



# TICAL

CONFERENCE

# 2014



Red CLARA  
+ Red + Ciencia



**CANCUN, MEXICO**  
**MAY 26 - 28, 2014**

<http://tical2014.redclara.net/>









Welcome to TICAL2014!

To gather the ICT Directorate of the Latin American higher education institutions around the construction of regional cooperative scenarios that by means of the use of information and communication technologies empower the development of education, research and innovation in the regional academic scene, is the objective and the greater achievement of TICAL.

Three years, three conferences, three axes - Development, Innovation and ICT Evolution - and 100% of growth of the attendees from one year to another: TICAL is the perfect meeting point between your products, your services, your ideas and your target market.

TICAL is the only conference that brings together the ICT Directorate of the Latin American universities





Take part of TICAL2014 and

- meet with your direct customers, and
- showcase your products and services.

TICAL2014: The best experience of your collective and individual sales strategies!





2011

Attendees

100

Countries

16

Presentations

25

Companies

2



2012

200

28

45

7



2013

415

22

43

11

Each year we doubled the numbers!



# TICAL has been sponsored by



2011:

**Padtec**



2012:

*Telefonica*

**Padtec**



2013:

*Telefonica*

**Padtec**



Google™



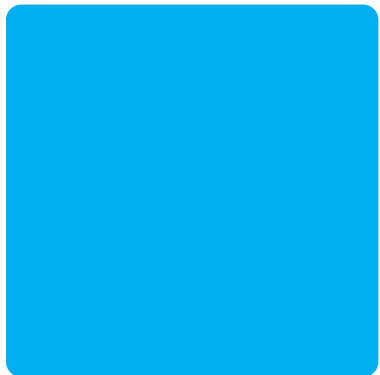
Alcatel-Lucent  
Enterprise

**AVAYA**  
The Power of We™





Join TICAL2014  
and be ready to lead the ICT market of  
higher education in Latin America







The community of ICT directors of the Latin American universities is searching for synergies with the technologies and services industry for the harmonious development of ICT within their schools. TICAL provides the different ICT companies with a unique opportunity to showcase their products and services oriented to this particular highly demanding public.

### Be a Sponsor of TICAL2014 and:

- Increase your visibility in the exclusive circuit ICT Directorate of Latin American universities and of the Directors of the National Research and Education Networks of the region.
- Build relationships and get directly informed about what is happening within the community of ICT Directorate of the Latin American universities.
- Introduce new technological solutions for Latin American experts in the area.
- Learn from the developments and needs of the Latin American universities in the field of ICT.







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## Welcome to TICAL2014!

Fourth Conference of Directors of Information and Communication Technologies  
of the Latin American Higher Education Institutions

# Sponsorships



## Sponsorship Categories

PLATINUM	USD\$ 35,000
GOLD	USD\$ 15,000
SILVER	USD\$ 13,375
BRONZE	USD\$ 8,375

Check out the additional sponsor opportunities that will contribute to leverage your company marketing processes within TICAL. Please note that some of them are open only to higher and basic level sponsors.

Lets associate your brand to TICAL2014 and its dissemination campaign, and your brand will have a top exposure.



Cancún Center, sala de exposiciones.



		PLATINUM	GOLD	SILVER	BRONZE
		USD\$35.000	USD\$15.000	USD\$13.375	USD\$8.375
<b>Opportunity in Agenda</b>	Presentation in opening session or closing session	✓	-	-	-
	Presentation in parallel session	-	✓	✓	-
	Possibility of access to a 15 minutes Demo*	✓	✓	✓	✓
<b>Stand in business fair</b>	mt2	18 (island)	12 (hall)	6 (hall)	6 (hall)
	Individual tickets to public attention	4	3	2	1
<b>Free tickets to the Conference</b>	Number of access to the Conference	5	3	2	1
<b>Company Banners</b>	Public social spaces - one full day	✓	-	-	-
	Register - Access	2	1	-	-
	Plenary sessions room	2	-	-	-
	Parallel sessions room	6	6	4	2
<b>Image and literature TICAL2014 (Company logo)</b>	TICAL2014 Web home page	✓	✓	✓	✓
	TICAL2014 Main Banner	✓	✓	✓	✓
	TICAL2014 Banners	✓	✓	-	-
	TICAL2014 Program	✓	✓	✓	✓
	Exhibition area map	✓	✓	✓	✓
	TICAL2014 Bag	✓	-	-	-
	TICAL2014 Proceedings (PDF)	✓	-	-	-
<b>Dissemination</b>	Interview of a senior executive in special edition ** TICAL2014 (2 pages.) in DeCLARA***	✓	-	-	-
	Possibility of access to an advertising article/article in special edition** TICAL2014 in DeCLARA***	✓	✓	✓	✓
	Logo in an article in DeCLARA Bulletin*** before the Conference	✓	✓	-	-
	Mention as sponsor in an article in the DeCLARA Bulletin*** before the Conference	✓	✓	✓	✓
	1/2 page - advertising space in DeCLARA Bulletin*** before the Conference	✓	-	-	-
	Mention in all the emails of the TICAL2014 calls	✓	✓	✓	✓
	Logo in all the emails of the TICAL2014 calls	✓	✓	✓	-
	Mention in all the TICAL2014 published in the RedCLARA Portal	✓	✓	✓	-
	Logo in all the TICAL2014 articles published in the RedCLARA Portal	✓	✓	-	-
	Mention in all the articles of TICAL2014 published by RedCLARA in its newsletters****	✓	✓	-	-
	Logo in all the articles of TICAL2014 published by RedCLARA in its newsletters****	✓	✓	-	-
	An special article with the logo in the newsletter DeCLARA al Día****	✓	-	-	-
<b>Others</b>	Brochures of the company in the Conference bag	✓	✓	-	-
	The company will be referred as the host of the cocktail reception in the invitation *****	✓	-	-	-

