



in collaboration with



THE SUMMIT
STUDENT EXPERIENCE SUMMIT **2026**



August 2026

26-27

Puerto Rico
Convention
Center

WWW.LAEXPERIENCIAESTUDIANTIL.COM

WHAT IS THE SUMM?

The **Summ: Student Experience Summit** is a student fair unlike any other, where young people participate in immersive experiences in spaces that simulate real work environments.

The purpose of the event is to help students in their **process of choosing** a university career path.

We aim to create a **dynamic and innovative** space where education and industry come together, giving young people the opportunity to experience their future profession.

COLLABORATORS:

DEPARTAMENTO DE EDUCACIÓN



HETS
Hispanic Educational Technology Services

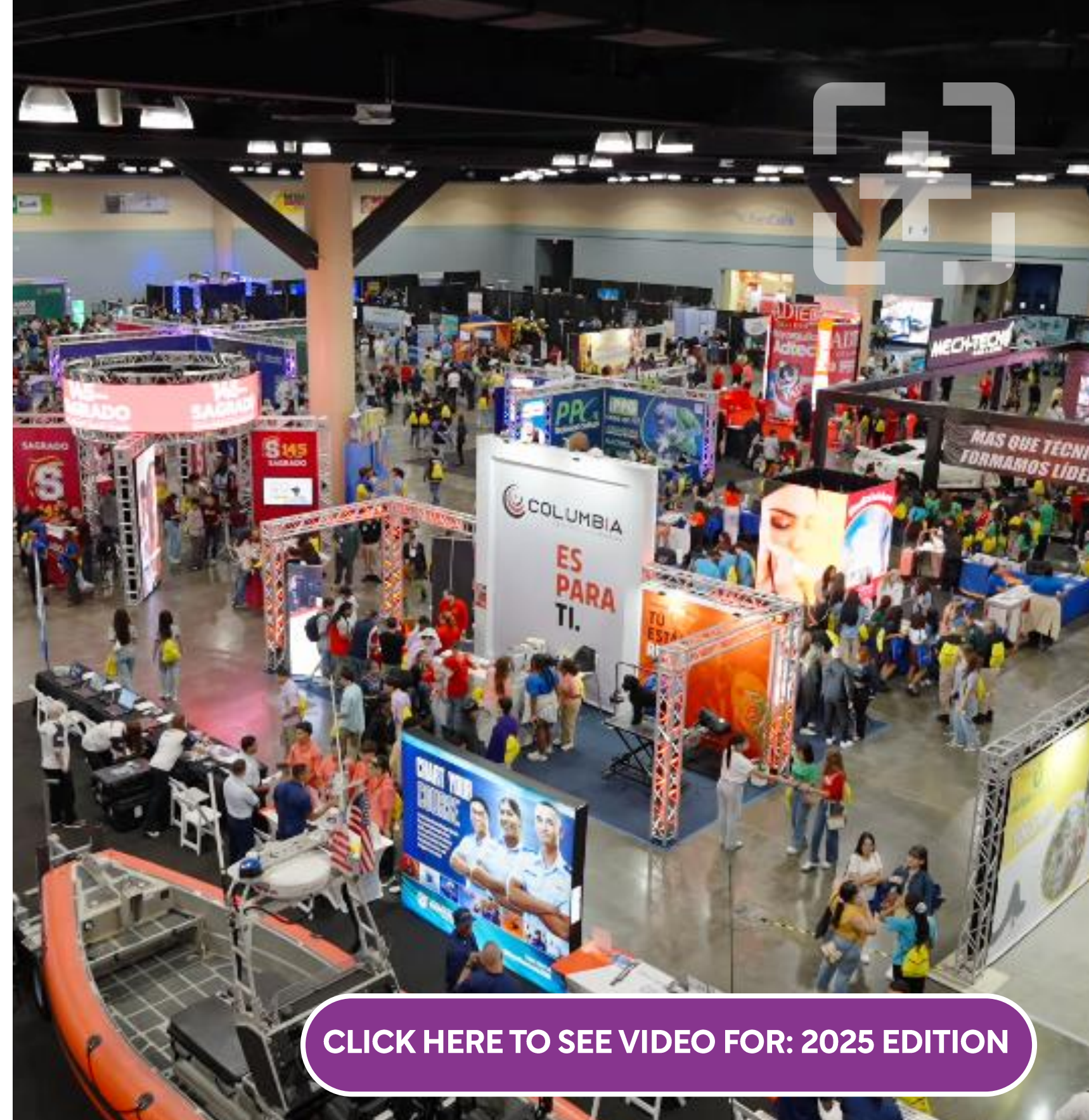
kinesis
FOUNDATION

enactus
Puerto Rico

CollegeBoard



SHRM
PUERTO RICO CHAPTER



THE SUMM 2026

STUDENT EXPERIENCE SUMMIT



August 2026
26-27



