2012 National Leadership Institute & Recruitment Expo

MARRIOTT RIVERCENTER
SAN ANTONIO, TEXAS
OCTOBER 27-29, 2012

Plug into Your Future!
What is the ¡Adelante! Leadership Institute?

¡Adelante!’s Annual Leadership Institute & Recruitment Expo is an intense, three-day “Eye-opening” and “Aha! Moment” event that entails workshops, great conversations, and hands-on activities conducted by corporate, motivational, and educational leaders – all designed to inform, empower, and motivate Latino college students.

Students network with professionals in a variety of fields, many of whom offer internship and employment opportunities, plus endless advice on the importance of effectively planning and preparing for the corporate job market.

When the conference ends, student participants will return to their campuses enthusiastic about their futures, determined to seek out solutions to better prepare themselves, and with more self-confidence in their abilities to assume leadership roles in their communities.

What Makes Us Unique?

Our Leadership Institute’s presentations are made by some of the country’s top corporate representatives and organizational leaders. Speakers give step-by-step tips on how to prepare and learn critical skills needed for the corporate job market. Speakers also serve as connections to their respective companies for students who are seeking internship and employment opportunities.

What Students Walk Away With

Knowledge – loads of the do’s and don’ts in preparing for an interview, the unspoken rules of the workplace, the importance of networking with the right people, and the significance of taking advantage of meaningful internships that will ultimately provide the edge in landing great employment opportunities.

Empowerment – students will gain personal leadership skills through teamwork in our Outdoor Challenge Leadership Course, as well as crafting the perfect resume, acing an interview, and how different leadership styles can be successful in any environment.

Motivation - our entire conference is geared towards challenging students to reach their full potential, mentally and physically. Our event will demonstrate to students that they are truly in the driver’s seat on their own path to success.
What are the criteria to attend the 2012 Leadership Institute?

• Must be a college undergraduate student
• Must have a cumulative 3.0 GPA
• All majors are welcome

How can students attend?

Students can attend in the following ways:
• Sponsored by their colleges or universities
• Pay registration on their own; fundraise through their respective student organization, etc.

DEADLINE TO REGISTER IS OCTOBER 5, 2012.

How much does it cost to attend?

All registrations must be completed online at www.adelantefund.org. Once students are registered for the conference, ¡Adelante! will reserve all students’ hotel stay for three nights at the Marriott Rivercenter in San Antonio, Texas.

Student Rate - $550 per student (partner college/university rate)/$650 per student (non-partner rate)
In-state student registration includes conference registration, three-night accommodations at the Marriott Rivercenter (two students will be assigned per room), all conference meals, and one admission to the ¡Adelante! Awards Gala. Transportation is not included.

Student Rate + Roundtrip Airfare - $950 per student
El Paso and out-of-state students registration includes conference registration, three-night accommodations at the Marriott Rivercenter (two students will be assigned per room), all conference meals, and one admission to the ¡Adelante! Awards Gala. Round-trip airfare is included (if you are an El Paso or out-of-state student and prefer to find your own airfare, you will only be responsible for the student rate).

School Administrator - $550 per person
Includes conference registration, one hotel room for three-nights at the Marriott Rivercenter, all conference meals, and one admission to the ¡Adelante! Awards Gala and VIP Reception.

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Who We Are

The ¡Adelante! U.S. Education Leadership Fund was established to support a critical piece of Latino college students’ educational experiences, provide them valuable insights early on in their undergraduate journey, and create a strong pipeline of talent for Corporate America. Since our inception, ¡Adelante! has strived to become a national leader in providing leadership development opportunities for students through scholarships, internships, and leadership development programs. To date, we have impacted thousands of students and look forward to creating even more exciting opportunities as we broaden the Latino leadership pipeline for Corporate America, government, and the non-profit sectors.

Our Programs

¡Adelante!’s model supports aspiring Latino leaders as they develop long-term career paths. Current programs offered by ¡Adelante! include:

**Annual Leadership Institute** – every year, we bring together over 200 undergraduate students from Texas and across the United States and surround them with impressive, high-achieving professionals that will mentor and discuss how to prepare and succeed in Corporate America.

