

# HACU 40<sup>th</sup> ANNUAL CONFERENCE

40 Years of Championing Higher Education Success: One Graduate at a Time

October 31 - November 2, 2026

Gaylord Pacific Resort & Convention Center • Chula Vista, California



## HACU ¡Adelante! Leadership Institute

### For Institutions interested in sponsoring students to attend

### Frequently Asked Questions

---

#### 1. What is the HACU ¡Adelante! Leadership Institute?

HACU's ¡Adelante! Leadership Institute is a three-day career, leadership, and networking conference designed to build the career & leadership skills of undergraduate students. Students will attend workshops, networking events, and meal functions as well as meet with exhibitors and recruiters across various industries and graduate schools. Students may participate in interviews on-site for internships or available positions. Students will also have the opportunity to meet students from other colleges and universities from across the U. S. and Puerto Rico. We plan to have about 800 students in attendance.

#### 2. Who can attend the ¡Adelante! Leadership Institute?

3. Students must be currently enrolled in an undergraduate degree program and be at least 18 years of age. HACU recommends the following criteria when selecting students, but the selection process on your campus is up to you:

- 3.0 GPA or higher
- Leadership roles/experience
- All majors can attend, but the in-demand majors from corporate, federal and non-profits typically include:
  - **Business**-Accounting, Business Administration, Business Management, Economics, Finance, International Business, Sales and Marketing, Commercial Real Estate, Operations and Logistics, Health Care Administration
  - **Science, Technology, Engineering, Math (STEM)**-Actuarial Science, Agriculture, Biochemistry, Biology, Computer Science, Cyber Security, Engineering, Environmental Science, Food Science, Information Systems and Technology, Mathematics, Nursing, Nutritional Science, Physics, Statistics, Wildlife Science, Meteorology
  - **Others**-Communications, Criminal Justice, Hospitality & Tourism Management, Political Science, Public Administration, Psychology, Talent and Entertainment

#### 4. When will the ¡Adelante! Leadership Institute take place?

The ¡Adelante! Leadership Institute will take place on October 31-November 2 at the [Gaylord Pacific Resort and Convention Center](#) in Chula Vista, California. Students will arrive on October 30, and depart on November 3.

**5. What is the cost to sponsor students?**

<b>Students Scholars Packages</b>	<b>Deadline: Aug 28, 2026</b>	<b>Price-Aug 29-Oct 9, 2026*</b>
<b>Local Chula Vista, California area undergraduate students</b> (Price includes registration and hotel parking) <i>Drive in daily</i>	\$800 per student	\$825 per student
<b>Regional area undergraduate students</b> (Price includes registration, parking, and four-night hotel accommodations, paired with another student scholar) <i>Drive in and stay for the conference</i>	\$1,450 per student	\$1,550 per student
<b>Undergraduate students from outside of the Chula Vista, California area</b> (Price includes registration, airfare**, and four-night accommodations, paired with another student scholar) <i>Fly in and stay for the conference</i>	\$2,050 per student	\$2,200 per student

\*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.

**6. Is there a limit to the number of students we can sponsor?**

No. You can sponsor as many students as you would like from your campus.

**7. When is payment due?**

Payment for your sponsorship is due 30 days upon receipt of invoice. An invoice will be sent upon receipt of signed Sponsorship Agreement.

**8. Who do we contact once we are ready to proceed with a sponsorship agreement?**

Contact Hugo Cantero, Director of Development at [Hugo.Cantero@hacu.net](mailto:Hugo.Cantero@hacu.net) or 210-692-3805.

**9. What student information do we need to provide?**

Once the agreement is signed and returned to HACU, HACU Student Services will work with the main point of contact for the institution to acquire student information. A Sponsored Student Form and Waiver will be sent to all students to complete and sign. The POC will be copied on this correspondence. The POC will also submit a rooming list (double occupancy) by gender. HACU will book rooms for students at the conference hotel.

