

ISSA



VISIÓN. | VISION.
EMPEÑO. | IMPACT.
OPORTUNIDAD. | OPPORTUNITY.

SEPTEMBER, 28-29 | DALLAS

THE RENAISSANCE DALLAS | 2222 N STEMMONS FWY

JOIN THE MOVEMENT ELEVATING
HISPANIC EXCELLENCE
IN THE CLEANING INDUSTRY



MORE THAN AN INITIATIVE, **IT'S A MOVEMENT**

ISSA proudly presents VEO: Visión. | Vision. Empeño. | Impact. Oportunidad. | Opportunity. The national conference is dedicated to recognizing, elevating, and celebrating the vital contributions of Hispanic professionals in the cleaning and facility solutions industries.

The VEO Conference unites business owners, industry professionals, and frontline team members under a shared vision: to shine a spotlight on those who have built this industry from the ground up and to create clear pathways for their continued growth.

Building on the success of the inaugural event in 2025, the VEO Conference returns with deeper education, stronger connection, and expanded opportunity for ISSA's Hispanic cleaning community.

To further engage with the VEO community, explore the full range of programs designed to support your growth, including webinars, the VEO Podcast, and opportunities to get involved through our volunteer guiding committee. Discover how you can connect, learn, and lead within VEO at issa.com/VEO.



ABOUT

VEO PURPOSE

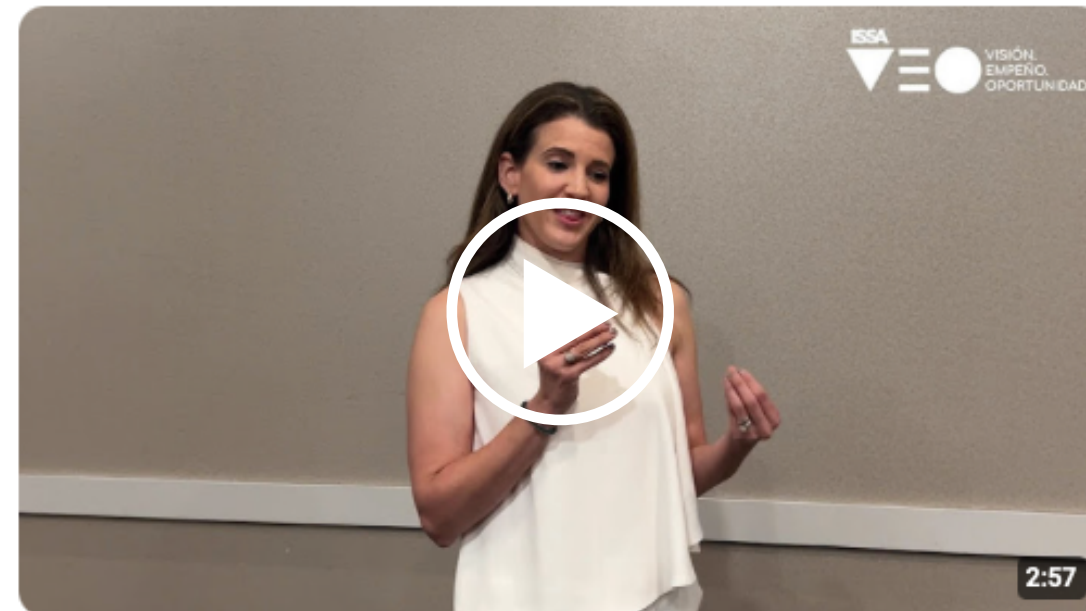
To unify, elevate, and position Hispanic professionals as a critical force within the industry by advancing business growth, developing frontline talent, and strengthening cross-cultural leadership.

