



**SAVE THE
DATE**

**LISTA's 2nd Annual
Technology Forum
2009**



**June 9, 2009
&
June 10, 2009
Washington, DC**



**Legislative Technology Forum
June 9th and 10th 2009**

Message from the President

Dear LISTA Friends:

With the election of President Barack Obama, the nation is not only ushering in a change in minority representation at the highest levels of office, but a change in technology opportunities. The desire and foresight by the United States President to seek and apply renewed interest in science and technology is a crucial element in the country's growth and in revitalizing the U.S. economy.

Since the inception of our country, high value has been placed in the pursuit of knowledge and its application. In 1975, then-President Gerald Ford submitted a bill to the 94th Congress to create the Office of Science and Technology Policy (OSTP). Congress established OSTP in 1976 with a broad mandate to advise the President and others within the Executive Office of the President on the effects of science and technology on domestic and international affairs.

In recent history, the Nation has made major investments in ensuring growth in research and defense both in the public and private sectors. As the nation's leading organization of Latino technology professionals, the Latinos in Information Sciences and Technology Association (LISTA) works with both the private and public sectors to increase Hispanic opportunity, presence and representation in America's information sciences, telecommunications and technology industries.

LISTA fully recognizes that this country's future depends on nurturing and drawing upon the creative men and women in our scientific, computer science, and engineering community. As the fastest-growing ethnic group, Latinos represent both one of the greatest growth markets for the technology, telecommunications and information sectors, and are one of the greatest pools of talent for America's success in the global information economy.

The First Annual LISTA Legislative Conference will provide Latino IT professionals an opportunity to speak to members of Congress about key concerns in the industries of science and technology. It will also provide LISTA an opportunity to be part of the change in growth in high-technology and science.

Your support in increasing the pipeline of Latino talent in the science and technology sectors and LISTA's presence on the U.S. Capitol is part of the investment in our Nation. Become a partner in change and help *LISTA take on the Hill*.

Sincerely,

**Jose Marquez-Leon
President, CEO and Founder**



About LISTA

Latinos in Information Sciences and Technology Association is a 501(c)3 nonprofit organization. LISTA's aim is to address the need to create a sense of community for Hispanics in the information technology and telecommunications fields. While there are other associations and organizations geared to Hispanic and Latino interest groups, LISTA is the first platform for Hispanic students, middle managers, top executives, entrepreneurs and elected officials to be actively involved in the dynamic fields of technology.

LISTA DREAM Project

As the official humanitarian mission of LISTA, the Dominican Republic Education and Mentoring Project (DREAM Project) focuses on the Batey region of the Dominican Republic to provide technology training in an English curriculum and computer donations to the area's impoverished youth. LISTA also continues in the building and development of a school house and Teacher's Training Center in the community of Cabarete.

LISTA Professional Development

As an Information Technology Organization consisting of professionals from all areas of IT, IS and telecommunication industry located in varied cities across the nation and around the world, LISTA's intent is to accumulate a pool of technological knowledge and business experience with the intention of utilizing these resources to strengthen the expertise of the Latino and minority community.

LISTA members meet monthly to speak on technology trends. These meetings are held by our local technology councils in conjunction with corporate sponsors providing membership with opportunities for information sharing, networking, and center around formal presentations on leading edge technology.

LISTA Corporate Recruiting

LISTA is introducing a brand new technology that integrates one of the most comprehensive recruitment platforms available today. This recruitment platform, developed by one of our members, parses candidate's resumes instantly and provides a dynamic 'precise search' technology allowing companies to find the best candidate for the position immediately. The system also provides an assessment and testing facility to further qualify the capabilities and skills of candidates online prior to the actual interview process.

For job seekers, this solution provides a centralized website for Hispanic IT professionals worldwide to upload their resumes and be viewed by thousands of employers. For employers, this system allows you to search based upon expertise and experience required for specific projects and jobs. For example, corporations can find a Hispanic programmer with 3 years of experience with a specialty in e-commerce projects immediately.



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The Second Bi- Annual LISTA Legislative Technology Forum will provide Latino IT professionals an opportunity to address to members of Congress about key concerns in the industries of science and technology. It will also provide LISTA an opportunity to continue to raise awareness of the digital divide and how to bridge it, develop ideas on how to stimulate the growth of technology business and be a catalyst of change in high-technology and science sector.