**Internship Programs** - provides students with the opportunity to intern in corporate environments throughout the United States. This program offers students the chance to learn valuable skills and receive professional mentoring about corporate cultures and get a “real world” preview of their potential employer.

**Scholarship Programs** – scholarships are a wonderful way of extending a hand to these outstanding students and relieving some of the burden of their educational expenses. A scholarship gift provides a meaningful way to have your company’s name or company mentor, associated with the ¡Adelante! Fund.

**Parent Workshops** – parent focused sessions on what they can do today to prepare their children for college and their careers.

We can never start too early!

We are one of only a handful of non-profit organizations in the U.S. that are strictly devoted to delivering leadership and professional development to Latino undergraduate students. Without programs like ours, much of this important information remains inaccessible to Latino students who often take longer to graduate or simply drop out of college. We strongly believe that ¡Adelante! is quickly positioning itself to become a national leader as a resource for diverse talent for Corporate America, the Federal and Non-Profit Sector, and institutions of higher learning across our great nation.

For more information on our programs and events, visit us at [www.adelantefund.org](http://www.adelantefund.org) or call toll free at 1-877-692-1971.
Greetings from ¡Adelante!

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How ¡Adelante! is addressing our college students’ toughest challenges

- Leadership is not learned in the classroom – ¡Adelante! provides early exposure to high-impact career opportunities, mentoring, and an understanding of the road to the “C-Suite”
- Students need to hear it sooner - ¡Adelante! focuses on providing its students with access to information early on what it takes to enter and succeed in the Corporate World
- Our programs are relevant - ¡Adelante!’s programs deliver critical conversations and key skills that are crucial to becoming a sought-after candidate
- Our events empower - Our Annual Leadership Institute provides students with a “plan” of specific steps as they prepare for their careers
- Real world experiences - Internships prove to be powerful relationships that often become great previews of the “real world” and/or leads to a great employment opportunity
- Changing lives and making sense of it all - Students return to their campuses with powerful knowledge, career leads and connections, and most importantly, increased self-confidence as they become ready to lead and be successful in their futures

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Sincerely,

Javier “Jay” L. Zambrano
Executive Director

Our mission is to inspire the best and brightest Latino students to graduate and lead through scholarships, internships, and leadership training.
What is ¡Adelante!’s Leadership Institute?

¡Adelante!’s Annual Leadership Institute & Recruitment Fair is an intense, three-day “eye-opening” and “Aha! Moment” event that entails workshops, great conversations, and hands-on activities conducted by corporate, motivational, and educational leaders – all designed to inform, empower, and motivate Latino college students.

Students network with professionals in a variety of fields, many of whom offer internship and employment opportunities, plus endless advice of the importance of effectively planning and preparation for the corporate job market.

When the conference ends, the student participants will return to their campuses enthusiastic about their futures, determined to seek out solutions to better prepare themselves, and with more self-confidence in their abilities to assume leadership roles in their communities.

What students walk away with...

Knowledge – loads of the do’s and don’ts in preparing for an interview, the unspoken rules of the workplace, the importance of networking with the “right” people, and the significance of taking advantage of meaningful internships that will ultimately land great employment opportunities.

Empowerment – students will gain personal leadership skills through teamwork in our Outdoor Challenge Leadership Course, as well as crafting the perfect resume, acing the interview, and learn how different leadership styles can be successful in any environment.

