AACRAO’s 101st Annual Meeting in Baltimore will draw more than 2,500 individuals who are eager for new ideas tailored specifically to their professional needs. This is the perfect opportunity for savvy exhibitors to showcase products and services, connect with new customers, and renew existing relationships.

What are the key responsibilities of AACRAO attendees? 

- Enrollment Management: 20%
- Admissions: 17%
- Institutional Research: 4%
- Financial Aid: 3%
- Other: 10%
- Student Affairs/Academic Advising: 11%
- Records/Registration: 32%
- Computer/IT: 3%
- Graduate/Professional: 14%
- International: 3%
- Undergraduate: 71%
- Two-Year: 12%
- Four-Year: 38%

What types of institutions do AACRAO attendees serve? 

- Undergraduate: 71%
- Two-Year: 12%
- Graduate/Professional: 14%
- International: 3%
- Other: 10%
BOOTH ASSIGNMENTS
AACRAO offers booth renewal for the following year’s show. Booth space is assigned based on a priority point system, and exhibitors will be given an appointment time during which they can select next year’s booth space. Booth selection after the Annual Meeting will be assigned on a first-come, first-served basis. **Confirmations will be e-mailed to participants.**

PAYMENTS/CANCELLATIONS/REFUND POLICY
Applications must be accompanied by a $500 deposit per 10’x10’ booth; if the application is received after **February 6, 2015** then full payment must be included. Applications received without deposit/full payment will not be processed.

Payment for exhibit space will be refunded, less a $500 per booth processing fee, if a written request for cancellation is received by AACRAO no later than **February 6, 2015.** Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015 for all exhibit space. No refunds will be made if the company cancels after February 6, 2015 or if the company fails to attend the meeting. If a company cancels after February 6, 2015 and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO.

EXHIBITOR BENEFITS
- AACRAO Corporate Partners receive two (2) complimentary full meeting registrations and three (3) ‘exhibit hall only’ registrations per 10’ x 10’ booth.
- Non-partners receive one (1) complimentary full meeting registration and three (3) ‘exhibit hall only’ registrations per 10’ x 10’ booth.
- Listing of company name, address, telephone, fax, e-mail, URL, product categories and up to 50-word company description in the Annual Meeting Program to be distributed on-site (pending that information is submitted prior to publication deadlines).
- Name and hyperlink on the conference website.
- One electronic list of pre-registered attendees to be distributed before and after the Annual Meeting (excluding phone and e-mail).
- An Opening Reception for attendees and several food and coffee breaks held inside of the exhibit hall.
- The opportunity to contribute a prize to the Exhibit Hall Raffle Drawing. A prize board will be prominently displayed with your company name, booth number, and prize information.

TENTATIVE EXHIBIT DATES AND TIMES
**EXHIBITOR MOVE-IN**
Saturday, April 11 . . . . . . . . . . . . 12:00 p.m. – 5:00 p.m.
Sunday, April 12 . . . . . . . . . . . . . . . 8:00 a.m. – 4:00 p.m.

**SHOW HOURS**
Sunday, April 12 . . . . . . . . . . . . 6:45 p.m. – 8:00 p.m.
(opening reception in exhibit hall)
Monday, April 13 . . . . . . . . . . . 9:00 a.m. – 4:30 p.m.
Tuesday, April 14 . . . . . . . . . . . . 9:00 a.m. – 3:00 p.m.

**EXHIBITOR MOVE-OUT**
Tuesday, April 14 . . . . . . . . . . . . . . . 3:00 p.m. – 8:00 p.m.

**EXHIBITOR KIT**
Approximately 90 days before the Annual Meeting, a comprehensive Exhibitor Service Manual will be available to all paid exhibitors. This manual will include various order forms from the show contractor and convention center to help maximize your tradeshow investment.

Please note that an “Optional Booth Package” is available to our exhibitors. The package consists of one 6’ draped table, one chair, and one wastebasket. The “Optional Booth Equipment Order Form” will be available in the service manual, and there is no charge if you order by the deadline.

