



September 3-5, 2018

Centro de Convenciones Las Américas
Cartagena de Indias, Colombia


<http://tical2018.redclara.net/>

Red de Directores de Tecnologías de Información y Comunicación de las
Universidades Latinoamericanas - TICAL



A community created by :





The only conference that brings
together the Directors of
ICT of the Latin American
universities

Welcome TICAL2018!

To gather the ICT directors of the higher education institutions in Latin America around the construction of cooperative regional scenarios that, through the use of information and communication technology, will enhance the development of education, research and innovation in the regional academic scene, is the main objective and the great achievement of TICAL.

In 2018, and under the slogan "Supporting digital transformation in higher education institutions (HEI)", TICAL celebrates eight years adding successes and members to its community, demonstrating a sustained and real growth; testing the strength of its bases and its community.

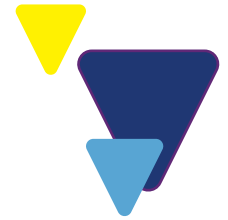
TICAL is the perfect meeting point between products, services and ideas of the ICT environment.



TICAL in numbers

| | | Participants | Countries | Presentations | Companies |
|------------|------|--------------|-----------|---------------|-----------|
| Panama | 2011 | 100 | 16 | 25 | 2 |
| Peru | 2012 | 200 | 28 | 45 | 7 |
| Colombia | 2013 | 415 | 22 | 43 | 11 |
| Mexico | 2014 | 443 | 27 | 62 | 19 |
| Chile | 2015 | 360 | 22 | 75 | 22 |
| Argentina | 2016 | 275 | 13 | 71 | 13 |
| Costa Rica | 2017 | 329 | 23 | 73 | 16 |

TICAL has been sponsored by



2011



2012



2013



2014



TICAL has been sponsored by

2015



2016

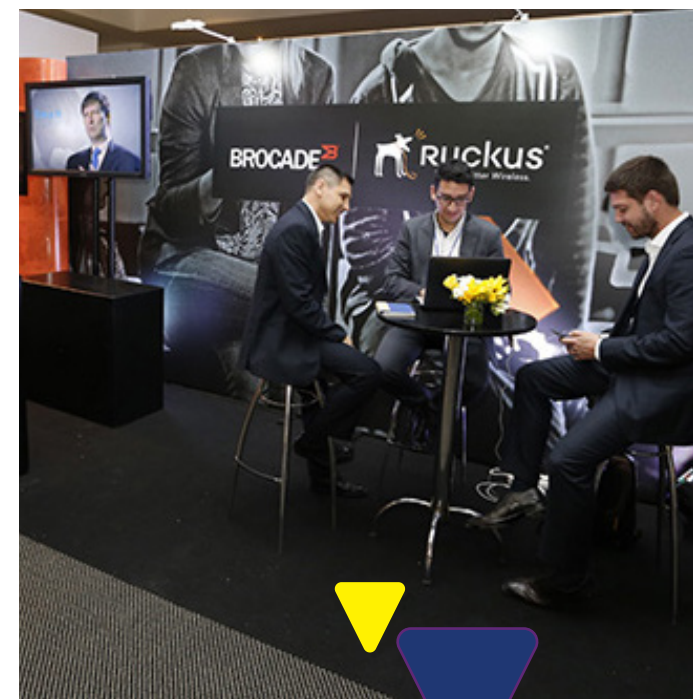


2017





Join TICAL2018 and be the leader
of the higher education ICT market in Latin America



The community of ICT directors of the Latin American universities seeks, at the technology and services industry, synergies for the harmonious development of ICT within its campuses. The TICAL Conference provides the companies a unique opportunity to present their products and services oriented to an ambient that highly demands technologies and is looking forward to incorporate them as soon as possible.

Be a sponsor of TICAL2018 and:

- ✓ Increase your visibility at the exclusive circuit of ICT Directors of the Latin American Universities and of the Directors of Academic Networks of the region.
- ✓ Build relationships and get to know what is happening inside the community of ICT Directors of the Latin American universities.
- ✓ Introduce new technological solutions to the Latin American specialists.
- ✓ Learn about the development and the needs in ICT within the Latin American universities.

Sponsorships

Categories

| | |
|----------|-------------|
| Diamond | USD\$35,000 |
| Platinum | USD\$30,000 |
| Gold | USD\$25,000 |
| Silver | USD\$15,000 |
| Bronze | USD\$12,500 |

Check out the additional to boost your marketing processes and other possibilities beyond the aforementioned categories of sponsorship.

We will combine the association of your brand to the Conference and to the prior and posterior dissemination campaigns, offering you a unique opportunity for exposure.





Sponsorship Categories

| | | Diamond | Platinum | Gold | Silver | Bronze |
|--------------------------------|--|---------------|---------------|---------------|--------------|--------------|
| | | USD\$35,000 | USD\$30,000 | USD\$25,000 | USD\$15,000 | USD\$12,500 |
| Schedule Opportunity | Presentation at the opening or closing session | x | | | | |
| | Presentation at a non-opening or closing plenary session | | x | | | |
| | Presentation at a parallel session | | | x | x | x |
| | Seminar or intensive workshop of 2 hours. Certification workshops will be favored. Additionally, the company will have two free passes for the workshop and in the room where it will be developed will be able to carry out the display of the image that better represents it. | | x | x | | |
| | Right to carry out product raffles, announced by RedCLARA at the dinner and/or at the closing session of the Conference, as well as a special mention in its press releases | x | x | x | | |
| Stand at the companies fair | Square metres | 18 (corridor) | 12 (corridor) | 12 (corridor) | 6 (corridor) | 6 (corridor) |
| | Stand customers service passes | 4 | 3 | 3 | 2 | 2 |
| Free passes for the Conference | Company CEO's passes | 5 | 3 | 3 | 2 | 2 |
| | Free passes to the opening session or to the dinner (nontransferable) | 2 | 1 | 1 | 1 | |
| Social - Networks | Right to two hours in the meeting room invited by the company to a group of participants of the conference (does not include additional expenses, such as breakfast, snacks, multimedia equipment or others) | x | x | x | x | |
| | Enabling one month before and one month after the Conference using the mailing list with the participants (check viability) | x | x | x | x | |

