HACU 33rd Annual Conference
Championing Hispanic Higher Education Success: Meeting the Challenge of Prosperity and Equality
October 5-7, 2019 - Hilton Chicago - Chicago, Illinois

PROMOTIONAL OPPORTUNITIES
SPONSORSHIPS • PARTNERSHIPS • EXHIBITORS • ADVERTISING

HISPANIC ASSOCIATION OF COLLEGES & UNIVERSITIES
HACU's Premier Conference on Hispanic Higher Education is headed to Chicago, Illinois in 2019

Dear Sponsors/Partners/Advertisers/Exhibitors:

You’re invited to join the Hispanic Association of Colleges and Universities (HACU) at its 33rd Annual Conference, October 5-7, 2019, at the Hilton Chicago, offering 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.

Approximately 2,000 individuals from across the United States, Puerto Rico and Latin America are expected to participate in our conference. Participants generally include administrators, faculty and staff 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, a Student Track, renamed as HACU’s ¡Adelante! Leadership Institute, brings together up to 500 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 to deans.

As a bonus, the Exhibit Hall will include a free College and Career Fair open to the general public on Sunday afternoon from 2-5 p.m. For exhibitor information, you can reach us at conferences@hacu.net, or 210-692-3805.

The Conference Program is a keeper, so make sure you reserve your ad space early. For information regarding advertising, sponsorships or to customize a sponsorship opportunity, please contact:

Hispanic Association of Colleges & Universities
Office of Development
8415 Datapoint Drive, Suite 400
San Antonio,TX 78229
(210) 692-3805 (voice) - (210) 692-0823 (fax)
development@hacu.net

HACU conference information is available at www.hacu.net. We look forward to seeing you at #HACU19 in Chicago!

2018 Conference Attendee Breakdown

- Administrators: 346
- Corporate: 104
- Deans/Chairs: 70
- Government: 140
- Graduate Students: 57
- K-12 Administrators/Staff: 22
- Nonprofit Organizations: 72
- Staff/Faculty: 368
- Trustees: 28
- Undergraduate Students: 492
- Unspecified: 87

Total 2018 Conference Attendees: 1,786

Championing Hispanic Higher Education Success: Meeting the Challenge of Prosperity and Equality
Premier Sponsorship Benefits

• Recognition as “Title Sponsor” at a Premier Conference Event* to include a 5-6 minute speaking opportunity on behalf of your organization and signage at event
• Recognition as “Title Sponsor” on Conference main entrance and in Conference Program
• Opportunity to conduct a Student Workshop at the HACU ¡Adelante! Leadership Institute
• Interview space provided to interview students for potential hires
• Student resumes will be provided two weeks in advance, allowing recruiters to contact potential candidates and schedule interviews during the conference
• Access to three day networking breakfast with students
• Participation in the speed networking event with all students
• Sponsorship recognition during all coffee and refreshment breaks
• Two reserved tables, with priority placement, at Premier Conference Events* including the one chosen for speaking opportunity
• Opportunity to distribute promotional items to all conference participants during selected Premier Conference Event* and at registration area tables
• Two full-page color advertisements in Conference Program (includes one inside front or back cover and one in program)
• Two full-page color advertisements in The Voice of Hispanic Higher Education, HACU's quarterly magazine
• Up to eight 8x10 exhibit booths with priority placement in Exhibit Hall. Each booth comes with one exhibitor conference registration (Note: Deadline for priority placement in Exhibit Hall is Aug. 16)
• Up to 25 full conference registrations
• Recognition of title sponsorship, to include logo placement in conference materials, publications, and on HACU’s “featured sponsors/partners” website

Year-Round Added Value:

• Up to four registrations to attend an Emerging Leaders’ Summit (Student Regional Summit) Luncheon
• One exhibit table at an Emerging Leaders’ Summit
• Emerging Leaders’ Summit student resumes will be provided one week in advance, allowing recruiters to contact potential candidates and schedule interviews during the event
• For Corporations: Participation in the HACU National Internship Program (HNIP) - Corporate Component
• Receive monthly referrals (August-October) or (January-April) from HACU National Internship Program – Corporate Component: (referred candidates will be prescreened by desired majors, grade point average, classification, and regions/locations)
• Unlimited hires of interns and full-time hires at no additional cost**
  ** 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)
• Student Webinar for HNIP applicants conducted by HACU and corporate partner as part of recruitment and selection process

*The following are Premier Conference Events:
Opening Plenary, Power Lunch, Partnership Lunch and Networking Dinner
(NOTE: No table reservations during Opening Plenary. Set up is auditorium style)
**Premier Sponsorship Benefits**