8-1
AM PM



**Puerto Rico
Convention
Center**



Free of charge



**Audience:
more than
15k**

WWW.LAEXPERIENCIAESTUDIANTIL.COM

EDUCATION

In Puerto Rico, 1 in 5 students changes their major or drops out of their university program.

This often occurs when students begin their first day of classes without a real sense of what their future profession will be like.

Hands^{DEMO}on experiences like internships and real^{DEMO} world projects give students a glimpse of the job market while developing essential skills.

Through partnerships with companies and educational institutions, The Summ provides an environment where students can engage in immersive experiences and connect with professionals in the industries that interest them.

LABORAL

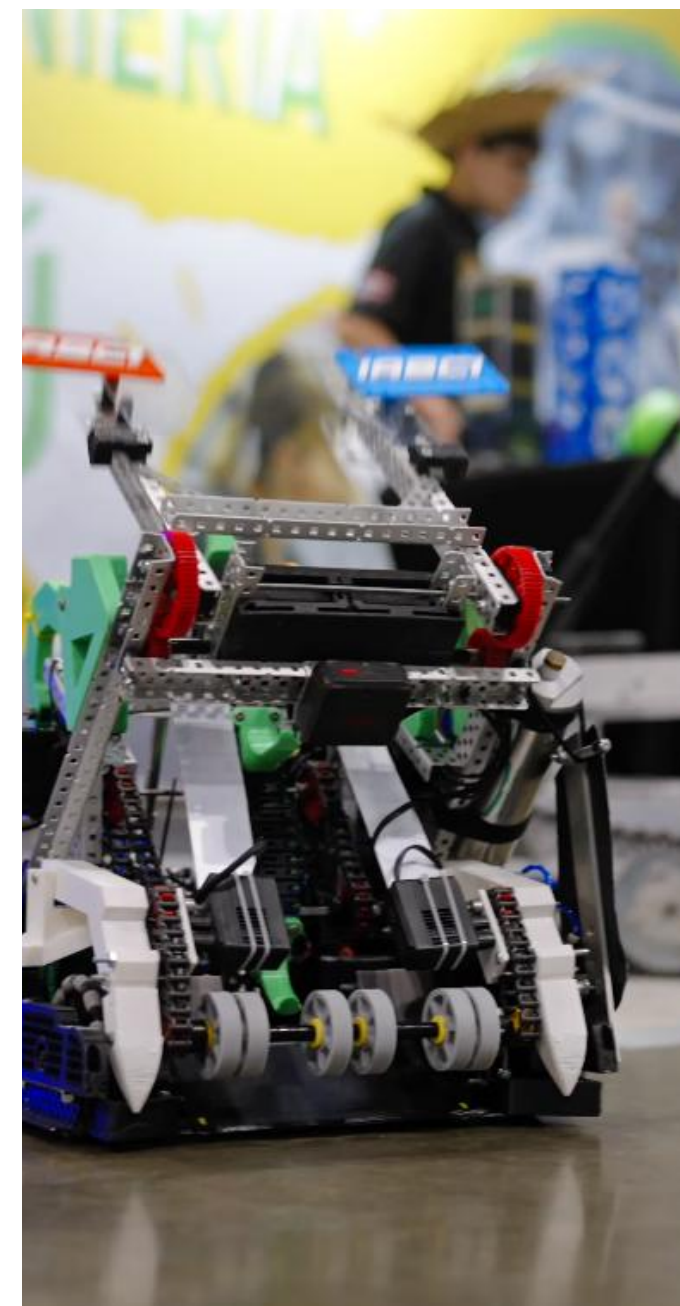
- ✔ Ambitious and purpose-driven
- ✔ Prioritize well-being and work-life balance
- ✔ High expectations for career growth

