
	Added Value:						
Emerging Leaders' Summit							
Emerging Leaders' Summit	Emerging Leaders' Summit Luncheon Recruiter Registrations	4	3	2	1		
	Business Etiquette Exhibit Table	✓	✓	✓	✓		
	Student Resumes provided one week prior to event	✓	✓	✓	✓		
	For Corporations: Participation in HACU National Internship Program	✓	✓	✓	✓		
	• Monthly Referrals during designated period (Aug.-Oct.) or (Jan.-April)	✓	✓	✓	✓		
	• Intern or full-time sourcing of pre-qualified candidates at no additional cost***	100	75	50	35		
	• Student Informational Webinar	✓	✓	✓	✓		

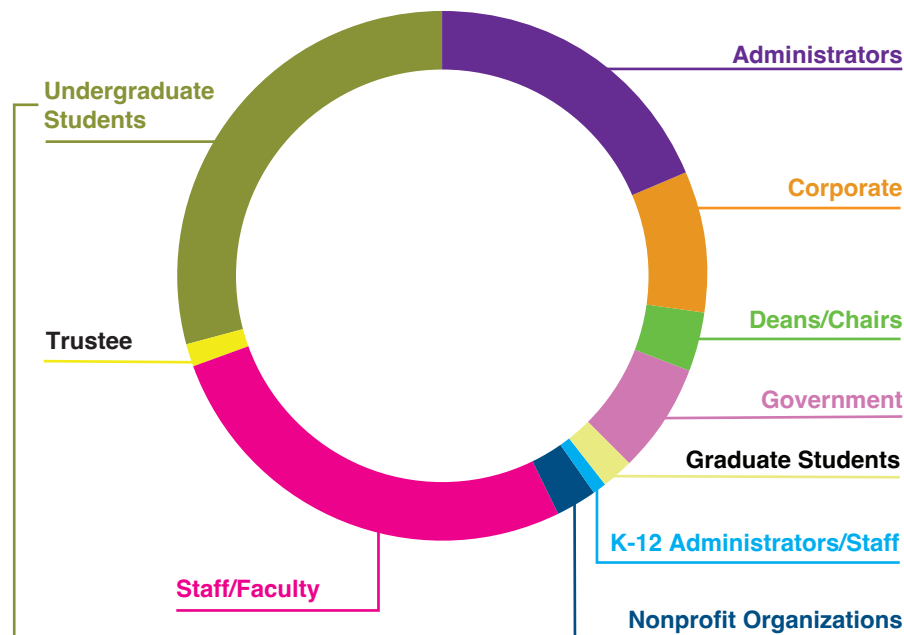
* The following are Premier Conference Events: Opening Plenary (theater seating), Partnership Lunch, Power Lunch, and Networking Dinner (table seating)

** Includes one inside front cover or inside back cover ad and also an ad inside the program

*** Corporations responsible for travel to/from internship site and assisting students in locating housing during internship period (not applicable to local interns or full-time hires.)

At-a-Glance Conference Attendee Breakdown

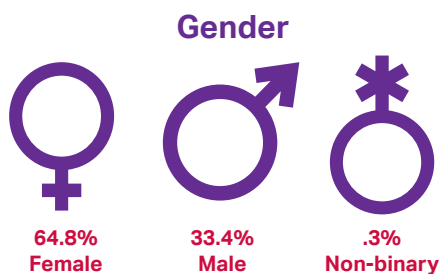
2022 GENERAL CONFERENCE



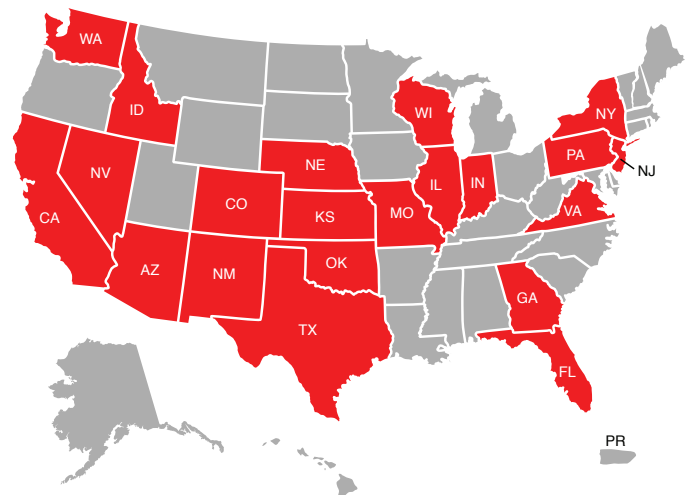
Total 2022 Conference Attendees 2,457

2022 HACU ¡Adelante! Leadership Institute (Student Track)

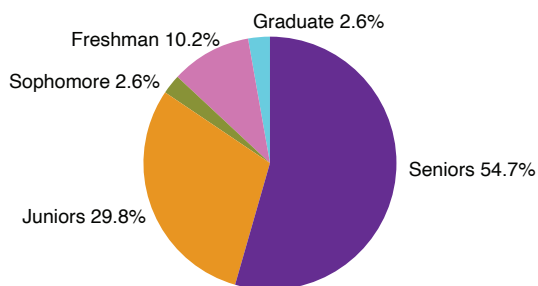
Students represented colleges and universities in 21 states.