RESERVE A BOOTH BY CONTACTING:
AACRAO Marketing Department
One Dupont Circle, NW, Suite 520
Washington, DC 20036
Tel: (202) 263-0287
Fax: (202) 822-8850
E-mail: corporateinfo@aacrao.org
2015 AACRAO ANNUAL MEETING EXHIBITOR APPLICATION

PERSON TO RECEIVE CONFERENCE COMMUNICATIONS
Name __________________________________________________________ Title _____________________________________________
Company Name  ___________________________________________________________________________________________________
Address  __________________________________________________________________________________________________________
City _______________________________________ State ___________________ Zip _________________ Country _________________
Phone ________________________________ Fax ________________________________ E-mail _________________________________

Please list your top four booth choices ________________________________________________________________________________

Please list any companies that you prefer not be placed adjacent to or across from (we will do our best to accommodate your request):

PAYMENTS/CANCELLATIONS
Applications must be accompanied by a $500 deposit per 10’x10’ booth. Applications received without deposit/full payment will not be processed. See page 2 for the complete payment/cancellation/refund policy.

10’ X 10’ EXHIBIT SPACE RENTAL
AACRAO Corporate Partner $3,000  There is a $100 charge for each exposed corner.
Non-Partner $3,600
Number of 10’ X 10’ Booths _______ = $__________
Number of Corners_______________ = $__________

Total Amount Due $__________

PAYMENT
Full Amount Enclosed: $__________  □ Send Invoice for remaining balance
Deposit Enclosed (500 per booth): $__________  □ Check (payable to AACRAO)  □ Enclosed or □ Forthcoming
Balance Due: $__________  □ Credit Card (please check)  □ Visa □ MasterCard □ AMEX

Card Number __________________________________________ Exp. Date ______________________
Name as shown on credit card____________________________________________________________________________________

INSTRUCTIONS: Please complete the application and keep a copy of the form. MAIL the form with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297. You may also fax credit card information or request an invoice by faxing the forms to (202) 822-8850.

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

Signature __________________________________________________________ Date ______________________________
COMPANY CONTACT INFORMATION (TO BE PUBLISHED IN ONSITE PROGRAM)

Company Name ___________________________________________________________________________________________________
Contact Person ______________________________________________________ Title  ________________________________________
Address __________________________________________________________________________________________________________
City _______________________________________ State ___________________ Zip _________________ Country _________________
Phone ________________________________ Fax ________________________________ E-mail _________________________________
Web Address __________________________

50-word company description (for on-site program) ___________________________________________________________________
__________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________

Please check off the relevant product/service categories for your company:

☐ Achievement Products                  ☐ Information Services and Software
☐ Administrative Services and Software  ☐ International Credential Evaluation
☐ Admissions/Recruiting Software Products and Services  ☐ International Recruiting Services
☐ Alumni/Development Software           ☐ Internet Services
☐ Browser-Based Document Management     ☐ Marketing / Publicity
☐ Career Guidance                      ☐ Online Applications
☐ Class Schedules Publisher            ☐ Publications and Publishing Services
☐ Curriculum Information Systems       ☐ Records Management Services, Support and Software
☐ Degree Audit Software                ☐ Registration Services and Software
☐ Degree/Education Verification        ☐ Scanning Software, Equipment and Services
☐ Diplomas                             ☐ Scheduling/Events Management Software
☐ Distance Learning                    ☐ Security Documents
☐ Educational Materials                ☐ Student Enrollment Status Supporting Services
☐ Electronic Admissions Applications   ☐ Student Information Access/Kiosks
☐ Electronic Data Conversion           ☐ Student Recruitment
☐ Electronic Data Interchange (EDI)    ☐ Student Tracking
☐ English as a Second Language         ☐ Surveys
☐ Enrollment Management Services & Software  ☐ Testing Services
☐ Financial Aid Services and Software  ☐ Transcript Ordering Services
☐ Financial Reporting – AP, GL, Budgeting  ☐ Transfer Credit Evaluation Software
☐ Foreign Credential Evaluation        ☐ Web Hosting and Development
☐ Fundraising Software                 ☐ Other __________________________
☐ Graduation Supplies and Services     ☐ Other __________________________
☐ Imaging                              ☐ Other __________________________
2014 AACRAO ANNUAL MEETING EXHIBITORS