As young professionals find their place in the workforce, they bring fresh perspectives and energy.



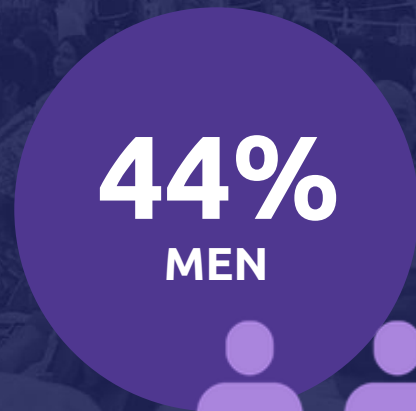
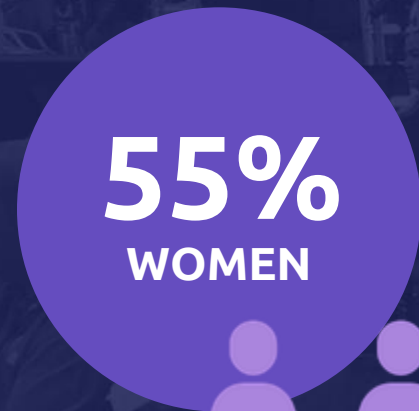
IMMERSIVE EXPERIENCES

Experiential exhibits provide young people with practical opportunities to explore industries, interact with professionals, and envision their future careers.