- Recognition as sponsor of a Premier Conference Event* to include 3-5 minute speaking opportunity on behalf of your organization and signage at event
- Reserved table, with priority placement, at Premier Conference Events* including the one chosen for speaking opportunity
- Opportunity to distribute promotional items at registration area tables
- Opportunity to conduct a Student Workshop at the HACU ¡Adelante! Leadership Institute
- Interview space provided to interview students for potential hires
- Student resumes will be provided two weeks in advance, allowing recruiters to contact potential candidates and schedule interviews during the conference
- Access to three day networking breakfast with students.
- Participation in the speed networking event with all students
- Two full-page color advertisements in Conference Program
- Up to six 8x10 exhibit booths with priority placement in Exhibit Hall. Each booth comes with one exhibitor conference registration (Note: Deadline for priority placement in Exhibit Hall is Aug. 16)
- Up to 15 full conference registrations
- Recognition of sponsorship, to include logo placement in conference materials, publications, and on HACU’s “featured sponsors/partners” website

**Year-Round Added Value:**

- Up to three registrations to attend an Emerging Leaders’ Summit (Student Regional Summit) Luncheon
- One exhibit table at an Emerging Leaders’ Summit
- Emerging Leaders’ Summit student resumes will be provided one week in advance, allowing recruiters to contact potential candidates and schedule interviews during the event
- For Corporations: Participation in the HACU National Internship Program (HNIP) - Corporate Component
- Receive monthly referrals (August-October) or (January-April) from HACU National Internship Program – Corporate Component: (referred candidates will be prescreened by desired majors, grade point average, classification, and regions/locations)
- Up to 75 hires of interns and full-time hires at no additional cost**
  **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)
- Student Webinar for HNIP applicants conducted by HACU and corporate partner as part of recruitment and selection process

*The following are Premier Conference Events:*

Opening Plenary, Power Lunch, Partnership Lunch and Networking Dinner

(NOTE: No table reservations during Opening Plenary. Set up is auditorium style)
Premier Sponsorship Benefits

- Recognition as sponsor of a Premier Conference Event* to include 3-5 minute speaking opportunity on behalf of your organization and signage at event
- Reserved table, with priority placement, at Premier Conference Events* including the one chosen for speaking opportunity
- Opportunity to distribute promotional items at registration area tables
- Opportunity to conduct a Student Workshop at the HACU ¡Adelante! Leadership Institute
- Interview space provided to interview students for potential hires
- Student resumes will be provided two weeks in advance, allowing recruiters to contact potential candidates and schedule interviews during the conference
- Access to three day networking breakfast with students
- Participation in the speed networking event with all students
- Two full-page color advertisements in Conference Program
- Up to four 8x10 exhibit booths with priority placement in Exhibit Hall. Each booth comes with one exhibitor conference registration. (Note: Deadline for priority placement in Exhibit Hall is Aug. 16)
- Up to ten full conference registrations
- Recognition of sponsorship, to include logo placement in conference materials, publications, and on HACU’s “featured sponsors/partners” website

Year-Round Added Value:

- Up to two registrations to attend an Emerging Leaders’ Summit (Student Regional Summit) Luncheon
- One exhibit table at an Emerging Leaders’ Summit
- Emerging Leaders’ Summit student resumes will be provided one week in advance, allowing recruiters to contact potential candidates and schedule interviews during the event
- For Corporations: Participation in the HACU National Internship Program (HNIP) - Corporate Component
- Receive monthly referrals (August-October) or (January-April) from HACU National Internship Program – Corporate Component: (referred candidates will be prescreened by desired majors, grade point average, classification, and regions/locations)
- Up to 50 hires of interns and full-time hires at no additional cost**
  ** 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)
- Student Webinar for HNIP applicants conducted by HACU and corporate partner as part of recruitment and selection process

*The following are Premier Conference Events:
Opening Plenary, Power Lunch, Partnership Lunch and Networking Dinner
(NOTE: No table reservations during Opening Plenary. Set up is auditorium style)
GOLD SPONSOR - $35,000

- Recognition as sponsor of a Premier Conference Event* to include 3-5 minute speaking opportunity on behalf of your organization and signage at event
- Reserved table, with priority placement, at Premier Conference Events* including the one chosen for speaking opportunity
- One full-page color advertisement in Conference Program
- Opportunity to conduct a Student Workshop at the HACU ¡Adelante! Leadership Institute
- Interview space provided to interview students for potential hires
- Student resumes will be provided two weeks in advance, allowing recruiters to contact potential candidates and schedule interviews during the conference
- Access to three day networking breakfast with students
- Participation in the speed networking event with all students
- Up to two 8x10 exhibit booths with priority placement in Exhibit Hall. Each booth comes with one exhibitor conference registration (Note: Deadline for priority placement in Exhibit Hall is Aug. 16)
- Up to eight full conference registrations
- Recognition of sponsorship, to include logo placement in conference materials, publications, and on HACU’s “featured sponsors/partners” website

Year-Round Added Value:

- One registration to attend an Emerging Leaders’ Summit (Student Regional Summit) Luncheon
- One exhibit table at an Emerging Leaders’ Summit
- Emerging Leaders’ Summit student resumes will be provided one week in advance, allowing recruiters to contact potential candidates and schedule interviews during the event
- For Corporations: Participation in the HACU National Internship Program (HNIP) - Corporate Component
- Receive monthly referrals (August-October) or (January-April) from HACU National Internship Program – Corporate Component: (referred candidates will be prescreened by desired majors, grade point average, classification, and regions/locations)
- Up to 35 hires of interns and full-time hires at no additional cost**
  ** 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)
- Student Webinar for HNIP applicants conducted by HACU and corporate partner as part of recruitment and selection process