VEO MISSION

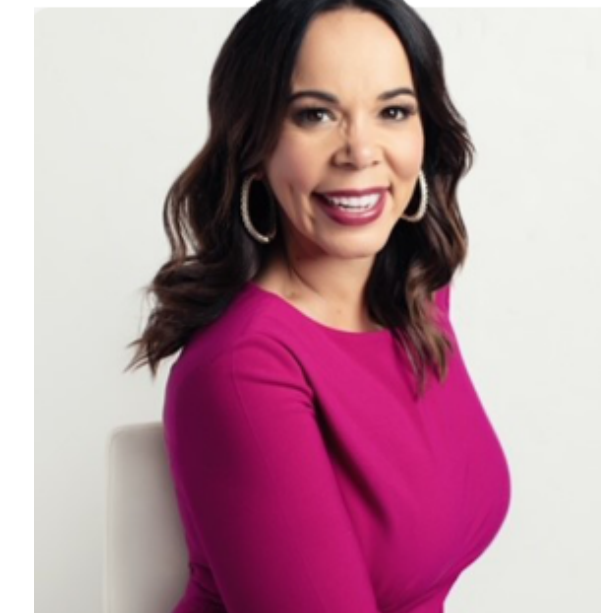
To accelerate the growth, visibility, and influence of Hispanic-owned cleaning business and professionals through world-class bilingual programming, leadership development, and culturally grounded connection. ISSA VEO champions Hispanic excellence as a central pillar in the industry.

BOLD MOVES, REAL RESULTS

VEO ATTENDEES SHARE THEIR EXPERIENCE!



Essity's Raquel Carbonari,
Brand Activation Director
Region North America Professional Hygiene



"The VEO Conference was an inspiring celebration of leadership, culture, and community. I left energized, connected, and proud to be part of an industry that uplifts and empowers."

Rachel Sanchez
CEO
Prestige Maintenance USA



"I was honored to participate in the inaugural VEO Conference. The content, networking, and overall vibe of the event were amazing, and I can't wait for the next one."