<http://tical2014.redclara.net/>

15 minutes Demo\* : see Demo in next page.

Special Edition\*\* TICAL2014 : Post-Conference, RedCLARA will deliver a special edition of DeCLARA to highlight the most relevant aspects of TICAL2014.

DeCLARA\*\*\* : The DeCLARA bulletin, is addressed to more than 3000 contacts in the circle of academia and national research and education in Latin America (75%) , Europe (10%), the Caribbean (2%), Africa (2%), North America (5%), Asia (2% ) and Oceania (4%), every three months in PDF in Spanish, Portuguese and English, is a powerful tool of communication that goes directly to your target audience. Historically each edition (from number 1 to the last edition,

35) presents a number of thousand downloads yearly and the latest editions raise more than three times this number.

RedCLARA Newsletters\*\*\*\*: Distributed in Spanish, Portuguese and English by email to the RedCLARA and TICAL database (more than 3 thousand contacts).

Welcome cocktail\*\*\*\*\*: It will be served in the area of the companies fair at the end of the first day of the Conference; if exclusivity is desired, the company will have to negotiate directly with RedCLARA.

Options available only to Platinum, Gold, Silver and Bronze sponsors, and for companies that do not belong to these categories but are hiring an exhibition space::

## Demos - USD\$1,500:

- 15 minutes for your company.
- Perform a demonstration of your product directly to the public during the coffee breaks.
- Room with capacity for 100 people in the auditorium.
- Your demo will be included in the TICAL2014 program.



OPORTU **N** IDAD

## Exhibition spaces

**Hall booth space: 6 m2 - USD\$ 4,500**

- 3 m front x 2 background.
- 1 pass booth attention.

**Island booth space: 18 m2 - USD\$ 10,000**

- 4,24 x 4,24 m - 4 sides open.
- 4 passes booth attention.