Motivation - our entire conference is geared to challenging students to reach their full potential, mentally and physically. Our event will demonstrate to students that are truly in the driver’s seat on their own path to success.
Leadership Institute Sponsorship Opportunities

$50,000 Diamond Sponsor (Sold, MillerCoors)
Lead Sponsor of the 2012 Leadership Institute
Your event
• Brief Speaking Remarks at the Opening Session by Company Senior Executive
• Ten (10) Leadership Institute Registrations
• Five (5) Seats at Head Table, (2) reserved tables at the Awards Gala Event
• One (1) Reserved Table at Power Lunch

Support of Students
• Diamond Sponsorship includes support of 25 students to attend the Leadership Institute (covers their airfare, registration, hotel, and meals)
• Three (3) Career Expo reserved spaces in prime location; Interview Rooms included (optional; please notify Adelante staff one month in advance)

Acknowledgement
• Opportunity to make a check presentation to organization (optional)
• One (1) Full Page Welcome Letter from your company in Leadership Institute Program
• One (1) Full Page Ad (Back Cover)
• All sponsored students will be identified as “[Your Organization’s] Scholars” and their names, profiles, and resumes will be submitted to you prior to the Institute
• Logo Included in Sponsor Listing in Leadership Institute Program
• Interactive Logo on Adelante! Website
• Press Release Announcing Adelante! Diamond Sponsor
• Multimedia Recognition
• Corporate Give-Away in Registration Bags (optional)

$25,000 Platinum Sponsor (also listed on page 5)
Lead Sponsor of the Awards Event
Your event
• Brief Speaking Remarks at Awards Gala Event by your company senior executive (3 minutes max.); video presentation opportunity (optional)
• Five (5) Leadership Institute registrations
• Five (5) seats at head table and one (1) reserved table at Awards Gala Event
Sponsorship Opportunities, 2012 National Leadership Institute (cont.)
Marriott Rivercenter - San Antonio, Texas - October 27-29, 2012

$25,000 Platinum Sponsor (continued)
Acknowledgement
• Premier sponsor of Awards Gala Event
• One (1) full page ad (Inside Cover)
• Logo included in sponsor listing in Leadership Institute program
• Interactive Logo on Adelante website
• Two (2) career expo reserved spaces in prime location; interview rooms included (optional; notify Adelante staff one month in advance)
• Multimedia recognition
• Corporate give-away in registration bags and tables (optional)

$15,000 Silver Sponsor
Option #1: Sponsor of Welcome Reception and Student Karaoke Contest
-or-
Option #2: Sponsor of Team Building/Leadership Ropes Course (Hemisfair Park)
-or-
Option #3: Sponsor of 2012 Leadership Institute’s Power Lunch

Your event
• Brief speaking remarks by your company representative for your event
• Three (3) Leadership Institute registrations
• One (1) reserved table for Awards Gala Event
Acknowledgement
• One (1) full page ad
• Logo throughout your sponsored event and in sponsor listing in Leadership Institute program
• One (1) career expo reserved space in prime location; interview rooms included (optional)
• Interactive logo on Adelante website
• Multimedia recognition
• Corporate give-away in registration bags (optional)
$10,000 Bronze Sponsor

Option #1: Sponsor of Sunday Breakfast Session (Topic Chosen by Sponsor; i.e. financial fitness, company employment or internship opportunity, graduate programs, etc.)

-or-

Option 2: Sponsor of Monday Breakfast Session (Topic Chosen by Sponsor)

Your event
• Brief speaking remarks by company representative at your chosen sponsored event
• (2) Leadership Institute registrations
• Reserved Table for Awards Gala Event

Acknowledgement
• 1 full page ad
• Logo included in sponsor listing in Leadership Institute Program
• Interactive logo on Adelante website
• One (1) career expo reserved space
• Multimedia Recognition

$5,000 Future Leader Sponsor (Student Support Sponsor)

• Sponsorship includes support of a minimum of 5 students to attend the 2012 Leadership Institute (covers their airfare, registration, hotel, and meals)
• Photo opportunity with your scholars at the Leadership Institute

Acknowledgement
• All sponsored students will be identified as sponsored by your organization and their names, profiles, and resumes will be submitted to you prior to the Leadership Institute
• 1 half page ad
• Logo included in sponsor listing in Leadership Institute program
• Interactive logo on Adelante website
• One (1) career expo reserved space
• Multimedia recognition
Awards Gala Event
Sponsorship Opportunities