Luiz Thomaz DaCosta
CEO
Modular Concepts, LLC

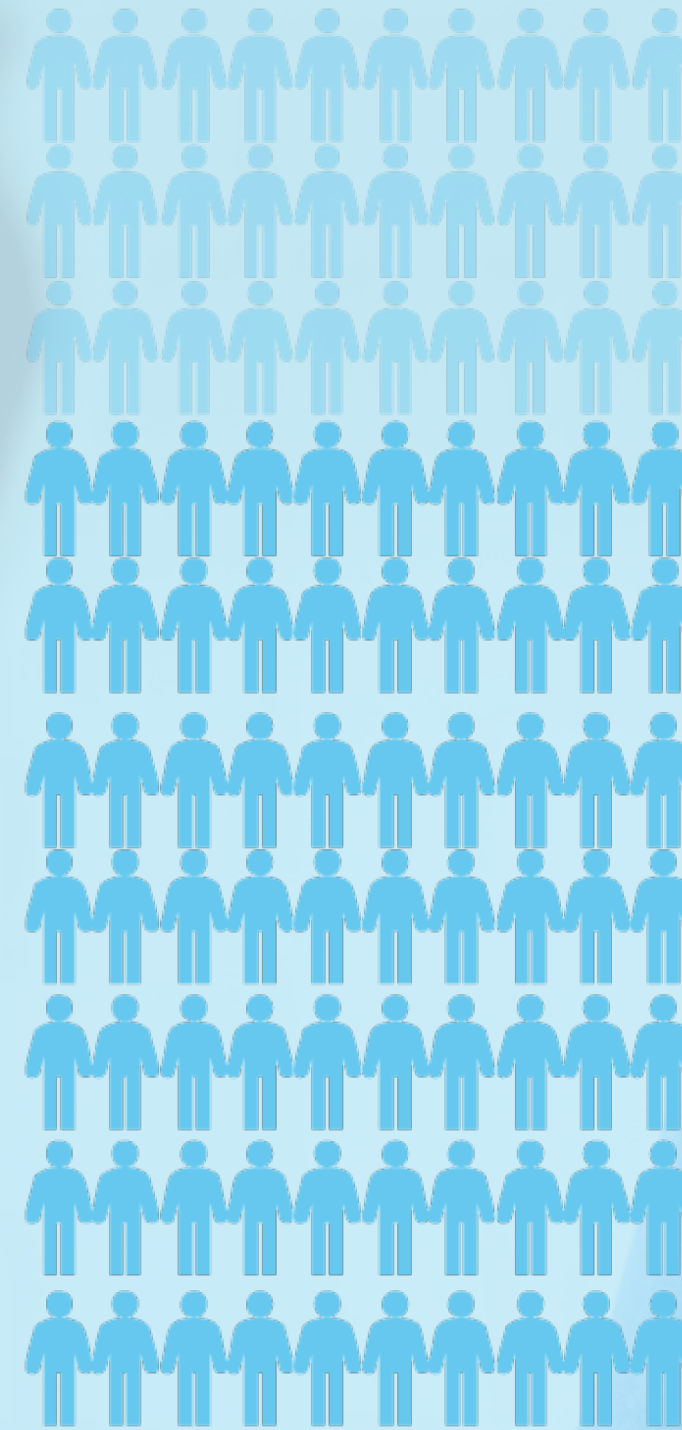
70%

2.59 MILLION | FRONT-LINE CLEANER

7.9%

97,347 | BUSINESS OWNERS

Approximately 70% of front line building cleaners in major regions are Hispanic, making them the backbone of the commercial cleaning industry, according to the U.S. Labor Statistics 2024 report.



FROM *UNSEEN BEGINNINGS*
TO CELEBRATED SUCCESS.

FROM *SILENT STRENGTH*
TO STANDING OVATIONS.

FROM *HUMBLE JOURNEYS*
TO POWERFUL LEGACIES.



VISIÓN. EMPEÑO. OPORTUNIDAD.



2026
SPONSORSHIP
OPPORTUNITIES

VISIÓN | VISION

S P O N S O R



\$20,000

- Presenting Sponsor Recognition
- Premier Sponsor Recognition on Event Promotions in Digital, Print, and Onsite Signage
- Premier Sponsor Recognition on Event Website
- Sponsor Receives One Custom Educational Webinar for the VEO Community
- 10 Complimentary Conference Tickets + Reserved Table for 10 at Gala Event
- 30% Off Additional Conference and Gala Tickets
- Sponsor of Visionario Award - Sponsor Selects Preferred Track: Strengthening Financial Literacy, Personal & Professional Growth, Mastering Technology
- Sponsor Interviewed by ISSA Media Director and Promoted Via ISSA Social Channels and ISSA Today Magazine

S P O N S O R

EMPEÑO | IMPACT

\$10,000

- Sponsor Recognition on Event Promotions in Digital, Print, and Onsite Signage
- Sponsor Recognition on Event Website
- One Conference Speaker Introduction
- Sponsor Recognition During Lunch Plenary Session
- Sponsor of Visionario Award - Sponsor Selects Preferred Track: Strengthening Financial Literacy, Personal & Professional Growth, Mastering Technology
- Five Complimentary Conference and Gala Tickets
- 20% Off Additional Conference and Gala Tickets



OPORTUNIDAD | OPPORTUNITY



\$5,000

- Sponsor Recognition on Event Promotions in Digital, Print, and Onsite Signage
- Sponsor Recognition on Event Website
- Sponsor May Introduce Speaker of Educational Workshop (Subject to Availability)
- Two Complimentary Conference and Gala Tickets
- 20% Off Additional Conference and Gala Tickets

S P O N S O R

ESCALON | SCALE

\$2,500

- Sponsor Recognition on Event Promotions in Digital, Print, and Onsite Signage
- Sponsor Recognition on Event Website
- One Complimentary Conference and Gala Ticket
- 20% Off Additional Conference and Gala Tickets



THREE TRACKS

The VEO Conference 2026 is anchored by three focused session tracks that serve as the core pillars of the VEO Initiative. Led by industry experts, these educational conference sessions provide insight, guidance, and real-world perspective across each pillar.