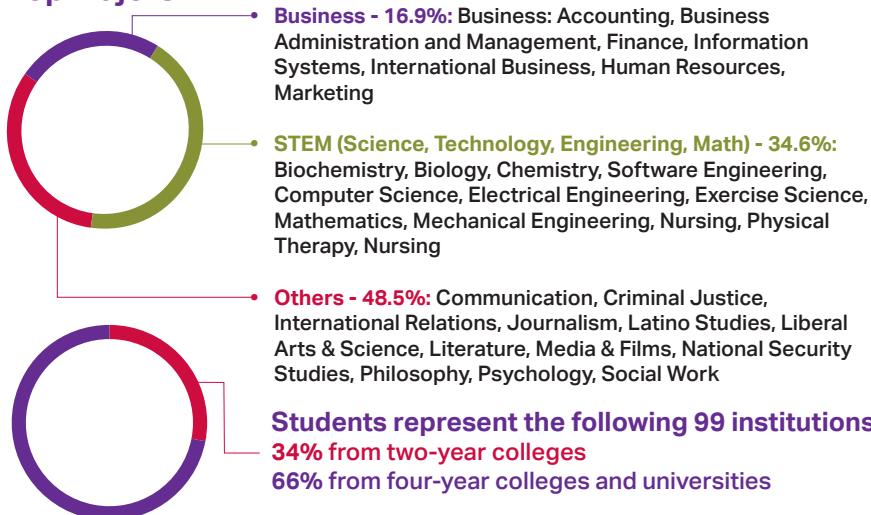
Average GPA:
3.4



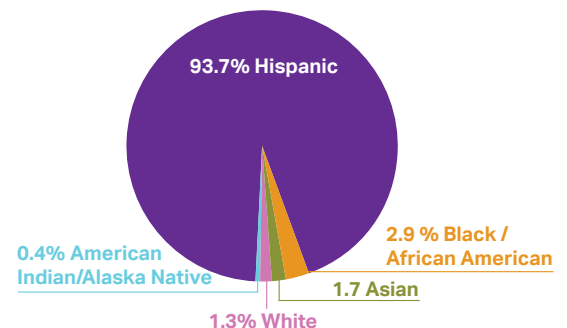
Student Classification



Top Majors:



Student Ethnicity



Sponsorships

HACU ¡Adelante! Leadership Institute (Student Track)

Top Hispanic undergraduate students and other scholars from colleges and universities throughout the U.S. and Puerto Rico will be active participants in HACU's ¡Adelante! Leadership Institute, a three day career and leadership development program, offered in conjunction with the Annual Conference.

Official Portfolio Sponsor - \$10,000

Promote your organization's logo on a co-branded professional portfolio which will be provided to each undergraduate student of the Conference.

¡Adelante! Scholar Sponsor

Sponsor an undergraduate student(s) to attend the HACU ¡Adelante! Leadership Institute.

Student Scholars package	Deadline: Sept. 8, 2023*	Sept. 9-Oct. 8, 2023**
Local Chicago area undergraduate students (Price includes registration and hotel parking)	\$500 per student	\$525 per student
Regional area undergraduate students (Price includes registration, four night hotel accommodations and parking.)	\$1,150 per student	\$1,250 per student
Undergraduate students from outside of the Chicago, Illinois area (Price includes registration, airfare, and four night hotel accommodations.)	\$1,750 per student	\$1,900 per student

- ¡Adelante! Scholars are identified with the sponsor's logo on the student's name badge.
- ¡Adelante! Scholars may also be invited to sit in reserved seating with their sponsor during the luncheons and networking dinner to interact and discuss recruitment and employment opportunities. (If a representative from the sponsoring organization is not present, student will sit in open seating with their peers.)
- Sponsors will have an opportunity to participate in a group photograph opportunity with sponsored students.

SPECIAL SERVICES: HACU and the Hilton Chicago are in compliance with the Americans with Disabilities Act (ADA). If auxiliary aids are needed, please submit written notification to HACU by September 15, 2023.* Includes all logistic coordination by HACU's student services staff.

** Sponsoring organizations that commit during this time frame will not be listed in the conference program or on the sponsor boards.



Pre- and Post-Conference Sponsorships

Youth Leadership Development Forum Sponsor - \$25,000

Sponsorship for this pre-conference event on Oct. 27 includes a title name sponsorship, five minute speaking opportunity, signage at event, and opportunity to distribute materials to approximately 500 area middle and high school students.

