



AACRAO 2004 TECHNOLOGY CONFERENCE:
Implementing Technology in Student Systems and Service
 October 3-5, 2004
 Newport Beach Marriott, Newport Beach, California

CORPORATE OPPORTUNITIES

A GUIDE TO EXHIBITING · SPONSORING · PRESENTING

What is the Technology Conference?

Using technology to develop integrated student systems and services is critical to the success and survival of today's modern university. This conference addresses topics such as implementation of student services and best practices in information technology.

Program Topics may include:

Admissions Technology Applications • Document Storage • Electronic Data Interchange (EDI), Extensible Markup Language (XML), and their relationship • Emerging Technologies • Managing Information • Outsourcing • Re-engineering • Student Information Services (SIS) Implementation and Maintenance • Technology Issues and Concepts • Web Applications and Services • Financial Aid Technology

Attendees from the first Technology Conference said...

"This was...the most relevant conference I have attended in the last 5 years."
 "Excellent conference that provided a great deal of leading-edge technology important to college student services."
 "I enjoyed it!! It helped my boss to see some of the issues I have been talking about for awhile and helped him hear it from other people than just me! "

Exhibitors from the first Technology Conference said...

"Excellent attendees!"
 "Great conference. Unique in higher education"
 "Great market, great prospects and leads"
 "The people on campus with technology expertise are here"

Attendee Profile

More than 300 participants attended the First Annual Technology Conference. The meeting is designed for professionals involved with technology on campus, particularly in the offices of registration, admissions, student affairs, information technology, and student services. Though many of these functions overlap, a general breakdown of titles from 2003 are:

Admissions	6%
Enrollment Management	4%
Technology	42%
Registrar's Office	22%
Corporate	16%
Other	9%

For more information, contact

SUZANNE LEVINE, ASSOCIATE DIRECTOR, MARKETING
 AMERICAN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS (AACRAO)
 ONE DUPONT CIRCLE, SUITE 520, WASHINGTON, DC 20036
 TEL: 202-293-9161 X6900 • FAX: 202-872-8857 • E-MAIL: LEVINES@AACRAO.ORG
 WEB SITE: WWW.AACRAO.ORG/TECHO4

AACRAO 2004 TECHNOLOGY CONFERENCE

Exhibits

Informal *tabletop* exhibits are available for a limited number of interested companies. Exhibits will be spread throughout the registration and foyer area of the Newport Beach Marriott. Space is limited and will be assigned on a first-come, first-serve basis. **No security services will be available. No refunds given for cancellations after September 3, 2004.**

Prices:

AACRAO Corporate Partners	\$1,500
All other companies	\$1,850

Included in your exhibit fee is...

- One complimentary registration to the conference
- Additional registrations at the early bird member rate
- A table and 2 chairs upon request
- Listing in the on-site program and conference Web site
- Pre- and post-conference attendee lists

Corporate Presentations

A limited number of corporate presentations are available to companies that wish to present their products and services to conference attendees. Presentations require approval by AACRAO and should not be solely sales focused. Session times will be disbursed throughout the conference.

Prices:

AACRAO Corporate Partners	\$1,800
All other companies	\$2,400

Included in your presentation fee is...

- Logo and hyperlink on the conference Web site
- Recognition in the on-site program
- Presentation included in conference notebook and CD
- One complimentary registration to the conference
- Additional registrations at the early bird member rate
- Pre- and post-conference attendee lists

Companies interested in presenting should complete the corporate presentation contract on page 7 and fax to Suzanne Levine at 202-872-8857. Participation is on a first-come, first-serve basis and will be confirmed

Totobag Inserts

Insert a promotional flyer into the conference totebag.

Prices:

AACRAO Corporate Partners	\$500
All other companies	\$800



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Sponsorships

Increase your exposure to this influential AACRAO audience when you highlight your company with a premium sponsorship. Each package has its own great benefits, and all sponsors get web exposure and these additional perks:

- Logo and hyperlink on the conference Web site
- Recognition in the on-site program
- One complimentary registration to the conference
- Additional registrations at the early bird member rate
- Pre- and post-conference attendee lists

Conference Totebags (SOLD)

\$6,000

Every registered attendee will receive a conference tote bag. Your logo will appear prominently on the bag – a walking advertisement for your company! 400 bags will be distributed at the conference.

In return, your company will receive

- Your logo on the totebag
- An opportunity to place an insert in the totebag

Notebook/CD ROM

\$6,000

The Notebook is the comprehensive on-site program containing session descriptions, room locations, exhibitor descriptions and details. This is the guide all attendees will carry with them throughout the conference and reference after the meeting. The CD-ROM contains powerpoints for all the sessions at the meeting.

In return, your company will receive

- co-branding with your logo distributed throughout the notebook and on CD-ROM

Badgeholders (SOLD)

\$4,000

All attendees will be wearing their name badges throughout the conference. Have your logo printed on the badgeholder.

In return, your company will receive

- your logo on the badgeholder

Conference Luncheon

\$3,000

Conference luncheon provided for all attendees.