1 STRENGTHENING FINANCIAL LITERACY

Fortalecimiento de la Educación Financiera

2 PERSONAL & PROFESSIONAL GROWTH

Crecimiento Personal y Profesional

3 MASTERING TECHNOLOGY

Dominio de la Tecnología

2025 INFLUENTIAL VOICES

FEATURED MESSAGE



U.S. Secretary of Labor Lori Chavez-DeRemer's message to ISSA 2025 VEO Conference Attendees.

The 2025 VEO Conference featured inspirational Hispanic speakers, including:



Rebecca Contreras
*President & CEO
Advant Garde LLC*



Maria Cardona
*CNN Political Commentator
Principal at The Dewey
Square Group*



Gilbert Villegas
*Alderman
City of Chicago*



2025 VEO CONFERENCE RECAP

I AM A LEADER!



118

**WORKSHOP
PARTICIPANTS**

122

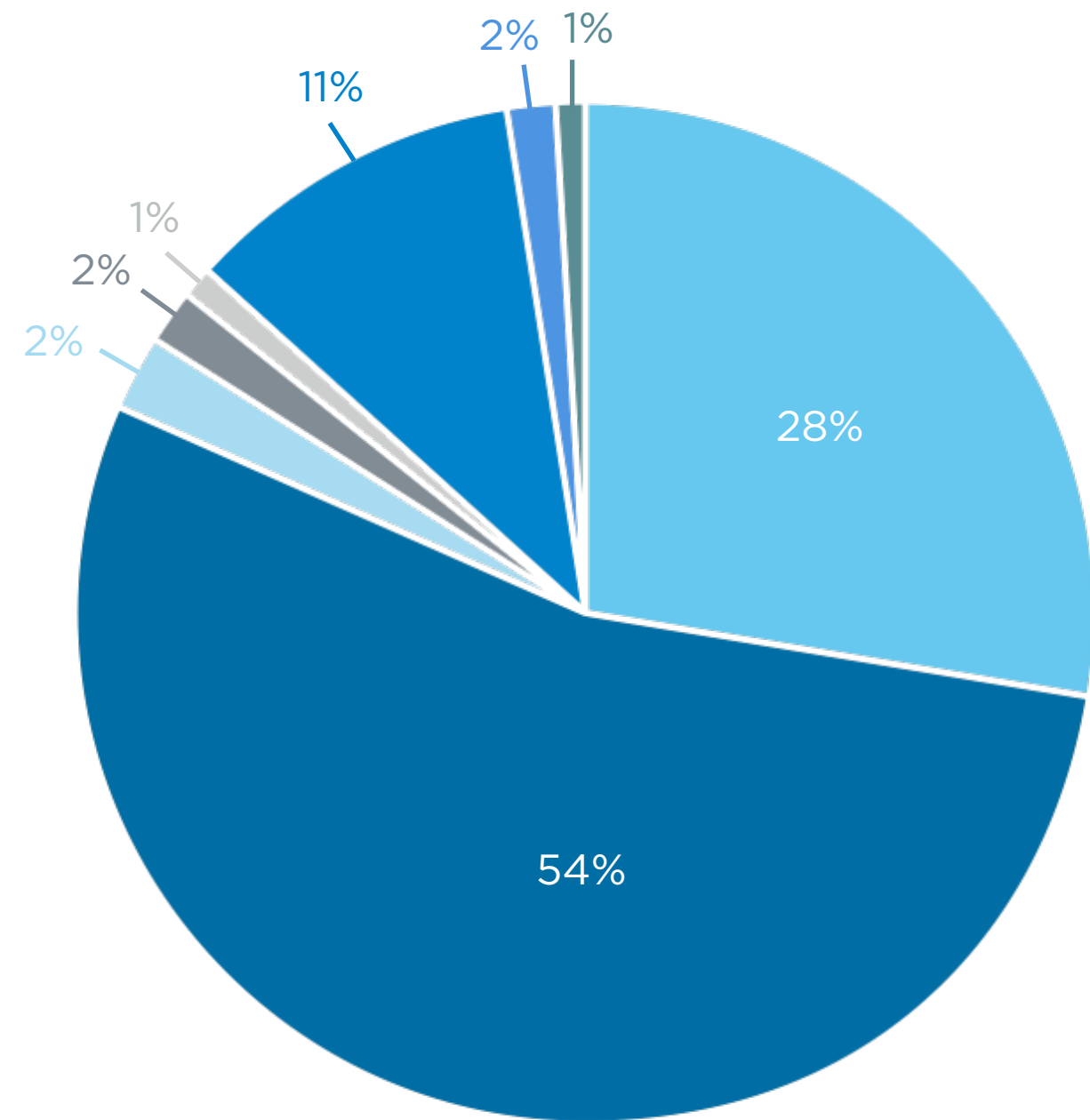
**GALA
ATTENDEES**

56

**COMPANIES
REPRESENTED**

**2025
VEO CONFERENCE
AUDIENCE**

2025 AUDIENCE BREAKDOWN



ATTENDEE BUSINESS TYPE BREAKDOWN

- Associate Services / Trainer / Publisher
- Building Service Contractor (BSC)
- Distributor / Wholesaler
- In-House Service Provider Corporate
- In-House Service Provider Individual
- Manufacturer / Assoc. Manufacturer
- Manufacturer Representative
- Residential Cleaner

AUDIENCE HIGHLIGHTS

Participation Type	Count
★ Workshop	118
★ Gala + Visionario Award Dinner	122

ATTENDEES BY JOB FUNCTION

Executive Decision-Makers

Presidents, CEOs, Founders, and Owners shaping company strategy and investment

Senior Leadership

Vice Presidents and Branch Leaders responsible for growth, performance, and operations

Operational Leaders

Directors and Managers driving day-to-day execution across operations, sales, HR, and facilities

Rising & Influential Professionals

High-impact contributors supporting innovation, business development, and future leadership