AACRAO Consulting
AACRAO IES/EducationUSA
ACT, Inc.
Ad Astra Information Systems, LLC
Advanced Secure Technologies
Army Recruiting
BookWear
Cambridge International Examinations
CaMLA
Campus Management
Capture Higher Ed.
CertifiedBackground.com
Chegg Enrollment Solutions
China Higher Education Student Information and Career Center (CHESICC)
College Graduates Association
College Scheduler, LLC
CollegeNET, Inc.
CollegeSource, Inc.
Credentials Solutions
CSDC Decision Academic
DecisionDesk
Deltak
Digital Architecture
DocFinity
Educational Credential Evaluators, Inc.
Educational Perspectives, NFP
Educational Testing Service
Ellucian
EMAS Pro
EMPOWER Student Information System
EMS Software
Entrinsik
Evisions, Inc.
GradImages
Herff Jones Inc.
Higher Education Publications, Inc
Hyland Software, Inc.
IELTS USA
Inceptia
Infosilem, Inc.
International Baccalaureate Organization
International Education Research Foundation, Inc. (IERF)
InviteRight SchoolTools
Jenzabar
Jonesville Paper Tube Corporation
Jostens, Inc.
Laserfiche
Leapfrog Technologies
Lifetouch Special Events
Micah’s Printing
National Student Clearinghouse
Noel-Levitz
Paradigm, Inc.
Parchment, Inc.
Perceptive Software
PointAcross Solutions
Prometric
Qmatic Corporation
Qnomy
Royall & Company
Runner Technologies, Inc.
SCRIP-SAFE International
Sallie Mae
SmartCatalog
SoftDocs Inc
Soft Skills Professionals, LLC
SpanTran Evaluation Services
Straighterline
Three Rivers Systems
Tribal Group
UNIT4 Business Software
University Business
U.S. News & World Report
Visual Schedule Builder
VisualZen, Inc
World Education Group
World Education Services, Inc.
Xap Corporation
1. AACRAO does not endorse the programs, products, or services of the exhibiting organizations/corporations.

2. AACRAO reserves the right to exercise its sole discretion in the acceptance or refusal of applications.

3. Whenever possible, booth assignments will be made based on the space preference specified by the exhibitor on the contract. AACRAO, however, reserves the right to make the final determination of all space assignments in the best interests of the exposition.

4. Applications must be accompanied by a $500 deposit per 10’x10’ booth; if the application is received after February 6, 2015, then full payment must be included. Applications received without deposit/full payment will not be processed. Payment for exhibit space will be refunded, less a $500 per booth processing fee, if a written request for cancellation is received by AACRAO no later than February 6, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015 for all exhibit space. No refunds will be made if the company cancels the contracted slot after February 6, 2015 or if the company fails to attend the meeting. If a company cancels after February 6, 2015 and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO. Until payment is received, the company’s future participation in AACRAO conferences and meetings could be affected. The cancellation clauses remain in effect even if they do not appear on the contract.

5. 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.

6. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show. Doing so will result in the loss of that exhibitor’s current year priority points.

7. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from show management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor’s display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular name plate, imprint, or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit areas.

8. Each exhibitor must name one person to be his representative in connection with installation, operation, and removal of the firm’s exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times.

9. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

10. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars, and any other related activity scheduled by show management. Applicants may not schedule other events such as breakfasts, luncheons, or dinners during official AACRAO program hours or while the Annual Meeting Program is in progress without express written permission by AACRAO. Contact AACRAO to reserve space for such events.

