

# HACU 38<sup>th</sup> Annual Conference

Championing Hispanic Higher Education Success:  
Reaching New Heights of Excellence and Equity

November 1-3, 2024 • Gaylord Rockies Resort & Convention Center • Aurora, Colorado



## PROMOTIONAL OPPORTUNITIES

sponsorships | partnerships | exhibitors | advertising



H I S P A N I C   A S S O C I A T I O N   O F   C O L L E G E S   &   U N I V E R S I T I E S



# HACU's Premier Conference on Hispanic Higher Education is headed to Aurora, Colorado in 2024

## Dear Sponsors/Partners/Advertisers/Exhibitors:

You're invited to join the Hispanic Association of Colleges and Universities (HACU) at its 38<sup>th</sup> Annual Conference, November 1-3, 2024, taking place at the Gaylord Rockies Resort and Convention Center in Aurora, Colorado. 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 2,500 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 800 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 women in higher education, deans and senior administrators.

As a bonus, the Exhibit Hall will include a free College and Career Fair open to the general public. For exhibitor information, please send an email to: [conferences@hacu.net](mailto: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, partnerships or to customize a sponsorship opportunity, please send an email to: [development@hacu.net](mailto:development@hacu.net), or call (210) 692-3805.

HACU conference information is available at [www.hacu.net](http://www.hacu.net). We look forward to seeing you at #HACU2024 in Aurora, Colorado.

## Championing Hispanic Higher Education Success: Reaching New Heights of Excellence and Equity

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](http://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 table opportunity at Premier Event*			√	√			
3-minute pre-recorded remarks at Premier Event*					√		
Recognition as sponsor of VIP Reception, International Plenary, Town Hall Meeting or shuttle buses, 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, Networking Lounge, 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		√	√	√	√	√	√
<b>¡Adelante! Leadership Institute (Student Track)</b>							
¡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)		√	√	√	√		
Career Panels with Students (one representative per panel)		√	√	√	√		
<b>Added Value:</b>							
<b>Emerging Leaders' Summit Participation Opportunity</b>		4	3	2	1		
Exhibit Table		√	√	√	√		
Networking Luncheon		√	√	√	√		
Student Resumes provided one week prior to event		√	√	√	√		
<b>For Corporations: Participation in HACU National Internship Program</b>		√	√	√	√		
Sourcing of internship or early career position candidates***		100	75	50	35		
Student Informational Webinar		√	√	√	√		

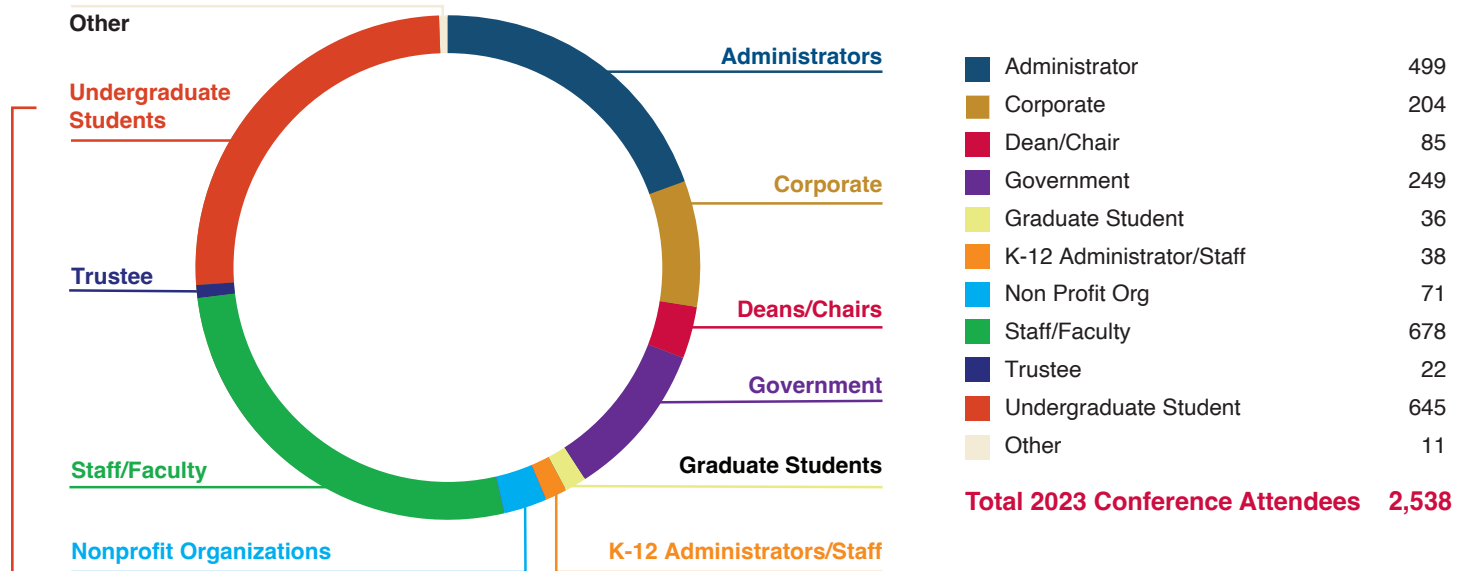
\* The following are Premier Conference Events: Opening Plenary (theater seating), Partnership Lunch, Power Lunch, and Networking Dinner (table seating)