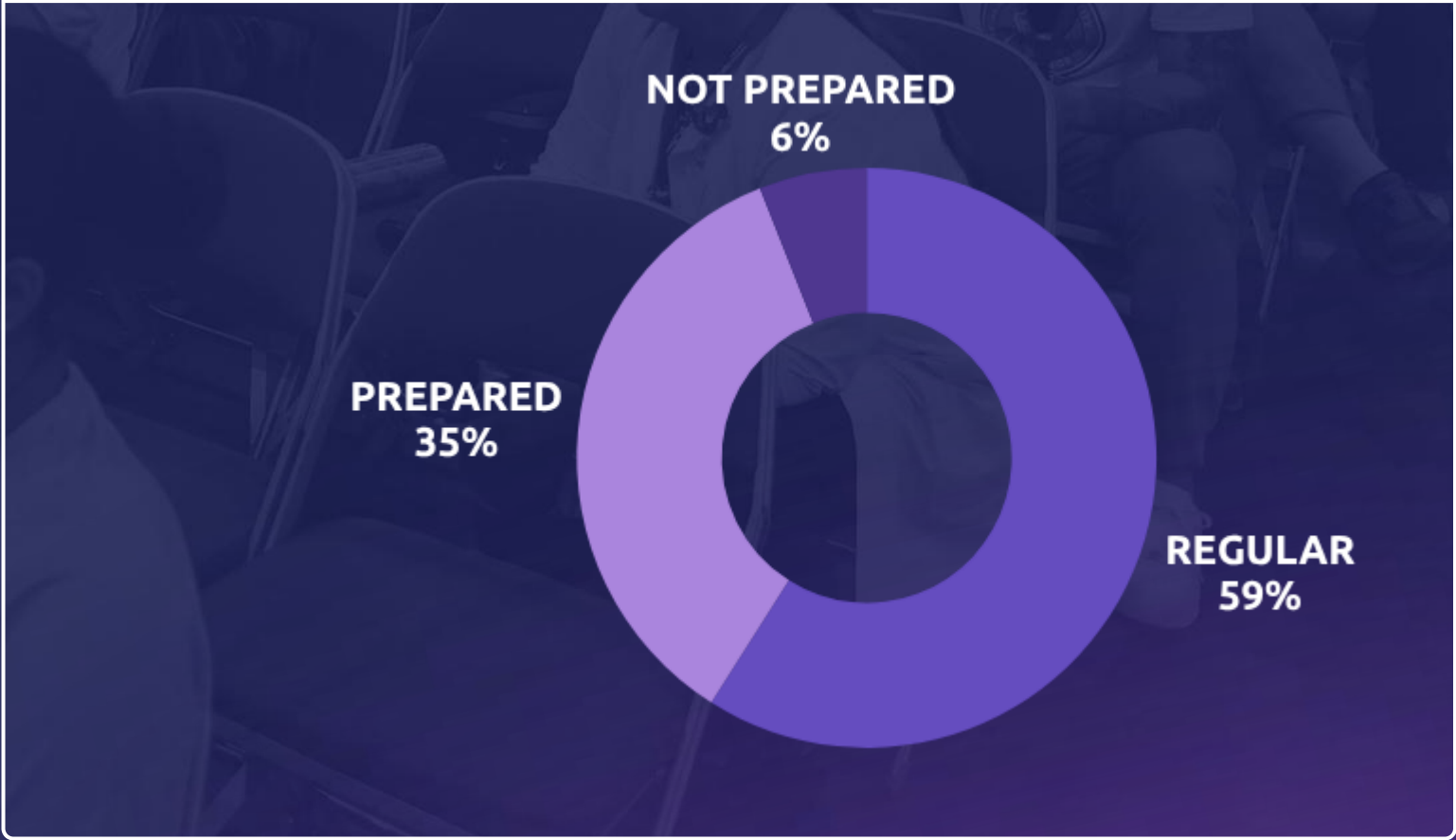
PRINCIPAL AUDIENCE

Puerto Rico High School Students



Audience: **15,607 (+)**

How prepared do you feel for university?:



Hobbies / Interests:

 SPORTS	 MUSIC	 VIDEOS	 SOCIAL MEDIA	 READING
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SECONDARY AUDIENCE

Decision Makers & Partners

Decision Makers



SCHOLAR PERSONAL

(counselors, directors, teachers).



PARENTS OR TUTORS

**Audience
1,294 (+)**

Partners



**EDUCATIONAL
INSTITUTIONS**



**CONSUMER
BRANDS**



MEDIA



COMPANIES

*(with services for
graduate classes).*

**Audience
80 (+)**

YOUR INSTITUTION HAS THE POWER TO SHAPE THE FUTURE.



At The Summ, we offer you the perfect platform to connect directly with the next generation of innovators, creators, and leaders.

Showcase your brand, your ideas, and your opportunities to passionate students who are seeking inspiration and direction for their future careers.

You're not just investing in your visibility: **you're investing in the future.**

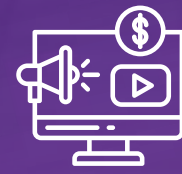
360° MEDIA STRATEGY



A comprehensive multi-channel media strategy to maximize event visibility and engagement.



Organic Media (Social Media)



Paid Media

Targeted Meta campaigns featuring boosted posts, Reels, interactive formats, retargeting, and lookalike audiences.



Earned Media

Mentions through confirmed brand partners and partnerships with university media outlets.



On-Ground & Print Media

In-person activations, printed materials, and promotion at strategic locations.



Owned Media

Official website (thesummpr.com)
Newsletter: "The Summ Updates"



SMS Messaging



HETS Corner Opportunity free of charge

Exclusive benefit for HETS Members:

As part of the HETS x THE SUMM collaboration, our members are invited to **participate free of charge** at the HETS Corner.