11. Applicant hereby agrees to indemnify, defend, and hold harmless AACRAO and the show 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 Applicant and its officers, agents, employees, or representatives. Applicant assumes responsibility and agrees to indemnify, defend, and hold harmless AACRAO and the show management 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 a violation of copyright arising out of the use of mechanically or electronically reproduced musical scores or recordings. The Applicant understands that neither AACRAO nor the hotel maintain insurance covering the Applicant’s property and it is the sole responsibility of the Applicant to obtain such insurance.

12. Extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted in order to maintain a business-like atmosphere. If an exhibitor chooses to do demonstrations and/or use audio and visual displays, the company shall confine their actions to their booth space and maintain noise levels that are not disruptive to neighboring booths. AACRAO reserves the right to request that offending companies reduce their noise level if it interferes with other companies conducting business on the exhibit hall floor.

13. All demonstrations or other activities must be confined to the limits of the exhibitor’s booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

14. In order to maintain a professional atmosphere, copyright infringement, and maintain a code of ethics, AACRAO does not permit the videotaping of sessions at the meeting without express permission from show management. AACRAO also does not allow photography, video/audio-taping, or entry into another company’s booth space without express permission from that company.

15. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act to make their booths accessible to handicapped persons. Exhibitors shall also indemnify to hold harmless AACRAO, show management, and the facility against cost, expense, liability, or damage which may be incident to, arise out of, or be caused by exhibitor’s failure to comply with the act.

16. 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.

17. 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.

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

Signature __________________________ Date __________________________
You’re in the spotlight! Showcase your company’s products and services to members who can drive revenue to your bottom line.

A limited number of corporate presentation slots are available to companies and organizations. Participation is on a first-come, first-served basis and will be confirmed upon receipt of the contract. AACRAO reserves the right to limit the number of corporate presentations per company to two (2).

Note: Although Corporate Presentation slots allow you the opportunity to sell your products and services, we suggest that you have a university representative co-present the session, or that you make it an educational session. Companies can choose from one of three options:

<table>
<thead>
<tr>
<th>CORPORATE PRESENTATION</th>
<th>SHOWCASE PRESENTATION</th>
<th>COMBINED OPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Present during one of ten session time slots:</td>
<td>The showcase provides non-competing hours dedicated to corporate presentations:</td>
<td>One presentation during standard session time slots and one during the showcase:</td>
</tr>
<tr>
<td>$2,900 (AACRAO Partners)</td>
<td>$4,150 (AACRAO Partners)</td>
<td>$5,750 (AACRAO Partners)</td>
</tr>
<tr>
<td>$5,500 (All other companies)</td>
<td>$6,775 (All other companies)</td>
<td>$8,350 (All other companies)</td>
</tr>
</tbody>
</table>

Included in your presentation fee:
- Name and hyperlink on the conference Web site
- Session listing in the on-site program
- One complimentary full registration to the conference

Deadline for session title, description, and presenters is February 18, 2015.

Presentation Contact ___________________________ Title ___________________________
Address __________________________________________________________________________
City ___________________________ State ___________________________ Zip ___________ Country ___________
Phone ___________________________ Fax ___________________________ E-mail ___________________________

Session Title

50-word session description (you may attach a separate document) ______________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________

Presenter: ___________________________ Title: ___________________________
Company: ___________________________ E-mail: ___________________________
Presenter: ___________________________ Title: ___________________________
Company: ___________________________ E-mail: ___________________________

This presentation requires Internet access. □ Yes □ No
This presentation requires audio-visual equipment in addition to an LCD projector, screen, and one wired podium microphone □ Yes □ No

CANCELLATION/REFUND POLICY

Payment for corporate presentation slots will be refunded, less a $500 per presentation processing fee, if a written request for cancellation is received by AACRAO no later than February 6, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015 for all corporate presentations. No refunds will be made if the company cancels the contracted slot after February 6, 2015 or if the company fails to attend the meeting. If a company cancels after February 6, 2015 and has not already paid the corporate presentation fee, the company will be liable for paying the full presentation fee to AACRAO.