**Hall booth space: 12 m2 - USD\$ 6,000**

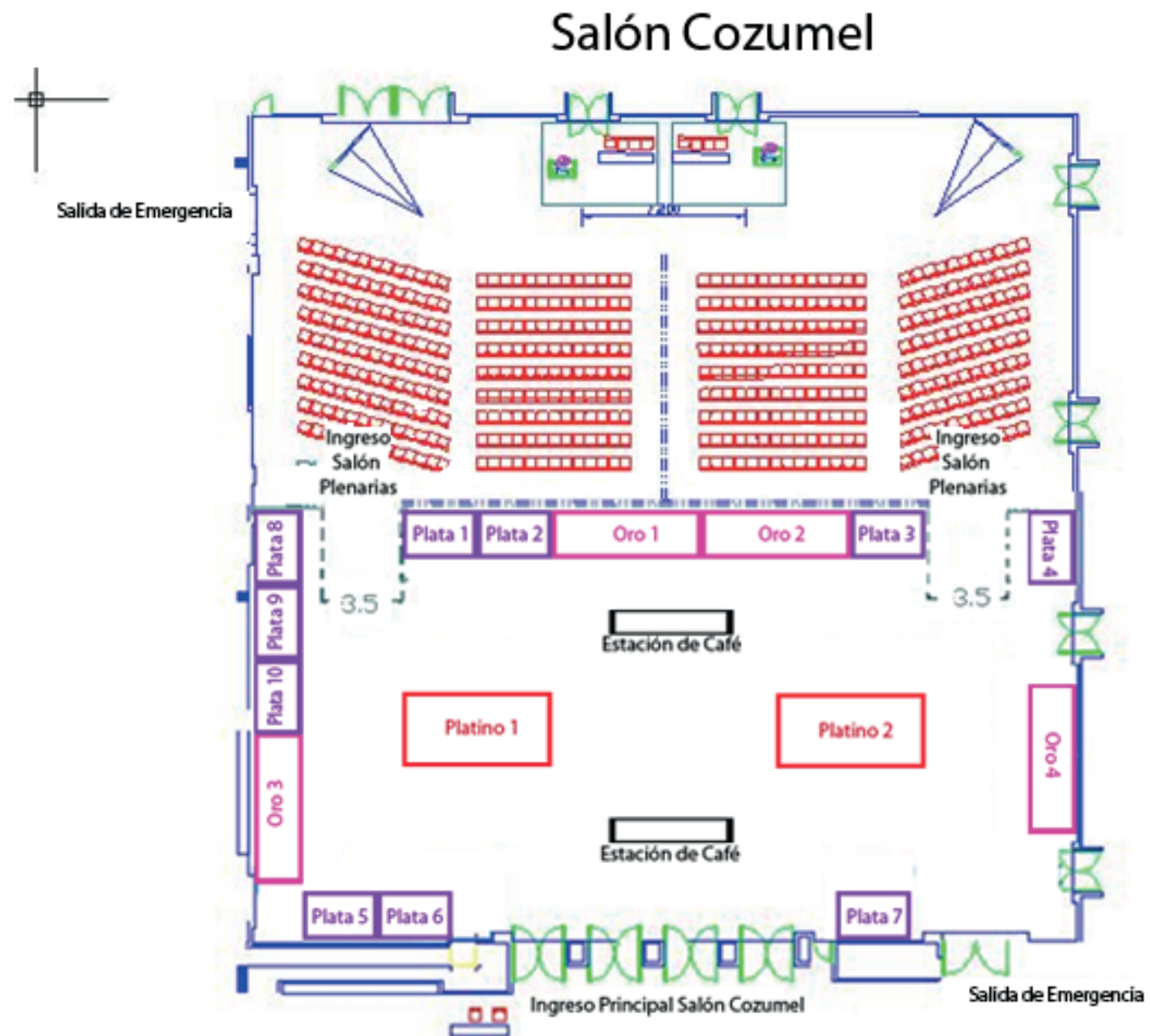
- 6 m front x 2 background.
- 3 passes booth attention.

The organization will not provide infrastructure for the booths, it will provide electricity and Wireless Internet access.

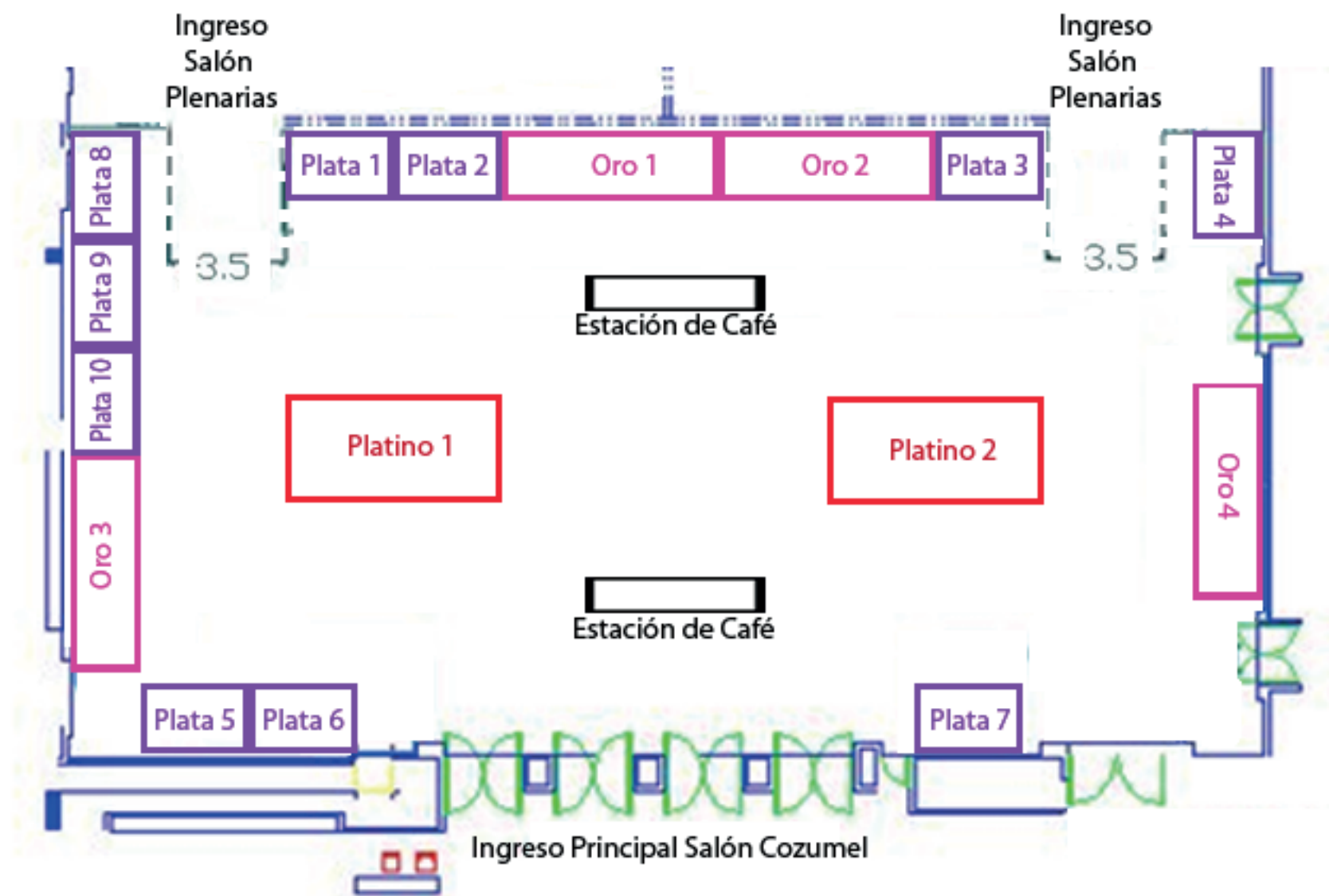
In the exhibition area map, that will be delivered in PDF and printed (black and white) the name of your company will be mentioned.