SILVER SPONSOR - $25,000

- Recognition as sponsor of VIP Reception, International Plenary, or Town Hall Meeting with a 2-3 minute speaking opportunity and signage at selected event on a first-come, first-served basis
- One full-page color advertisement in Conference Program
- One 8x10 exhibit booth. The booth comes with one exhibitor conference registration (Note: Deadline for priority placement in Exhibit Hall is Aug. 16)
- Five full conference registrations
- Recognition of sponsorship, to include logo placement in conference materials, publications, and on HACU’s “featured sponsors/partners” website

BRONZE SPONSOR - $15,000

- Recognition as sponsor of Registration Center, Pocket “At-A-Glance” Conference Schedule, Conference Program, Cyber Café or Hotel Keys on a first-come, first-served basis. Note: Deadline for recognition on these items is July 1
- One full-page color advertisement in Conference Program
- One 8x10 exhibit booth. The booth comes with one exhibitor conference registration (Note: Deadline for priority placement in Exhibit Hall is Aug. 16)
- Up to three full conference registrations
- Recognition of sponsorship, to include logo placement in conference materials, publications, and on HACU's “featured sponsors/partners” website

*The following are Premier Conference Events:
Opening Plenary, Power Lunch, Partnership Lunch and Networking Dinner
(NOTE: No table reservations during Opening Plenary. Set up is auditorium style)
Pre- and Post-Conference Sponsorships

**Youth Leadership Development Forum Sponsor - $25,000**
Sponsorship for this pre-conference event on Oct. 4 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.

**Latino Higher Education Leadership Institute Sponsor - $25,000**
Sponsorship for this pre-conference event on Oct. 5 includes a title name sponsorship, signage at event, five minute speaking opportunity, and opportunity to distribute materials to approximately 120 college and university administrators.

**PreK-12/Higher Education Collaboration Symposium Sponsor - $25,000**
Sponsorship for this pre-conference event on Oct. 5 includes a title name sponsorship, five minute speaking opportunity, signage at event, and opportunity to distribute materials to approximately 100 attendees.

**Deans’ Forum Sponsor - $25,000**
Sponsorship for this post-conference event on Oct. 8 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.
Student Track:
HACU ¡Adelante! Leadership Institute Sponsorships

Top undergraduate Hispanic 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 - $6,000
Promote your organization’s logo on a professional portfolio which will be provided to each undergraduate student of the Conference.

Concurrent Workshop Sponsor - $5,000
Only a limited number of sponsored workshops offered. Available on first-come, first-served basis.

HACU ¡Adelante! Leadership Institute sponsor benefits:
- Present a 75-minute workshop on a topic related to career, leadership, educational or professional development. It’s also an opportunity to promote your corporation or federal agency career opportunities for students.
- Two full conference registrations.
- Student resumes will be provided two weeks in advance to allow recruiters to contact potential candidates to schedule interviews at the conference.
- Access to three-day networking breakfast with students.
- Participation in a two hour speed networking event with all students.

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

Deadline: Aug. 19, 2019
$1,500 Student from a Nationwide college/university (outside of the Chicago area)*
$450 - Student from a Chicago area college/university

Aug. 20 - Sept 6, 2019**
$1,700 Student from a Nationwide college/university (outside of the Chicago area)*
$470 - Student from a Chicago area college/university

- Sponsorship for a student from a nationwide (non-local) college or university covers a student registration, roundtrip airfare and hotel accommodations.
- Local students are provided with a student registration and conference parking.
- ¡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.

* 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.

2018 Student Track:
HACU ¡Adelante! Leadership Institute

The following data represents the survey responses of 350 of the 497 students that attended.

497 college and university students

63% Female
37% Male

UNDERGRADUATE:
94% Seniors 25%
35% Junior 35%
31% Sophomore 31%
3% Freshman 3%

GRADUATE STUDENTS: 6%

Students represent the following institutions:
30% from two-year colleges
70% from four-year colleges and universities

Students represented colleges and universities in 26 states, D.C. and Puerto Rico.

Top States with most students:
California, Colorado, Florida, New Jersey, New Mexico, New York, Puerto Rico, Texas, Washington
About HACU
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.

Conference Program Advertisement

Advertising Deadlines:
Space reservation - Aug. 12, 2019
Camera-ready ad - Aug. 19, 2019

Exhibitor Deadlines:
Aug. 19, 2019 (To be listed in the printed conference program)
Final deadline - Sept. 20, 2019

Ad Size HACU-Member Institution Non-member
Full-page $1,600 $1,900
Half-page $800 $1,100
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.

Exhibitor Rates
HACU-member institutions $1,710
Non-member institutions $2,275
Nonprofit Associations/Government $2,275
Corporate $3,410

Conference Program Advertisement

Full page (horizontal) 8"w x 10.5"h
Half Page (vertical) 3.75"w x 10.5"h
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
Full page (no bleeds) 8"w x 10.5"h