In return, your company will receive

- signage at the event
- verbal acknowledgment during the event

Cyber Cafe

\$5,000 and provide computers

One of the most frequented and popular services is the Cyber Cafe. Attendees visit the cafe to check e-mail and access information to keep in touch with their campuses. Your company provides computers.

In return, your company will receive

- signage at the Cyber Cafe
- an opportunity to place an insert in the totebag
- an opportunity to staff the Cyber Cafe

Opening Reception

\$6,000

This reception will kick-off the meeting with light hors d'oeuvres and cash bar.

In return, your company will receive

- signage at the event
- an opportunity to place an insert in the totebag

Refreshment Breaks (5 available)

\$1,000

Treat attendees to a snack between sessions.

In return, your company will receive

- signage at the break



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Sponsorships, continued...

Pens

\$1,500

Sponsoring company will provide the pens. Attendees use to jot down important details throughout the conference.

In return, your company will receive

- your pens in the totebag

Notepads

\$1,500

Sponsoring company will provide the pads. Attendees use to jot down important details throughout the conference.

In return, your company will receive

- your notepads in the totebag

Ready to sign up?

To reserve exhibit space, present, or sign up for a conference sponsorship, please complete the forms on the following pages and fax to Suzanne Levine at 202-872-8857.

If you have any questions or for more information, contact

Suzanne Levine, Associate Director, Marketing

AACRAO, One Dupont Circle, Suite 520, Washington, DC 20036

Tel: 202-293-9161 x6900 • Fax: 202-872-8857 • E-mail: levines@aacrao.org

Web site: www.aacrao.org/tech04

Become an AACRAO Corporate Partner!

Since 1989, AACRAO Corporate Partners have helped shape AACRAO's success through their continued involvement with the organization and its members. Committed to creating quality products and services that enhance the academic community, corporate partners are instrumental in keeping AACRAO members informed of the latest technology and developments that affect their professional lives.

Benefits of becoming an AACRAO Corporate Partner include...

- Discounts on conference activities, publications, advertising, and mailing labels
- Priority space assignment and discounts on exhibitor booths at the Annual Meeting
- Representation at AACRAO's Corporate Partners' Reception in April
- Subscriptions to AACRAO *Update* newsletter, *College & University* journal, the AACRAO *Member Guide*, and the electronic AACRAO *Transcript*
- Publicity on the AACRAO Web site (www.aacrao.org), including your company's hyperlink, logo, and a company description
- Access to a community of higher education administrators.

Join today! Download a corporate member application form at www.aacrao.org/membership

Questions? Call (202) 293-9161 or e-mail membership@aacrao.org



AMERICAN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS (AACRAO),

ONE DUPONT CIRCLE, SUITE 520, WASHINGTON, DC 20036

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Corporate Application and Terms

DISCLAIMER

AACRAO does not endorse the programs, products, or services of the sponsoring organizations/ corporations.

1. AACRAO reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
2. AACRAO will be responsible for production of materials unless otherwise determined.
3. Exhibits for this meeting are informal and may not exceed the contracted space, as space is limited.
AACRAO will not provide security services for the exhibit area.
4. Applicant agrees to pay all fees, charges, and/or expenses covered in this contract on demand. In the event that AACRAO is forced to seek legal remedy to collect amounts due from the Applicant, all charges related to the collection of unpaid amounts will become the sole responsibility of the Applicant. If an exhibitor fails to make due hereunder when they are due, the space assignment is subject to cancellation or reassignment at the option of AACRAO, without obligation for refund. Applicants may not assign or sublet any space allotted to them, and may not advertise or display goods, other than those manufactured, distributed, or sold by them in the regular course of business, without authorization by AACRAO. Companies can not "share" booths.
5. Request for cancellation of space must be directed in writing to AACRAO. Telephone cancellations will not be accepted. No refunds will be given for cancellations after September 3, 2004. AACRAO will only honor cancellation requests whose receipt have been confirmed.
6. Neither AACRAO, the Newport Beach Marriott, or any of their officers or staff members will be held responsible for the safety or the property of the Applicants from theft, damage by fire, accident, or other causes. Applicants are advised to consult their insurance broker for proper coverage on display material from the time it leaves their company's premises until its return. Neither AACRAO nor the Newport Beach Marriott, nor any of its officers or staff members, shall be held accountable or liable for, and the same are hereby releases from accountability or liability for any damage, loss, harm, or injury to the person or any property of the Applicant or any of its officers, agents, employees, or other representatives, resulting from theft, fire, or other causes.
7. Applicant hereby agrees to indemnify, defend, and hold harmless AACRAO, and the Newport Beach Marriott management from any and all claims, demands, suits and liability, for any damage, loss, harm or injury to any person or any property of the Applicants and its officers, agents, employees, or representatives. Applicant assumes responsibility and agrees to indemnify, defend, and hold harmless AACRAO, and the Newport Beach Marriott and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises, including but not limited to, any cost incurred as a result of alleged violation of copyright arising out of the use of mechanically or electronically reproduced music. The Applicant understands that neither AACRAO, nor the Newport Beach Marriott maintain insurance covering the Applicants' property and it is the sole responsibility of the Applicant to obtain such insurance.
8. Extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted in order to maintain a business-like atmosphere.
9. Promotional activity is limited to the confines of space assigned by AACRAO.
10. Applicants may not schedule other events such as breakfasts, luncheons, or dinners during official AACRAO program hours or while the Technology Conference Program is in progress without express written permission by AACRAO. Contact AACRAO to reserve space for such events.
11. This document and its attachments represent the entire agreement between the Applicant and AACRAO and may not be altered unless mutually agreed upon in writing.
12. In the event that any provision of the Agreement or the application of any such provision to either AACRAO or the Applicant is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of this Agreement will remain in full force and effect.
13. In the event that the AACRAO Technology Meeting is cancelled due to fire, strikes, government regulations, acts of God, acts of war or civil strife, terrorism or interruption of transportation or other causes beyond their control, AACRAO shall not be held liable for failure to hold the Technology Meeting and Corporate Program as scheduled. In such events, AACRAO, at its sole discretion, may refund part or all of the exhibit fees and deposits received by AACRAO. Refunds will be limited to the amount paid by Applicant to AACRAO. In no event will AACRAO, or the Newport Beach Marriott, be liable for any direct, indirect, actual, special or consequential damages of any nature whatsoever, including, but not limited to lost profits, business interruptions or other economic loss to the Applicant due to