Amount Due: $__________ □ Send Invoice
☐ Check □ Enclosed or □ Forthcoming (Please make check payable to AACRAO)
☐ Credit Card (please check) □ Visa □ MasterCard □ AMEX

Card Number __________________________________________________________ Exp. Date ___________________________
Name as shown on credit card ___________________________________________________________________________________

INSTRUCTIONS: Please complete the application and keep a copy of the form. MAIL the form with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297. You may also fax credit card information or request an invoice by faxing the forms to (202) 822-8850.

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

Signature ___________________________ Date ___________________________
We invite you to get involved with AACRAO and maximize your exposure to our membership by sponsoring at a strategic level of commitment. There are several advantages to participating in AACRAO meetings: corporate name recognition, networking opportunities, a target audience, and leads and sales. Each package includes the benefits listed below. Additional benefits are listed based on the level of sponsorship or will be negotiated in a sponsorship agreement.

- Name and hyperlink on the conference Web site
- Recognition in the registration brochure and on-site program
- Company logo on exhibit hall signage
- Acknowledgment on AACRAO’s Meeting Companion mobile app
- Pre- and post-conference attendee lists
- Acknowledgment at Opening Session of Annual Meeting

**Strategic Marketing Partnerships**

AACRAO is committed to building long-term relationships with corporate partners. AACRAO offers sponsorship opportunities that enable corporate partners to maximize sponsorship exposure at multiple meetings and enhance marketing visibility. To discuss a strategic partnership, contact AACRAO’s Marketing Department at corporateinfo@aacrao.org or 202-263-0287.

**AACRAO Engage**
(Mobile App)
*Please inquire about pricing and benefits*

AACRAO is excited to offer our meeting attendees with a more social experience through our new conference mobile application. Sponsorship and advertising opportunities are available.

**Keynote Speakers (Opening, Closing and General Session Speakers Available)**
*Please inquire about pricing and benefits*
The keynote speakers deliver presentations throughout the meeting.

**Webinars**
*Please inquire about pricing and benefits*

AACRAO webinars provide our members a convenient way to obtain information on topics relating to technology, Strategic Enrollment Management, admissions, FERPA, transfer, and international education. The webinars do not advertise specific products/services. AACRAO requests that all corporate webinars are content-specific and delivered by an institutional client partner.

**Badge Holders**
*Please inquire about pricing and benefits*

All attendees will be wearing their co-branded name badges throughout the conference.

**Totebags**
*Please inquire about pricing and benefits*

Every attendee receives a co-branded totebag.

**Session Tracks**
*Please inquire about pricing and benefits*

Sessions at AACRAO’s meeting are broken down into session tracks. Have your company name associated with a session interest track (for instance, Admissions, International, Enrollment Management, etc.).

**Presenter Networking**
*Please inquire about pricing and benefits*

This service allows presenters to upload presentations prior to a scheduled session time, review that presentation to make sure it is operating properly, and make required adjustments all in the Speaker Ready Room.

**Mobile Device Charging Station**
*Please inquire about pricing and benefits*

The Charging Station has an LCD screen for sponsor’s video or static ad and a backlit panel to display logo and booth number. Can accommodate most cell phone and laptop models.

- Sponsor logo and booth number displayed on the station

**Additional Items (these items are distributed in the totebags)**

- Pens $2,500
- (sponsoring company provides pens)
- Notepads $2,500
- (sponsoring company provides notepads)
- Highlighters $2,500
- (sponsoring company provides highlighters)

**Totebag Inserts (not considered a sponsorship item)**

- Insert a promotional flyer or product (subject to approval) into the conference totebag.

**AACRAO Corporate Partners $750**

**All Other companies $1,500**

If there is an item you are interested in sponsoring that is not listed here, please contact AACRAO Marketing Department at corporateinfo@aacrao.org.

