



**FEBRUARY 16 & 17, 2012**  
**SAN JUAN, PUERTO RICO**

**SPONSORSHIP  
OPPORTUNITIES**

**HETS** Second  
**BEST PRACTICES  
SHOWCASE**

Celebrating Technology Innovation  
for Hispanic Success in Higher Education



The Hispanic Educational Technology Services Consortium (HETS) would like to highlight and celebrate the outstanding work of its member institutions meaningfully and strategically using technology to achieve Hispanic student success. When supporting HETS Second Best Practices Showcase, you are not only a leading company or organization with social responsibility considerations, but a visionary.



## SHOWCASE TRACKS

The Second HETS Best Practices Showcase will focus on four main tracks:

- Access
- Retention
- Assessment
- Science, Technology, Engineering, and Mathematics (STEM) education for Hispanics

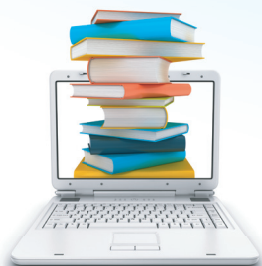
HETS invites faculty members, instructional designers, student support administrators and staff, distance learning personnel and other academic leaders from its member institutions to submit, showcase, and share their best practices in the use of technology to promote and facilitate Higher Education among Hispanics.

## HETS BOARD MEETING

With our Second Best Practices Showcase Conference, HETS will celebrate its winter Board Meeting on February 16 and 17, 2012, inviting the presidents or designated representatives from our 30 member institutions. The Board meeting is a closed session.

## WHY BECOME A SPONSOR?

- Be recognized as an advanced organization who is committed to education
- Network with top local and International universities and specialized technical colleges top executives and decision makers
- Promote your organization, product or services on a one to one basis, with the right target
- Expand strategic alliances for collaboration among HETS members and private organizations
- Increase institutional awareness and readiness to participate in foundation supported programs
- Discuss emerging trends in Hispanic Higher Education



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# SPONSORSHIP OPPORTUNITIES AND BENEFITS

## All session categories include the following benefits:

- Logo display in:
  - main screen at the Academic Fair
  - HETS website
  - print materials
  - official screen images during Conference
  - publications
  - promotional email campaigns
- 8'x10' booth space at the Exhibition Hall during the Conference
- Two full-conference registrations

You can choose any of the following opportunities to be the title name sponsor of this section and receive the following additional benefits:

## Academic Fair sponsorship (\$5,000)

- Special mention at the Academic Fair, including a brief description of services
- ½ page/full color ad in the HETS 2nd Best Practices Showcase Program

## Pre-event workshop (\$5,000)

- Opportunity to reach a targeted audience of academic leaders related to the sponsor's business. HETS maximum of 60 participants. Up to two presenters from the company or organization will have a three hour period to present the topic upon previous agreement with HETS.
- ½ page/full color ad in the HETS 2nd Best Practices Showcase Program

## Award Dinner sponsorship (\$5,000)

- Opportunity to address the audience during the Award Dinner (5 to 8 minutes), including the HETS Board of Directors constituted by the Presidents or Representatives of the institutions affiliated to the Consortium
- ½ page/full color ad in the HETS 2nd Best Practices Showcase Program

## Breakfast sponsorship (\$3,000)

- Special mention of the sponsoring organization during the Open Plenary Session, including a brief description of your services and logo display on the main screen during this session
- ¼ page/full color ad in the HETS 2nd Best Practices Showcase Program

## Lunch sponsorship (\$5,000)

- Opportunity to address the audience during lunch (5 to 8 minutes), including the HETS Board of Directors, constituted by the Presidents or Representatives of the institutions affiliated to the Consortium
- ½ page/full color ad in the HETS 2nd Best Practices Showcase Program

## Closing Reception sponsorship (\$3,000)

- Special mention of the sponsoring organization by the event master of ceremony during the Keynote Address, including a brief description of the sponsor's services and logo display on the main screen during this session
- ¼ page/full color ad in the HETS 2nd Best Practices Showcase Program

## Interested only on the Exhibitor Opportunity (Cost \$1,000 for HETS members & \$1,300 for non-members)

- Includes only One full-conference registration

Note: Table and up to two chairs, Internet, and electricity are available, but arrangement need to be made in advance through the HETS office.

All sponsorship opportunities are limited. First signed, first served.



# SCHEDULE:

## 1st DAY

Thursday, February 16, 2012

7:30-8:45 am

Registration & Continental Breakfast

8:45 – 9:15 am

Welcome and Greetings

9:15-10:30 am

Opening Expert Panel at the Theater

10:30-11:00 am

Coffee Break at Exhibit Hall

11:00-12:00 am

Breakout Presentations (4 tracks)

12:00-1:30 pm

Lunch at 3rd floor Terrace

1:30-2:30 pm

Breakout Presentations (4 tracks)

2:30 - 3:30 pm

Breakout Presentations (4 tracks)

3:30 – 4:00 pm

Coffee Break at Exhibit Hall

4:00 - 5:00 pm

Breakout Presentations (4 tracks)

1:30 – 5:00 pm

Closed Session - Board of Directors Meeting

5:00 – 7:00 pm

Award Dinner at 3rd floor Terrace

## 2nd DAY

Friday, February 17, 2012

7:30- 9:00 am

Registration & Continental Breakfast  
at Exhibit Hall

9:00 - 10:00 am

Breakout Presentations (4 tracks)

10:00 – 10:30 am

Coffee Break @ Exhibit Hall

10:30 – 11:30 am

Breakout Presentations (4 tracks)

11:30 -12:30 am

Breakout Presentations (4 tracks)

9:00 – 12:30 am

Closed Session -  
Board of Directors Meeting

12:30 – 1:45 pm

Lunch at 3rd floor Terrace

1:45 - 3:30 pm

Keynote Speaker  
& Closing Remarks at the Theater

3:30 – 4:00 pm

Closing Reception  
at Exhibit Hall



For further information about promoting your organization as a conference sponsor, exhibitor or advertiser or to customize a sponsorship opportunity, please contact:

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