| | | Diamond | Platinum | Gold | Silver | Bronze |
|--|---|-------------|-------------|-------------|-------------|-------------|
| | | USD\$35,000 | USD\$30,000 | USD\$25,000 | USD\$15,000 | USD\$12,500 |
| Company's banners | Social public spaces 1 full day | x | | | | |
| | In Registration and access | 2 | 1 | 1 | 1 | |
| | In Plenary sessions room | 2 | | | | |
| | In Parallel sessions room | 6 | 6 | 6 | 6 | 4 |
| | TICAL2018 website Home page | x | x | x | x | x |
| TICAL's 2018 Image and Literature (Company brand on...) | TICAL2018 bag | x | | | | |
| | TICAL2018 banners | x | x | x | x | x |
| | PDF and imprinted Programme TICAL2018 | x | x | x | x | x |
| | Brand and name on the book of proceedings of TICAL2018 (PDF) | x | | | | |
| | TICAL's Facebook | x | | | | |
| | Possibility to publish advertorials/articles in the TICAL2018's DeCLARA special edition | x | x | x | x | x |
| | An interview with a CEO of your company (2 pages) to be published in the TICAL2018's DeCLARA special edition , after the conference (developed by RedCLARA) | x | | | | |
| | Brand in a DeCLARA report previous to the Conference | x | x | x | x | |

DeCLARA

DeCLARA: the RedCLARA bulletin, distributed every three months among more than a thousand contacts at the academic circle and the national research and education networks of Latin America (75%), Europe (10%), the Caribbean (2%), Africa (2%), North America (5%), Asia (2%) and Oceania (4%). Delivered in PDF format, in Spanish, Portuguese and English, every four months, DeCLARA its a powerful outreach tool, that reaches directly its target audience.

DeCLARA's TICAL2018 special edition: after the Conference, RedCLARA will produce a special edition of DeCLARA, devoted to show the most relevant issues of the Conference.



Opportunity

Unitary values of stands

Option valid for those who, not wishing to sponsor the event, are interested in having a stand at the trade show.

Corridor Stand space 6 mt2: 6 mt² -
USD\$4.500

includes pass for one person for the Customer Service at the stand

3 mt of front x 2 mt of bottom.

Corridor Stand space 6 mt2: 18 mt² -
USD\$10.000

includes passes for four people for the Customer Service at the stand

9 mt of front x 2 mt of cottom

Corridor Stand space 6 mt2: 12 mt² -
USD\$6.000

includes passes for three people for the Customer Service at the stand

6 mt of front x 2 mt of bottom.

The organization does not provide infrastructure for the stands; only electricity and access to wireless Internet are included.

Others



| OTHERS | PRECIO | DETALLE |
|---|--------------|--|
| Parallel session | USD\$5,000 | Presentación de la empresa en el bloque de paralelas. |
| Workshop | USD\$12,000 | Seminario o taller intensivo de 2 horas. Se privilegiarán talleres con Certificación por parte de las empresas. Adicionalmente, la empresa dispondrá de dos pases libres para el taller y en la sala en que se desarrolle el mismo y podrá realizar el despliegue de imagen que mejor la represente. |
| 2 hours of a meetings room | USD\$8,000 | Derecho a dos horas en sala de reuniones invitada por la empresa a un conjunto de participantes de la conferencia (no incluye los gastos adicionales, como desayuno, refrigerios, equipos multimedios u otros). |
| Promotional gifts in the Conference bag | USD\$1,500 | Regalo promocional dentro del bolso de la Conferencia. |
| Credential holder tapes | USD\$1,500 | Cintas con los logotipos de su empresa, provistas por usted, se entregarán junto a las credenciales/ gafetes, en el Registro. |
| Participants grants | USD\$500 p/p | Las empresas que adquieran inscripciones para apoyar la participación de personas de las universidades que tienen restricciones para participar en TICAL, podrán optar a un precio preferencial. |
| Advertising Report - DeCLARA Option for an advertorial in DeCLARA bulletin special edition of TICAL2017, after the Conference, according to the following values: | | |
| 3 pages produced by RedCLARA | USD\$4,000 | |
| 3 pages produced by the company | USD\$3,800 | |
| 2 pages produced by RedCLARA | USD\$3,000 | |
| 2 pages produced by the own company | USD\$2,750 | |
| 1 page produced by RedCLARA | USD\$2,000 | |
| 1 page produced by the own company | USD\$1,750 | |
| 1/4 of page mention produced by the company | USD\$1,000 | Company brand + slogan + URL + optional photo |



Enjoy the TICAL2018 experience,
the better strategy for your collective and individual sales!

Be part of TICAL2018: have meetings with your direct clients and show them your products and services in a unique and exclusive space in Latin America.



We're waiting for you in Cartagena!

TICAL

Conferencia 2018

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