**Cyber Café $12,000**

Attendees visit the popular Cyber Café to check e-mail and keep in touch with their campus.

- signage at the Cyber Café
- co-branded custom-designed portal page
- one promoted meeting mobile app post
- sponsor may display promotional materials at the Cyber Café
- one complimentary full meeting registration to the conference

**Welcome Reception $12,000**
(co-sponsors welcome)

The Welcome Reception kicks off the meeting with food, drinks, and music.

- signage at event
- co-branded napkins at event
- sponsor may provide promotional item at event
- One complimentary full meeting registration to the conference

**On-site Program $12,000**

The on-site program contains session and workshop details, room locations, and exhibitor information. Attendees don’t leave their rooms without it!

- logo on front cover of program
- full-page ad (excluding covers) in on-site program
- one promoted meeting mobile app post
- one complimentary full meeting registration to the conference

**Conference Signage $7,000**

The co-brand signs are placed throughout the meeting facility and feature session locations, daily updates, and other conference information.

- your logo on the signs

**First-time Attendees Orientation and Reception $7,000**

Over 400 NEW Annual Meeting attendees come to this informative introduction to AACRAO.

- verbal/signage acknowledgment at event
- sponsor may deliver brief remarks at event
- sponsor may distribute promotional item at event
- sponsor logo on first-timers handbook, web page, and invitation email to reception
Awards and Certificates $5,000
The awards are presented to designated recipients during the meeting.

Refreshment Breaks in Exhibit Hall
(4 available) $5,000 each
($15,000 for all four)
Attendees look forward to the refreshment breaks to network with peers
and meet with exhibitors.
- verbal/signage acknowledgment at event
- one promoted meeting mobile app post prior to each sponsored
  break

International Educators Reception
$4,000 per sponsor
(*multiple sponsors welcome*)
This is a gathering of those interested in international education.
- verbal/signage acknowledgment at event
- sponsor may deliver brief remarks at event
- sponsor may distribute promotional item at event

Graduate and Professional Schools Luncheon $3,500
A keynote speaker addresses luncheon attendees interested in graduate
and professional school issues.
- verbal/signage acknowledgment at event
- sponsor may deliver brief remarks at event
- sponsor may distribute promotional item at event
SPONSORSHIP APPLICATION

Company Name ___________________________________________________________________________________________________
Contact Person ______________________________________________________ Title ________________________________________
Address __________________________________________________________________________________________________________
City _______________________________________ State ___________________ Zip _________________ Country _________________
Phone ________________________________ Fax ________________________________ E-mail _________________________________
Web Address ______________________________________________________________________________________________________

Please check the item(s) or event(s) you would like to sponsor. You may also co-sponsor/partially fund an event or product. If there is an item you would like to sponsor that is not on this list, please contact AACRAO.

<table>
<thead>
<tr>
<th>ANNUAL MEETING SPONSORSHIPS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AACRAO’s Engage Mobile App</td>
<td>Please inquire with AACRAO</td>
</tr>
<tr>
<td>Keynote Speakers</td>
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<tr>
<td>Badge Holders</td>
<td>Please inquire with AACRAO</td>
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<tr>
<td><strong>SOLD</strong> Totebags</td>
<td>Please inquire with AACRAO</td>
</tr>
<tr>
<td>Session Interest Track(s)</td>
<td>Please inquire with AACRAO</td>
</tr>
<tr>
<td>Presenter Networking</td>
<td>Please inquire with AACRAO</td>
</tr>
<tr>
<td>Mobile Device Charging Station</td>
<td>Please inquire with AACRAO</td>
</tr>
<tr>
<td>Cyber Cafe</td>
<td>$12,000</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>$12,000</td>
</tr>
<tr>
<td>On-site Program</td>
<td>$12,000</td>
</tr>
<tr>
<td>Conference Signage</td>
<td>$7,000</td>
</tr>
<tr>
<td><strong>SOLD</strong> First-Time Attendees Orientation and Reception</td>
<td>$7,000</td>
</tr>
<tr>
<td>Awards and Certificates</td>
<td>$5,000</td>
</tr>
<tr>
<td>Refreshment Break(s)</td>
<td>$5,000, each; $15,000 for all four</td>
</tr>
<tr>
<td>International Educators Reception</td>
<td>$4,000</td>
</tr>
<tr>
<td>Graduate and Professional Schools Luncheon</td>
<td>$3,500</td>
</tr>
<tr>
<td>Pens</td>
<td>$2,500</td>
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</tr>
<tr>
<td><strong>Totebag Inserts (not considered a sponsorship item)</strong></td>
<td>$750 corporate partner; $1,500 all other companies</td>
</tr>
<tr>
<td><strong>Other Sponsorship (list item)</strong></td>
<td></td>
</tr>
</tbody>
</table>