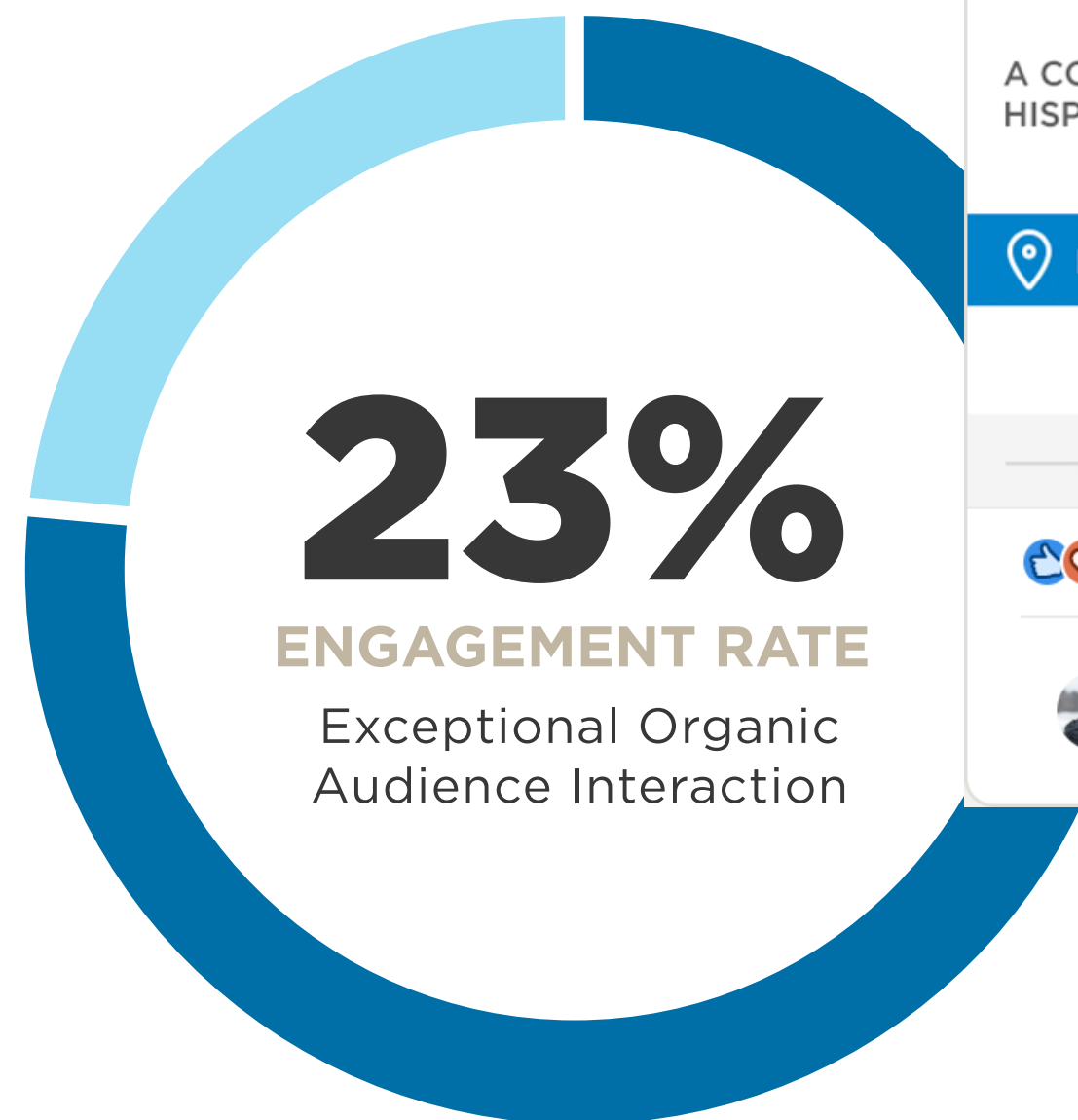
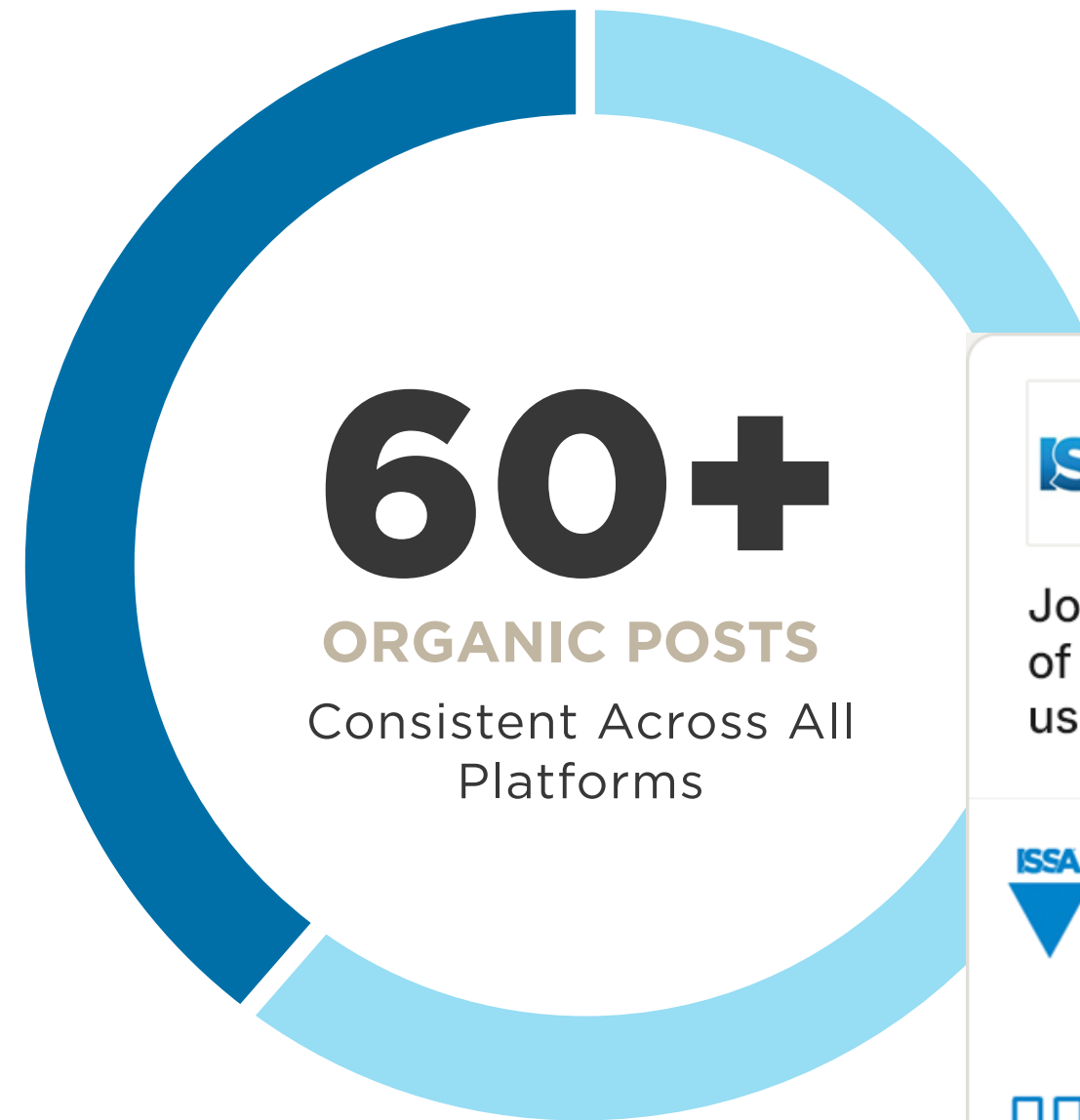
REACH THE PEOPLE WHO CONTROL BUDGETS, INFLUENCE DECISIONS, AND IMPLEMENT SOLUTIONS