$25,000 Platinum Sponsor
Lead Sponsor of the Awards Event
Your event
• Brief speaking remarks at Awards Gala Event by your company’s senior executive (3 minutes max.)
• Five (5) Leadership Institute registrations
• Five (5) Seats at head table and two reserved tables at Awards Gala Event
Acknowledgement
• Premier sponsor of Awards Gala Event (Luncheon)
• One (1) full page ad (Inside Cover)
• Logo Included in Sponsor Listing in Leadership Institute Program
• Interactive Logo on Adelante Website
• Two (2) Career Expo reserved spaces in prime location; interview rooms included (optional; notify Adelante staff one month in advance)
• Multimedia recognition
• Corporate give-away in registration bags and tables (optional)

$1,500 Corporate Table Sponsorship
• Sponsorship of one (1) reserved table Awards Gala Event

$1,000 Nonprofit/University/College Table Sponsorship
• Sponsorship of one (1) reserved table at Awards Gala Event

$125 Ticket to Awards Gala Event
• One (1) Admission to the Awards Gala Event
Student Sponsorship Opportunities

$2,000 Student Technology Scholarship Sponsorship
• Sponsorship includes support of two (2) laptops or two (2) iPads 2 as “Technology Awards” to student attendees (will be chosen by a random drawing)
• Photo opportunity with your scholars at the Awards Gala Event

$1,000 Adelante Scholar Support Sponsorship
• Sponsorship includes support of any gift card or item by your organization in support of scholar’s academic experience (i.e. Smartphones, tuition/book scholarships, retail and/or restaurant gift cards, airfare, gas cards, etc.). Scholars will be chosen by a random drawing and presented with sponsored gift during the Leadership Institute.
• Photo opportunity with your scholars at the Leadership Institute

$600 Adelante Scholar Sponsor/$1,000 Adelante Scholars Sponsor (with Airfare)
• Sponsorship includes support of the cost of attendance for one (1) Leadership Institute Scholar (cost covers registration, meals, hotel costs, etc.)
• Your sponsored student will be identified as sponsored by your organization and their name, profile, and resume will be submitted to you

$750 (Corporate and Federal); $500 (College/University/Non-profit) Career and Recruitment Fair Booth (10’ x 10’, one 6’ table and two chairs)
• One (1) reserved booth space

For more information on sponsorship opportunities, please contact:
Jay Zambrano, Executive Director, at jzambrano@adelantefund.org or call (210) 692-1971.
San Antonio Marriott Rivercenter
101 Bowie Street, San Antonio, TX 78205
Phone: 210.223.1000

The San Antonio Marriott Rivercenter - located right on the famous River Walk and connected to the Rivercenter Mall - offers great restaurants, exciting nightlife, and riverboat tours just outside its doors.

HOTEL INFORMATION:
Room Rates: Double: $135.00
Note* - Rooms must be booked through Adelante!

Reservations may be made:
(contact jzambrano@adelantefund.org to reserve your room; Deadline to reserve at this rate is October 5, 2012)

HOTEL Q&A
Getting to the hotel from the San Antonio airport:
The Leadership Institute hotel does not provide shuttle service.
• Airport Express - 210.281.9900; $18 USD one way; reservation required.
• Taxi - (approx $22.00 each way)

Hotel Parking (entrance on Commerce Street, in/out privileges):
$25/day self-park; $33/day valet
Welcome to San Antonio!

From the stones of the Alamo to the meandering paths of the River Walk, San Antonio takes you on a journey through a land as grand as its reputation. Walk the lines drawn for independence when you visit the Alamo—one of five Spanish colonial missions. Stroll the cobblestone sidewalks of the River Walk to uncover an outdoor theatre with flamenco dancers and mariachis, nationally acclaimed museums, luxury riverside hotels and sidewalk cafes that offer everything from authentic Tex-Mex to worldly cuisines.

Be sure to explore the rolling terrain of San Antonio’s Hill Country, a lush oasis offering resorts complete with top-notch golf courses, spas and waterparks. Just down the road you’ll find SeaWorld San Antonio, the world’s largest marine life adventure park and family entertainment showplace; and Six Flags Fiesta Texas with thrilling rides and shows fun for every age.