CANCELLATION/REFUND POLICY

Payment for sponsorships will be refunded, less a $500 processing fee, if a written request for cancellation is received by AACRAO no later than February 6, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015 for all sponsorships. No refunds will be made if the company cancels the contracted slot after February 6, 2015 or if the company fails to attend the meeting. If a company cancels after February 6, 2015 and has not already paid the fee, the company will be liable for paying the full sponsorship fee to AACRAO.

Amount Due: $________  □ Send Invoice  □ Check  □ Enclosed or □ Forthcoming (Please make check payable to AACRAO)  □ Credit Card (please check)  □ Visa  □ MasterCard  □ AMEX

Card Number _______________________________________________________________ Exp. Date ___________________________

Name as shown on credit card _______________________________________________________________________________________

INSTRUCTIONS: Please complete the application and keep a copy of the form. MAIL the form with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297. You may also fax credit card information or request an invoice by faxing the forms to (202) 822-8850.

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

Signature ____________________________________________________________________ Date _______________________________
SPONSORSHIP TERMS

Please sign and date this form and return with your sponsorship application.

DISCLAIMER
The relationships between AACRAO and the sponsoring organizations/corporations of an event or event-related item do not represent exclusive agreements between AACRAO and the specific organizations/corporations, nor do they suggest that AACRAO endorses the programs, products, or services of the organizations/corporations.

IMPORTANT NOTE
Should any of the sponsorship opportunities be partially funded, the sponsoring organization/corporation will receive the benefits outlined, but with the caveat “sponsored in part by [name of company].”

RIGHT OF FIRST REFUSAL
The right of first refusal will be extended to any sponsor who held that activity in the previous year, assuming that sponsor is in compliance with all other situations regarding the sponsorship opportunity. At that point, the sponsorship will open up to all eligible organizations/corporations and will be made available on a first-come, first-served basis.

RIGHT TO REFUSE SPONSOR
AACRAO shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with AACRAO, or those who desire to assume control of an event through sponsorship.

MATERIAL PRODUCTION
AACRAO will be responsible for the production of materials (unless otherwise specified) and will invoice the sponsoring organization/corporation directly. If the sponsoring organization/corporation is able to obtain a better product, then AACRAO reserves the right to approve the product and subsequent design of the product. AACRAO reserves the right to charge a sponsorship fee should the sponsoring organization/corporation decide to produce the materials. Quantities may change depending on attendance figures.

PAYMENT/ CANCELLATION/ REFUND POLICIES
Payment will be refunded, less a $500 (per item) processing fee, if a written request for cancellation is received by AACRAO no later than February 6, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015. No refunds will be made if the company cancels the contracted slot after February 6, 2015 or if the company fails to attend the meeting. Failure to make payment by the aforementioned deadline will result in the cancellation of the sponsorship, and if the company is exhibiting, it will be prohibited from setting up until payment is made. If a company cancels after February 6, 2015 and has not already paid the required fees, the company will be liable for paying the full fees to AACRAO. Until payment is received, the company’s future participation in AACRAO conferences and meetings could be affected. These terms will apply even if they do not appear on the contract.