2025 1M+ SOCIAL MEDIA IMPRESSIONS

Impressions gathered across:

- LinkedIn
- Facebook
- Instagram

26K+ YouTube Views - VEO Playlist



ISSA 31K followers
4mo · Edited · 🌐

+ Follow ...

Join us this year for VEO 2025. We've got amazing speakers from every corner of the industry ready to share their experiences and learnings with you. Trust us, you don't want to miss this!

ISSA VISION. EMPENO. OPORTUNIDAD.

I'M SPEAKING AT VEO

KARINA NEFF
#ALLITEVEO

A CONFERENCE DEDICATED TO ADVANCING THE HISPANIC COMMUNITY IN THE CLEANING INDUSTRY

JOIN ME!

FAIRMONT CHICAGO | 9/29 - 9/30

Visit issa.com/veo to learn more

👍❤️🌱 1,250 680 comments

👤 Like Comment 🔄 Repost ↗️ Send

VISIONARIO AWARDS

The VEO Visionario Awards honor three outstanding leaders in the Hispanic cleaning community who are driving meaningful impact and shaping the future of the industry. Each award reflects one of VEO's core pillars—Strengthening Financial Literacy, Personal & Professional Growth, and Mastering Technology—recognizing individuals who embody these values through leadership, innovation, and commitment to advancement.



2025 VISIONARIO AWARD WINNERS

On the Left:

ANGELICA RIVERA
Regional Supervisor, Babco Building Services

On the Right:

KARINA VILLASEÑOR
Vice President of Human Resources,
4M Building Solutions



SEPT. 28-29

The Renaissance Dallas

WE CAN'T WAIT FOR YOU TO JOIN US!

VEO 2026 will be hosted by:

KARINA NEFF & ROSIE RANGEL

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Learn more about the **VEO Conference** at issa.com/veo-conference, and hear directly from last year's attendees