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

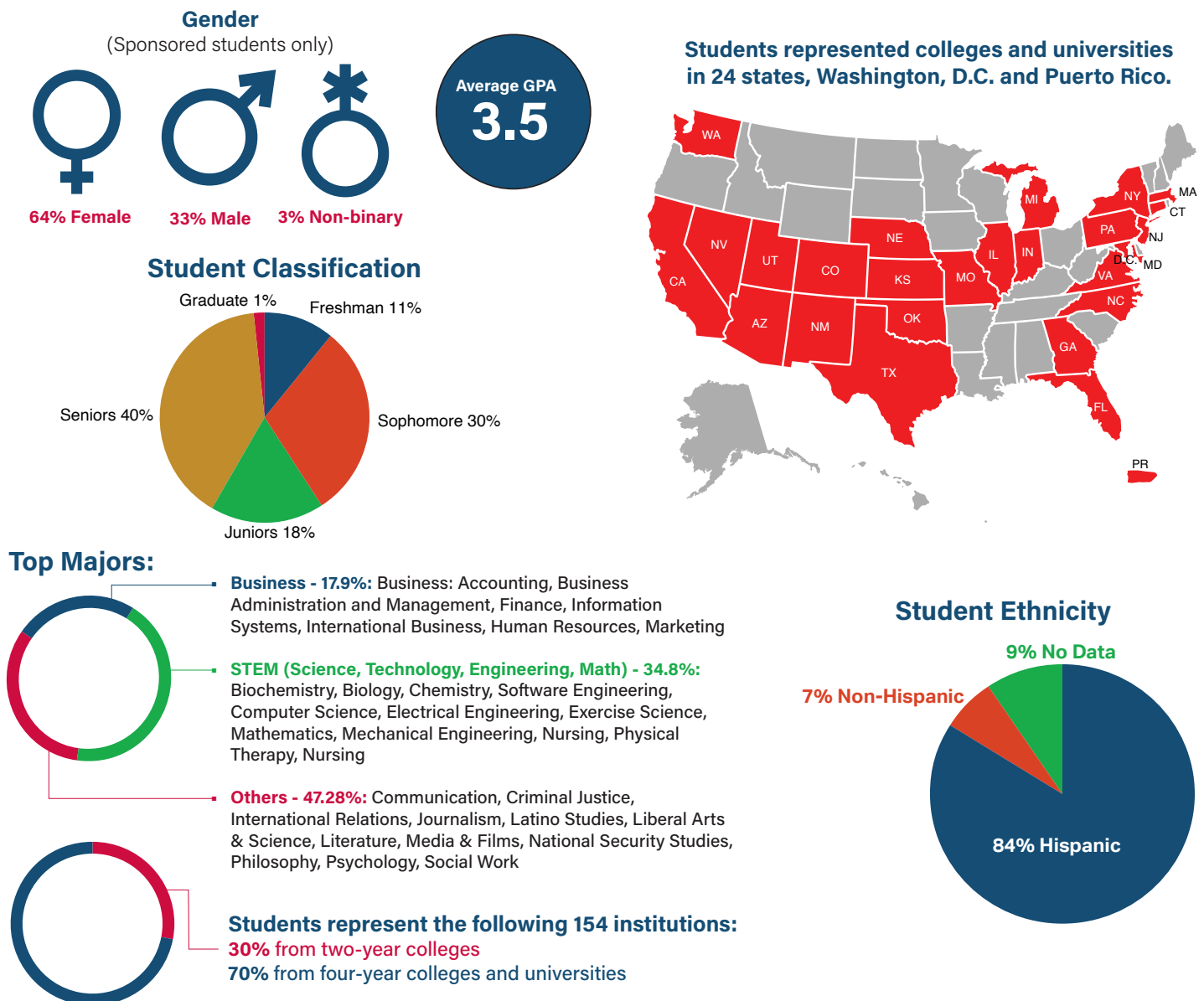
\*\*\* Corporations responsible for travel to/from internship site and assisting students in locating housing during internship period (not applicable to local interns or full-time hires)