Students in Stem Youth Leadership Development Forum is an interactive, hands-on, one-day event focused on educating and empowering middle school and high school students to learn about opportunities in science, technology, engineering, and mathematics (STEM). The event is co-hosted by an accredited, non-profit college or university located in the city or general area where HACU's Annual Conference is held, with preference given to HACU member institutions. Since 2015, the event has focused on STEM careers and majors and has become a celebration of education and career opportunities in STEM and related pathways. A goal of the event is to promote curiosity and awareness of the STEM field and inspire students to pursue careers in STEM. With the support of faculty, staff, and college students from the co-host institution, invited students explore pathways in STEM through hands-on experiences and are provided an overview of college to help begin the process of demystifying the college experience and help foster a college-going culture.

Latino Higher Education Leadership Institute Sponsor - \$25,000

Sponsorship for this pre-conference event on Oct. 28 includes a title name sponsorship, signage at event, five minute speaking opportunity, and opportunity to distribute materials to approximately 120 college and university administrators.

The 22nd Annual Latino Higher Education Leadership Institute: "Exploring Diverse and Inclusive Workforce Strategies that Lead to Organizational Success", is a dynamic, one-day event for faculty, staff, and administrators at any stage of their careers, which will focus on strategies for moving up the faculty and administrative ladders in higher education. Expert presenters cover a variety of subjects related to the program theme. Breakout sessions will explore essential topics in more depth. The day concludes with a panel comprised of top Latina/o college and university presidents.

CONFERENCE PROGRAM ADVERTISING

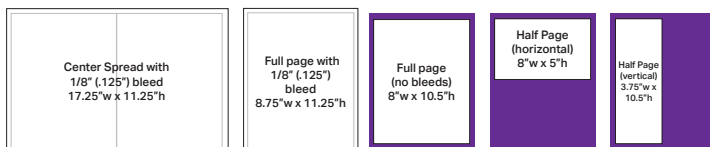
Ad Space Reservation Deadline: Sept. 8, 2023

Camera-ready Ad Deadline: Sept. 15, 2023

Ad Size	HACU-Member Institution	Regular Rate
Full-page	\$1,600	\$2,000
Half-page	\$800	\$1,200
Center Spread	\$5,000	\$5,000

(only one available)

Ads must be submitted as camera-ready originals or PDF files in color only. Full page ads may be submitted with bleeds or no bleeds. Half page ads may be submitted as horizontal or vertical ads. No bleeds on half page ads. No film or native application files (i.e. InDesign, Quark Xpress, etc.) will be accepted. 300 DPI Formats acceptable are PDF, TIFF, EPS, and PSD.



PreK-12/Higher Education Collaboration Symposium Sponsor - \$25,000

Sponsorship for this pre-conference event on Oct 28. includes a title name sponsorship, five minute speaking opportunity, signage at event, and opportunity to distribute materials to approximately 100 attendees.

PreK-12/Higher Education Collaboration Symposium is an interactive, one-day symposium that focuses on high impact collaborative practices across the PreK through higher education systems. Attendees include administrators and educators from higher education institutions, school districts, and other community stakeholders who are eager to engage and discuss collaborations between school districts and higher education institutions that are leading to systemic change in areas such as matriculation, retention, and graduation. This symposium includes three panels, each covering a variety of subjects related to the symposium theme. Participants will have the opportunity to engage and network with one another and panel experts and will be provided with resources to further develop partnerships, programs, and policies that foster student access and success.

Deans' Forum Sponsor - \$25,000

Sponsorship for this post-conference event on Oct. 31 includes a title sponsorship, five minute speaking opportunity, signage at event, and opportunity to distribute materials to approximately 100 college and university deans and administrators.

The 12th Annual Deans' Forum: "Leading a Diverse and Inclusive Workforce in the 21st Century", is an outstanding, half-day experience for faculty and staff who are currently serving in the role as a Dean or aspire to serve in this role at some point in their career. The Deans' Forum focuses on bringing diverse perspectives from renowned speakers who have hands on experience in implementing innovative and creative practices in educating Hispanic and other underrepresented minorities. Participants will engage in dialogue with a panel of experts and network and learn from each other.

Women's Leadership Symposium - \$25,000

The 1st Annual Women's Leadership Symposium is an action packed, half-day event for women higher education professionals at all levels. This opportunity will help women explore, dialogue, and learn from other women in executive leadership positions on topics related to successfully navigating the higher education work environment, building a strategic network, and becoming better prepared to assume executive roles in education or any other career field. The symposium will focus on women's intersecting identities, unique challenges, and the need to build supportive structures within the professional working environment. Participants will engage with seasoned education administrators and expert practitioners to facilitate a well-rounded and life changing experience. Each presentation will include time for a hands-on engagement activity and participants will leave with resources they can utilize as they move forward in their career.

EXHIBITOR OPPORTUNITIES

Exhibitor Application Deadline:

Sept. 15, 2023 (To be listed in the conference program)

Exhibitor Application Final Deadline:

Sept. 23, 2023

Exhibitor Rates

HACU-member institutions	\$1,850
Non-member institutions	\$2,460
Nonprofit Associations/Government	\$2,460
Corporate	\$3,685