As the nation's leading organization of Latino technology professionals, the Latinos in Information Sciences and Technology Association (LISTA) Legislative Conference will be a first-of-its-kind gathering of Hispanics in the information science, technology, telecommunications industries and the Hispanic community. The conference will feature advocacy training and Hill visits on LISTA's legislative agenda on Latinos and Technology in the year 2030: Health Information Technology, Small Business, Minority Media Ownership and Digital divide.

Theme of the Event:

Latinos and Technology: Where we will be in 2030 - Real Answers - Real Solutions

In order for Latinos to be part of the digital economy we must have real solutions which addresses the digital divide and some of the other issues which have been affecting the Latino community for the last 8 years. Our goal is to put together technology experts, executives and officials to discuss the needs of our community and where we should focus our efforts in order to be where LISTA believes we should be by 2030

We must focus on Education, Access and Research in order for the Latino community to be part of the Digital age. We must develop strong tech businesses and partnerships in order to continue to stimulate the US economy. Latinos need to have accurate, complete, and user-friendly information about the technology they are using and must feel comfortable enough to master it.

To achieve this, it is critical to fund school-based and community-based programs aimed at improving computer and technological literacy, especially in disadvantaged neighborhoods. Through LISTA La Familia Tech Week families leverage the power of interpersonal networks in schools and communities; this is crucial in order to boost technological literacy. In addition, federal, state, and local governments as well as private funding organizations should provide funding for technological literacy initiatives that involve parents and children working and learning together. Such initiatives could help bridge the existing generational divide with respect to computer and Internet literacy.

Funding should be allocated by government and private sector agencies to support research into the social uses and impact of new technologies and services.



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Some of the great benefits of sponsoring the LISTA Legislative Conference include:

- Reach over 1500 C-Level tech and business executive members worldwide.
- Feature sponsor in LISTA's local events.
- Permanent website link and sponsor of the month banner.
- Letter of introduction to our members and vendor affiliates, plus introduction in our Monthly Newsletter.
- Discounted access rights for two (2) sponsor employees to all functions and events.
- Listing in membership directory, which will reach an ever-increasing mailing list of industry Latino professionals.
- Seat on the LISTA Corporate Board of Advisor (25,000 minimum sponsorship).
- Signage on all LISTA information packages, website and newsletter.

LISTA Legislative Conference General Sponsorship Levels

\$20,000 Platinum Sponsorship

\$15,000 Diamond Sponsorship

\$10,000 Gold Sponsorship

\$5,000 Alianza Sponsorship



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LISTA's Legislative Technology Forum 2009 – Sponsorship Levels

	\$20k Platinum Sponsorship	\$15k Diamond Sponsorship	\$10k Gold Sponsorship	\$5k Alianza Sponsorship
Premier sponsor and strategic business partner for the LISTA Legislative Conference	√			
Branding and sponsorship on LISTA Policy Document	√			
Presenter at LISTA Advocacy workshop	√			
Role for your designated Senior Executive Representative	Honorary Chair	Honorary		
Opportunity to provide brief remarks at mutually agreed conference event	√	√	√	
Opportunity to serve as panelist at conference plenary or workshop as mutually agreed (if applicable)	√	√	√	
Opportunity to show a 30 second commercial at meal event (produced by the sponsor)	√	√	√	
Conference registrations	40	30	20	10
Reserved table of 10 at each meal event for your registrants	x	3	2	1



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Back cover placement of ad in conference publication	√			
Inside front or inside back cover placement of ad in conference publication (first come basis)*	√	√		
One (1) full page four color ad in conference publication	√	√	√	√
One (1) CEO message in conference publication*	√	√	√	
Sponsor visibility and recognition in annual conference marketing materials*	√	√	√	√
Sponsor visibility and recognition as sponsor at one of the conference meal events	√	√	√	
Opportunity to distribute promotional materials in conference bag	√	√	√	√

*Provided materials are submitted by printing deadline
 × Two tables with priority placement

LISTA Annual Partnership Opportunities



Latinos in Information Sciences and Technology Association