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract.

Signature _____________________________________________________________ Date ________________________________________

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract.

Signature _____________________________________________________________ Date ________________________________________
ON-SITE PROGRAM ADVERTISING

TRIM SIZE 8.5” x 11”
LIVE AREA 7.5” x 10”
BLEEDS .25”
INK Text ads – 1 PMS (to be determined by AACRAO, not advertiser)
Cover ads – 4cp (CMYK only)
FILE TYPE Application file with all supporting fonts and links or Hi-res PDF
SUBMISSION File(s) on CD (MAC or PC, either are acceptable) should be accompanied by hard copy proof for reference.

Graphic images within the application files should meet the following guidelines:

Vector-based EPS
- this is the ideal file format
- either grayscale, CMYK or PMS specified
- minimum resolution is 266 dpi with 300 dpi or above being optimal

TIFF and JPG
- either grayscale or CMYK
- minimum resolution is 266 dpi with 300 dpi or above being optimal

PDF
- the quality of reproduction will depend on how they were generated
- minimum resolution is 266 dpi with 300 dpi or above being optimal
- always best to receive the original source files rather than a PDF

Note on RGB Color Designation
- RGB images would be converted to CMYK and may not match the RGB colors represented.

Note on Screen Captures
- save as TIFF or JPG files, not as GIF files. Colors within screen images may shift when RGB colors are converted to CMYK (4c process) for printing.

When submitting native files, please be sure to include all fonts. When submitting high resolution PDFs, please be sure to embed all fonts. Without the proper fonts, unpredictable reproduction may occur.

Please send ads to:
AACRAO Marketing Department
One Dupont Circle, NW, Suite 520
Washington, D.C. 20036
Phone 202-263-0287 Fax 202-822-8850
e-mail corporateinfo@aacrao.org

ADVERTISING CONTRACT (AD/FILE SUBMISSION DEADLINE: MARCH 11, 2015)

AACRAO reserves the right to review and reject any advertising. This includes ads unsuitable in content: ads that discriminate according to race, gender, age, nationality, or religion; ads with erroneous information; ads that conflict with AACRAO’s meetings or programs; or ads that compete with AACRAO’s Professional Practices and Ethical Standards. Inappropriate ads will be returned whether or not a contract is in effect. The advertiser assumes responsibility and liability for the content of any advertising and agrees to indemnify and hold harmless AACRAO from any claims against it arising from the advertisement. AACRAO reserves the right to insert the word “Advertisement” below all ads, and in the case of ads on the back cover, AACRAO may use the bottom portion for address labels. The advertiser or agency must forward all materials to AACRAO in accordance with the deadlines provided, or as agreed with the AACRAO representative. In signing, the advertiser or authorized agency agrees to abide by the terms and conditions of the general advertising policies as stated.

Advertiser (or Advertising Agency) ____________________________________________________________
Contact Person __________________________________ Title ________________________________
Address ____________________________________________________________________________________
City_________________________________ State ______________ Zip_________________ Country _______________________________________
Phone ___________________________________ Fax ___________________________________ E-mail ______________________________________

INSTRUCTIONS: Please complete the application and keep a copy of the form. MAIL the form with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297. You may also fax credit card information or request an invoice by faxing the forms to (202) 822-8850.

ALL ADS ARE 8.5” X 11”

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover (four color only)</td>
<td>$3,100</td>
</tr>
<tr>
<td>Inside back cover (four color only)</td>
<td>$2,800</td>
</tr>
<tr>
<td>Outside back cover (four color only)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full page (black and white)</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Amount Due $___________ Payment due by February 6, 2015.

☐ Send Invoice
☐ Check ☐ Enclosed or ☐ Forthcoming
(Please make check payable to AACRAO)
☐ Credit Card (please check) ☐ Visa ☐ MasterCard ☐ AMEX

Card Number ___________________________ Exp. 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 ________________________