SPACE INCLUDES:

- 1 table
- 2 chairs
- Networking opportunity with thousands of students



Exhibitor Fees

If you are interested in a **larger exhibitor space**, as a benefit of the HETS x The Summ collaboration, you will **receive a 40% discount**.

EXHIBIDOR - 10' X 10'

5 amps of electricity
1 table
2 chairs

\$2,450 - 40% = \$1,470

EXHIBIDOR 10' X 20'

5 amps of electricity
1 table
2 chairs

\$3,450 - 40% = \$2,070

EXHIBIDOR 20' X 20'

10 amps of electricity
2 tables
4 chairs

\$4,575 - 40% = \$2,745

EXHIBIDOR 20' X 30'

10 amps of electricity
2 tables
4 chairs

\$5,575 - 40% = \$3,345

EXHIBIDOR 30' X 30'

15 amps of electricity
2 tables
4 chairs

\$7,850 - 40% = \$4,710

EXHIBIDOR 60' X 30'

20 amps of electricity
2 tables
4 chairs

\$8,500 - 40% = \$5,100

Sponsor Categories

If you are interested in a **sponsor space**, as a benefit of the HETS x The Summ collaboration, you will **receive a 40% discount**.

SPONSOR

AVAILABLE

- Access to registration data 30 days after the event
- 60' x 30' pavilion with category exclusivity, including 20 amps of electricity
- One 10' x 10' exhibitor booth with one table, two chairs, and 5 amps of electricity
- Five 30-second daily spots on event screens
- Logo featured in printed and digital promotional materials as a sponsor
- Branding across all event promotional materials

\$13,500 - 40% = \$8,100

CO-SPONSOR

AVAILABLE

- Access to registration data 30 days after the event
- 30' x 20' area with category exclusivity, including 20 amps of electricity
- One 10' x 10' exhibitor booth with one table, two chairs, and 5 amps of electricity
- Five 30-second daily spots on event screens
- Branding across all event promotional materials

\$9,500 - 40% = \$5,700

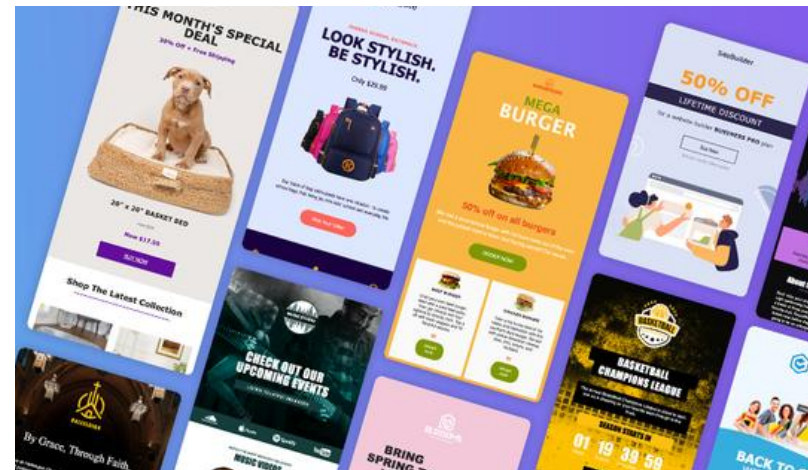
Brand Integration Opportunity:

OPPORTUNITY TO SPEAK ON STAGE FOR 10 MINUTES



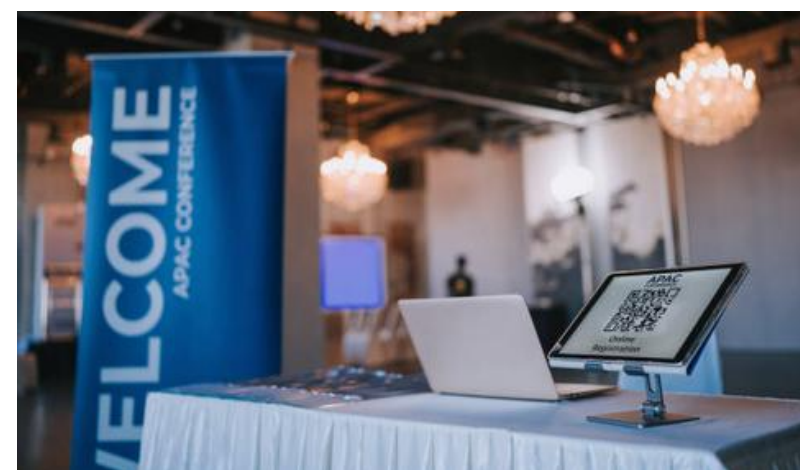
*Subject to availability.

(1) PRE-EVENT E-BLAST TO OUR MAILING LIST



*Submission deadline: August 21, 2026.

RECEIVE REGISTRATION DATA BASE (30 DAYS POST-EVENT)



WITH THE SELECTION OF ONE OR MORE CATEGORIES. YOUR LOGO WILL BE INCLUDED IN ALL PAID MEDIA

BATHROOM DECAL (2 SETS)



*Production by the sponsor, subject to space availability.

FLOOR DECAL

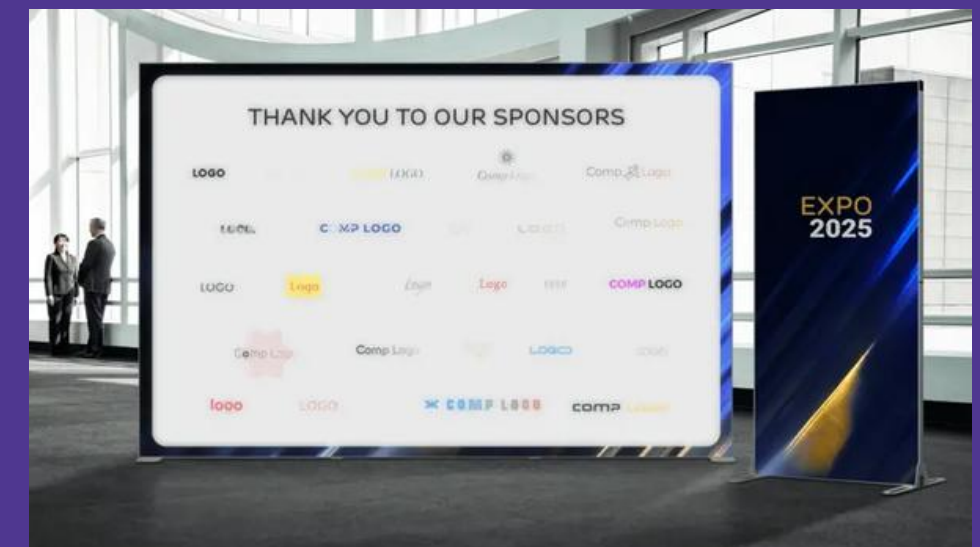


*Production by the sponsor, subject to space availability.

COST PER CATEGORY

\$1,475

(*Production fee is not included)



HEAR FROM OUR PARTICIPANTS...



“

Because you always work tirelessly in this activity for the benefit of our students, especially in helping them make one of the most important decisions of their lives: their future careers and how to achieve their professional goals for their own success and that of everyone involved. You are also an essential part of this great achievement.

MARÍAS DE LOURDES
Carolina

“

The event was spectacular. The organization was excellent, and the quality of exhibitors and activities for the students was next level.

JENNIFER MIRANDA
Counselor from Morovis

“

Excellent organization, presentation, and safety. My students left highly motivated.

ANONYMOUS
Assistant Professor 2025



THE SUMM 2026 STUDENT EXPERIENCE SUMMIT

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 @thesumm  @_thesumm