# At-a-Glance Conference Attendee Breakdown

## 2023 GENERAL CONFERENCE



## 2023 HACU ¡Adelante! Leadership Institute (Student Track)





# 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: Aug. 30, 2024	Sept. 1 - Oct. 11, 2024*
<b>Local Aurora, Colorado area undergraduate students</b> (Price includes registration and hotel parking.)	\$600 per student	\$625 per student
<b>Regional area undergraduate students</b> (Price includes registration, parking, and four night hotel accommodations, paired with another student scholar.)	\$1,250 per student	\$1,350 per student
<b>Undergraduate students from outside of the Aurora, Colorado area</b> (Price includes registration, airfare**, and four night hotel accommodations, paired with another student scholar.)	\$1,850 per student	\$2,000 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.
- \* Sponsoring organizations that commit during this time frame will not be listed in the conference program or on the sponsor boards.

\*\* Students will be provided a link to HACU's travel service to book individual flights. HACU encourages schools to have students book flights together as a group and/or with POC.

**SPECIAL SERVICES:** HACU and the Gaylord Rockies Resort & Convention Center are in compliance with the Americans with Disabilities Act (ADA). If auxiliary aids are needed, please submit written notification to HACU by September 20, 2024. Includes all logistic coordination by HACU's student services staff.



# Pre- and Post- Conference Sponsorships - \$25,000 per event

## Benefits of Sponsorship

Sponsorship for a pre- or post-conference event includes a title sponsorship, five-minute speaking opportunity, signage at event, and invitation to distribute materials to approximately 100 attendees.

## Thursday, Oct. 31

The **Second Annual Women's Leadership Symposium** is an action packed, half-day event for women in higher education at all levels. Participants dialogue and learn from other women in executive leadership positions. Discussions focus on topics related to successfully navigating the higher education work environment, building a strategic network, and becoming better prepared to assume executive roles in their careers. Seasoned education administrators and expert practitioners engage with participants to facilitate a well-rounded and life changing experience. Participants leave with resources they can utilize as they move forward in their careers.



The **13<sup>th</sup> Annual Deans' Forum on Hispanic Higher Education: "Leveraging Transformational Programs to Support Excellence and Equitable Outcomes,"** is a 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 practical experience with implementing innovative and creative practices that support student success for Hispanic students and other underrepresented minorities. Participants will engage in dialogue with a panel of experts and network and learn from each other.



The **23<sup>rd</sup> Annual Latino Higher Education Leadership Institute: "Utilizing High Impact and Equitable Programs to Achieve Organizational Excellence,"** is a dynamic, one-day event for faculty, staff, and administrators at any stage of their careers focused 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 greater depth. The day concludes with a panel comprised of top Latino/a college and university presidents.

## Friday, Nov. 1

The **10<sup>th</sup> Annual PreK-12/Higher Education Collaboration Symposium** is an interactive, one-day symposium focused on high impact collaborative practices across the PreK-12 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 essential topics. Participants engage and network with one another and panel experts and are provided resources to further develop partnerships, programs, and policies that foster student access and success.

## Tuesday, Nov. 5

The **27<sup>th</sup> Annual Students in STEM Youth Leadership Development Forum** is an interactive one-day event for area middle and high school students to learn about career opportunities in science, technology, engineering, and mathematics (STEM). The event held for 500 participants is co-hosted by an accredited, nonprofit college or university located in the city or general area where HACU's Annual Conference is held, with preference given to HACU member institutions. With the support of faculty, staff, and college students from the co-host institution, invited students explore pathways in STEM through hands-on activities and are provided an overview of the college experience to help demystify the college process and help foster a college-going culture.





# CONFERENCE PROGRAM ADVERTISING

Ad Space Reservation Deadline: **Aug. 30, 2024**

Camera-ready Ad Deadline: **Sept. 6, 2024**

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)		

Center Spread with  
1/8" (.125") bleed  
17.25"w x 11.25"h

Full page with  
1/8" (.125") bleed  
8.75"w x 11.25"h

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.

Full page  
(no bleeds)  
8"w x 10.5"h

Half Page  
(horizontal)  
8"w x 5"h

Half Page  
(vertical)  
3.75"w x  
10.5"h

## EXHIBITOR OPPORTUNITIES

Exhibitor Application Deadline:

**Sept. 6, 2024** (To be listed in the conference program)

Exhibitor Application Final Deadline:

**October 11, 2024**

### Exhibitor Rates

HACU-member Colleges and Universities	\$1,925
Non-member Colleges and Universities	\$2,560
Nonprofit Associations/Government	\$2,560
Corporate	\$3,830
Additional Booth Personnel	\$285