Signature _____ Date _____

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Corporate Application and Terms

Company Name (as it should appear on signage and in printed materials):

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Phone _____ Fax _____

E-mail _____

Please check the item(s), event(s), and/or exhibit space to reserve:		
<input type="checkbox"/>	Opening Reception	\$6,000
<input type="checkbox"/>	Luncheon	\$3,000
<input type="checkbox"/>	Totebags	\$6,000 (SOLD)
<input type="checkbox"/>	Badge Holders	\$4,000 (SOLD)
<input type="checkbox"/>	Workbooks/CD ROM	\$6,000
<input type="checkbox"/>	Refreshment Breaks (5)	\$1,000 each
<input type="checkbox"/>	Cyber Cafe	\$5,000 and provide computers
<input type="checkbox"/>	Pens	\$1,500 and provide pens
<input type="checkbox"/>	Notepads	\$1,500 and provide notepads
<input type="checkbox"/>	Exhibit (tabletop only)	\$1,500 Partner/\$1,850 Non-Partner Rate
<input type="checkbox"/>	Insert in Registration Packet	\$500 Partner/\$800 Non-partner

To reserve a corporate presentation, please complete the application on the next page.

Total Amount Due _____

Total Paid

- Send Invoice (Payment must be received by September 3, 2004)
 - Check (please make checks payable to AACRAO; payment due by September 3, 2004)
 - Credit Card (please check) Visa MasterCard AMEX
- Card No. Exp

Please keep a copy of this contract and mail or fax the completed form to:

AACRAO

Attn: Suzanne Levine
 One Dupont Circle, NW, Suite 520
 Washington, DC 20036

E-mail: levines@aacrao.org
 Tel. 202-293-9161 x6900
 Fax 202-872-8857

To reserve a sponsorship, complete this form and fax/mail to AACRAO. The person signing this document understands that it is a binding agreement and represents and warrants to AACRAO that he/she is authorized to bind the above

Signature _____ Date _____



AMERICAN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS (AACRAO),
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 WEB: WWW.AACRAO.ORG/TECHO4

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Corporate Presenter Application

Corporate Presentations are sessions reserved for companies. You design the program and are permitted to discuss and promote your products and services. Confirmed sessions will be advertised on the Web and in the on-site program. In addition, your presentation will be included in the conference notebook and CD. **Participation is on a first-come, first-served basis. Presentations require approval by AACRAO.**

Understanding and making technology work in higher education remains the goal and theme of AACRAO's Technology Conference. Attendees are interested in the effective application of technology to student services and systems. AACRAO encourages companies to present on products and services related to the content of the conference.

Corporate Presentation Prices:

AACRAO Corporate Partners	\$1,800
All other companies	\$2,400

To reserve a corporate presentation, please complete this form and fax to Suzanne Levine at 202-872-8857.

Company Name _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

Session Title _____

50-word description for Web and on-site program _____

Presenter(s) _____

Presenter(s) E-mail _____

- Send Invoice (**Payment must be received by September 3, 2004**)
- Check (**Please make check payable to AACRAO; payment due by September 3, 2004**)
- Credit Card (please check) Visa MasterCard AMEX

Card Number _____ Expiration Date _____

Name as shown on credit card _____

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

Signature _____ Date _____

Payment

Payment for Corporate Presentations must be received by September 3, 2004. Failure to make payment by the aforementioned deadline will result in the cancellation of the Corporate session, and if the company is exhibiting, it will be prohibited from setting up until payment is made. Until payment is received, the company's future participation in AACRAO conferences and meetings could be affected. *Cancellations must be made in writing. Companies canceling on or after September 3, 2004 will be held responsible for the total cost of the presentation slot(s). No refunds will be made after September 3, 2004.*