Here, diversity is a way of life; from the colors of the culture to a broad range of attractions. So come, find for yourself that San Antonio is more than a convention destination.

Courtesy of the San Antonio Convention and Visitors Bureau
2012 National Leadership Institute and Recruitment Expo
Marriott Rivercenter - October 27-29, 2012 – San Antonio, Texas

Exhibitor Application

Please type company information as you wish it to be printed in the Final Program and exhibitor signage.

When complete, print, sign where necessary, and scan and email to jzambrano@adelantefund.org or fax to 210-692-1951.

Company/University/Non-profit Organization Name

______________________________________________________________________________________________________________________________

Address________________________________________________________________________________________

City __________________________ State __________ Zip __________

Phone (___)____________________ Fax (___)____________________

Contact person for our exhibit:

Contact name(s) ____________________________________________________________

Address if different from above___________________________________________________________________________

City __________________________ State __________ Zip __________

Phone (___)____________________ Fax (___)____________________

Email(s)________________________________________________________________________________________________________

You are hereby authorized to reserve space for our use in the exhibit area of the 2012 National Leadership Institute and Recruitment Expo to be held at the Marriott Rivercenter, in San Antonio, TX, October 27-29, 2012. We are enclosing with this application the appropriate payment and we agree to pay the balance net 30 days from the date of invoice.

Authorized signature:________________________________________________________________________________________

Is this your first time exhibiting at Adelante!’s 2012 National Leadership Institute? _________

How did you hear about us? __________________________________________________________________________

For Office Use Only

Priority #________________________________

Space Assignment #__________________________
Application for Exhibit Space for Adelante's 2012 National Leadership Institute and Recruitment Expo

After the priority point deadline (Sept. 17th), an Adelante! Representative will start booth assignments in priority point order. This person will be contacting your exhibitor contact person to discuss and confirm available booth space. This process can take up to 8 weeks, so please remember, depending on your priority point number; it could be several weeks before you are contacted.

**Booth Sizes and Rental Fees**
- Corporate Booth - $750 (includes 10’ x 10’ space; one table and two chairs)
- University/Non-profit - $500 (includes 10’ x 10’ space; one table and two chairs)

*Premium Booth are available but limited (please email jzambrano@adelantefund.org for more information)*

**Method of Payment**
- By Check, please make checks payable to: Adelante! U. S. Education Leadership Fund
  8415 Datapoint Drive, Ste. 400
  San Antonio, TX  78229
- By Credit Card (check below; can be sent by fax (210) 692-1951 or call (210) 692-1971)
  _____ MasterCard  _____ Money Order  _____ VISA  _____ American Express  _____ Discover

  Company ____________________________________________________________
  Print exact name appearing on credit card _______________________________________
  Address _____________________________________________________________
  City/State/Zip _________________________________________________________
  Signature  ____________________________________________________________
  Amount to charge $ __________________________

**Exhibit Set-Up and Dismantle**
- Move in and set up Monday, October 29, 9:00AM
- Exhibit Area opens on Monday, October 29, 10:00AM-12:00Noon
- Dismantle Monday, October 29, after 12:00Noon
- Lunch will be provided for all registered exhibitors.
Application for Exhibit Space for Adelante!’s 2012 National Leadership Institute and Recruitment Expo

Other Sponsorships Available:

_____ Badge Holder Neck Cord ($3,000)
_____ Scholar CyberCafe ($7,500)
_____ Refreshment Break ($2,500)
_____ Refreshment Break w/ logo water bottles or sports bottles ($4,000)
_____ Note Pads ($1,500)

Advertising Opportunities
Final Program Ad
_____ Half Page (8” x 10.5”; full color) - $350
_____ Full Page (8” x 5.125; full color) - $600

Sponsorship and Advertising

For more information regarding exhibiting/advertising/sponsorship opportunities at the 2012 National Leadership Institute and Recruitment Expo, please contact Jay Zambrano, Executive Director, at (210) 692-1971 or email jzambrano@adelantefund.org.