## Exhibition spaces



## Exhibition spaces



Oro: Gold

Plata: Silver

Platino: Platinum

Estación de Café: Coffee station

Ingreso Salón Plenarias: Entrance to Plenary Sessions Room

Ingreso Principal Salón Cozumel: Main entrance to Cozumel Room





## Extras

**Seminar - USD \$ 6,000 :** an intensive seminar (4 hours) will be conducted on Sunday prior to the Conference and / or the day of closing, the company wishing to sponsor this activity will display its brand inside and outside of the room destined for this activity (100 attendees, estimated). The sponsoring company will receive the registration information of the participants and 1 pass to attend the seminar, as well as the mention of the presence of the brand as sponsor of the seminar in the special report about TICAL2014 to be published in the DeCLARA bulletin before the Conference.

**One parallel session presentation - USD \$ 4,000:** This option is only for Bronze sponsors category and for those that are hiring an exhibition space.

**Options available only to Platinum, Gold, Silver and Bronze sponsors, and for companies that do not belong to these categories but are hiring an exhibition space:**

**Meeting room prior to the Conference - Sunday afternoon - USD \$ 4,500:** a meeting room for 90 minutes, up to 100 people in auditorium.

**Gala Dinner - USD \$ 20,000 (not exclusive) / Total cost:**

**USD \$ 20,000 - not exclusive:** companies that choose this option, in conjunction with RedCLARA as the organizing institution and eventually with another company, will be able to deploy its/their entire brand image and distribute related dissemination and marketing material. The Conference attendees will receive a printed invitation with your company logo on it.

**Total cost for dinner:** companies that choose this option will display all their brand image and distribute the material they wish, they will also be able to make a presentation of their products, caring of giving a proper visibility to TICAL2014.

**Lunch - USD \$ 10,000:** opportunity to distribute promotions and gifts at the lunch tables (provided by sponsor). The company will have 10 free passes for lunch.

**Direct Marketing:**

Logo on conference bag \* - USD \$ 4,000

Logo in Proceedings TICAL 2014 \* - USD \$ 2,000

Badges ribbons with your logo + USD \$ 1,500

Gifts in the promotional conference bag - USD \$ 1,500 (we will ensure that your promotional gift goes in the bag of each participant).

\* Platinum Sponsors will have their logo printed on it without taking this extra cost .



## Advertorials

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It is in this context where RedCLARA will develop a special edition dedicated to TICAL2014 (after the Conference) and the **Platinum, Gold, Silver and Bronze sponsors, and the companies that do not belong to these categories but are hiring an exhibition space or are sponsoring the seminars** may choose to purchase an article or advertorial according to the following prices:

### **Mention 1/4 page - USD \$ 2,000**

Format 1/4 page ( company logo + slogan + URL + photographyoptional).

### **Advertorial 3 pages done by RedCLARA – USD\$ 6,000**

**Advertorial 3 pages made by the contracting company - USD\$ 5,000**

### **Advertorial 2 pages done by RedCLARA - USD\$ 4,500**

**Advertorial 2 pages made by the contracting company - USD\$ 4,100**

### **Article1 page done by RedCLARA - USD\$ 3,000**

**Article1 page made by the company - USD\$ 2,750**





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We will be waiting for you in Cancun!



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## Contacts

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<http://tical2014.redclara.net/>