A **student resume** is also highly encouraged for each attendee and must be submitted by **Monday, October 5, 2026** to be included in the Resume Book. The Resume Book is shared with all ¡Adelante! Leadership Institute corporate and federal partners/employers two weeks prior to the event. Students may be contacted prior to the conference to schedule an interview at the conference.

**10. When is the deadline to submit a sponsorship agreement for students?**

- **August 28, 2026 (early bird)**
- **August 29 - October 9, 2026\***

\*Sponsoring institutions that commit during this time frame will not be listed in the conference program or on the sponsor boards.

**11. When is the deadline to submit student information?**

**Early October** is the deadline to submit all student forms and waivers. You will receive reminders from HACU staff if your students' paperwork has not been received.

## 12. What does the Student Sponsorship Package include?

- HACU ¡Adelante! Leadership Institute Registration (includes breakfast and lunch on days 1-3, and a networking dinner on day three).
- Round-trip U.S. airfare\*. Local and regional students receive paid parking.
- Four-night hotel accommodation (**paired with another student scholar**).
- A HACU ¡Adelante! Leadership Institute Student Guide which includes preparation guidelines, travel tips and contact information for HACU Staff.
- A Student Scholar sponsor identification for students to wear along with their conference badge.
- Group photo with sponsoring organization or institution.
- Virtual conference preparation webinars leading up to the ¡Adelante! Leadership Institute.
- Scholars may also be invited to sit in reserved seating with their sponsor during the luncheons and networking dinner. (If a representative from the sponsoring organization is not present, students will sit in open seating with their peers.)

*\*Students receive a link to individually book their flights through our travel agency. We recommend the POC inform students of the preferred flight time and airline so that all attendees travel together.*

## 13. Is space limited for the ¡Adelante! Leadership Institute?

Yes! Space is limited. All schools must submit a signed agreement and registration form to secure a spot. Registration may close before the deadline if the event sells out. (HACU will begin a waiting list once the conference event sells out)

## 14. If our students are not Hispanic, can they still participate in the program?

Yes. HACU will not discriminate because of race, disability, color, creed, religion, sex, gender, age, national origin, ancestry, citizenship, or veteran status. *(Students must be enrolled in an undergraduate program and be at least 18 years of age)*

## 15. Who is the main point of contact for our sponsored students?

HACU Student Services staff will be the main point of contact for all sponsored students. Please contact HACU Student Services at 210-692-3805 or email [StudentTrack@hacu.net](mailto:StudentTrack@hacu.net).

## 16. If a student is no longer able to attend, will we get a refund or can we replace the student with another student?

Institutions may request a refund or can replace the student with another student if cancelation/substitution occurs before the deadline as noted in your agreement. Notify HACU Student Services if any student(s) will not be able to attend or if they will be replaced, in order to remove the non-attendee registration and register the new student(s).

## 17. How can Institutions prepare the students for the conference?

Institutions are highly encouraged to work with all sponsored students on resumes, interview skills and elevator pitch. Students should also meet with their Career Center to prepare and practice for possible on-site interviews. It is helpful for students to review expectations of the conference with their sponsoring institution as well as attend HACU preparation webinars. A webinar will also be conducted for sponsoring institutions/point-of-contacts. (Webinars will be recorded for those not able to attend)

## 18. How will students prepare to network and participate in the event?

Prior to the event, students will receive a Student Guide with instructions on how to prepare for the event. The packet will include the full ¡Adelante! Leadership Institute agenda, hotel information and check-in and check-out instructions, ridesharing information, social media hashtags, exhibitor list to setup meetings with companies looking to hire, conference frequently asked questions and contact information for HACU Student Services staff. Students are highly encouraged to attend HACU conference preparation webinars in the weeks leading up to the conference.

## 19. More Questions?

Visit the [¡Adelante! Leadership Institute!](#) webpage for updated information and links to pre-conference webinars. If you still have questions we have not addressed here or during our webinars, please contact HACU Student Track at 210-692-3805, or email [StudentTrack@hacu.net](mailto:StudentTrack@hacu.net).