

# AACRAO

## 108<sup>TH</sup> ANNUAL MEETING

IMPLEMENTING SUCCESS

MARCH 26-29, 2023

AURORA, COLORADO

Gaylord Rockies Resort  
and Convention Center



CORPORATE OPPORTUNITIES

[www.aacrao.org](http://www.aacrao.org)

### MARCH 26-29, 2023

#### Gaylord Rockies Aurora, Colorado

#### CONTACT US:

AACRAO Corporate  
Partnership Department  
1108 16th St, NW, Suite 400  
Washington, DC 20036  
PHONE 202-263-0287  
FAX 202-822-8850  
E-MAIL [corporates@aacrao.org](mailto:corporates@aacrao.org)  
WEB [www.aacrao.org](http://www.aacrao.org)

#### AACRAO's 108th Annual Meeting

The Annual Meeting is our largest gathering of higher education professionals, with over 2,000 participants. This is the perfect opportunity for savvy exhibitors to showcase products and services, connect with new customers, and renew existing relationships.

#### Want to know more about AACRAO?

The association's membership is comprised of more than 11,000 members and partners representing over 2,600 institutions, organizations, and education-oriented businesses in the United States and more than 40 countries around the world.

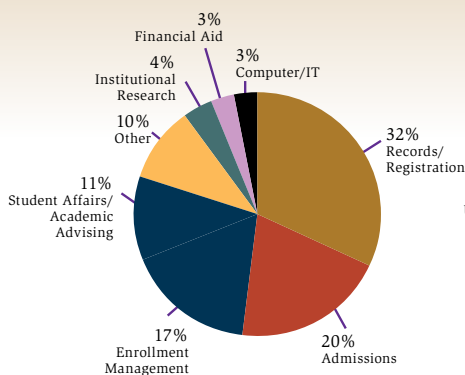
AACRAO represents institutions from every sector of the higher education community, from large public institutions to small, private liberal arts colleges. With an international network of resources and consulting expertise, AACRAO is a recognized authority in Enrollment Management, Admissions, Records, Registration, Financial Aid, Information Technology, and Student Services.

#### INSIDE:

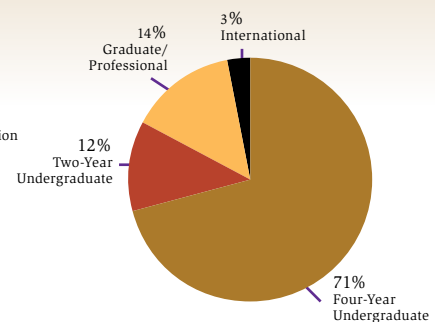
Exhibits.....	2
Exhibit Hall Floorplan.....	3
Exhibitor Application.....	4
Exhibitor Directory Information.....	5
Exhibiting Rules and Regulations.....	6
Corporate Presentations.....	7
Sponsorship.....	8-9
Sponsorship Application.....	10

#### ATTENDEE PROFILE

What are the key responsibilities of AACRAO attendees?



What types of institutions do AACRAO attendees serve?



#### Membership in AACRAO has its privileges.

Benefits of becoming a Corporate Member:

- Reduced rates for exhibit space at AACRAO meetings and priority space assignment (based on a point system and timely sign-up)
- Significant discount on corporate presentation fees
- Discounts on AACRAO publications
- Subscriptions to *College and University* journal, as well as *Transcript*, *Connect*, and *SEM Quarterly* electronic communications
- Access to AACRAO's online *Member Guide*
- Online corporate listing in AACRAO's Corporate Connection, including company name and description, logo, URL, and contact information
- Access to a community of higher education administrators



**CONFERENCE DATES:**  
**March 26-29, 2023**

**EXHIBIT DATES:**  
**March 26-28, 2023**

**10' X 10'**  
**EXHIBIT SPACE RENTAL**  
CORPORATE MEMBER: \$3,900  
NON-MEMBER: \$4,800  
There is a \$130 charge for each exposed corner.

### BOOTH ASSIGNMENTS

Booth space is assigned based on a priority point system, and exhibitors will be given an appointment time during which they can select booth space. *Confirmations will be e-mailed to participants.*

### PAYMENTS/CANCELLATIONS/REFUND POLICY

Applications must be accompanied by a \$500 deposit per 10' x 10' booth; if the application is received after **January 13, 2023** 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 13, 2023**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due **January 13, 2023** for all exhibit space. No refunds will be made if the company cancels the contracted slot after **January 13, 2023** or if the company fails to attend the meeting. If a company cancels after **February 13, 2023** and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO.

### EXHIBITOR BENEFITS

- AACRAO Corporate Members receive two (2) complimentary full meeting registrations and three (3) 'exhibit hall only' registrations per 10' x 10' booth.
- Non-members receive one (1) complimentary full meeting registration and three (3) 'exhibit hall only' registrations per 10' x 10' booth.
- Listing of company name, URL, and up to 50-word company description in the AACRAO Engage mobile app.

- Opportunity to post a 60-second video for attendees on the Annual Meeting website. (First come first serve)
- Name and hyperlink on the conference website.
- One electronic list of pre-registered attendees to be distributed before and after the Annual Meeting.
- An Opening Reception for attendees and several food and coffee breaks held inside of the exhibit hall.

### EXHIBIT DATES AND TIMES

#### SATURDAY, MARCH 25

Set-Up: . . . . . 12:00 p.m. – 5:00 p.m.

#### SUNDAY, MARCH 26

Set-Up: . . . . . 8:00 a.m. – 4:00 p.m.

Opening Reception . . . . . 6:45 p.m. – 8:00 p.m.

#### MONDAY, MARCH 27

Hall Hours: . . . . . 9:00 a.m. – 4:30 p.m.

Refreshment Break in Hall . . . . . 9:50 a.m. – 10:15 a.m.

Refreshment Break in Hall . . . . . 3:30 p.m. – 4:00 p.m.

Hall Closes: . . . . . 4:30 p.m.

#### TUESDAY, MARCH 28

Hall Hours: . . . . . 9:00 a.m. – 4:00 p.m.

Refreshment Break in Hall . . . . . 10:15 a.m. – 10:45 a.m.

Refreshment Break in Hall . . . . . 3:30 p.m. – 4:00 p.m.

Hall Closes and Breakdown: . . . . . 4:00 p.m. – 8:00 p.m.

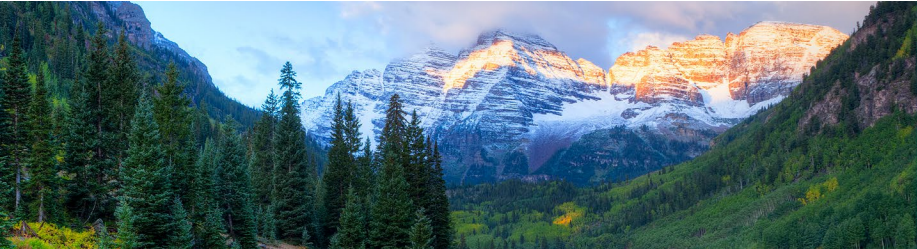
### EXHIBITOR KIT

Approximately 60 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:

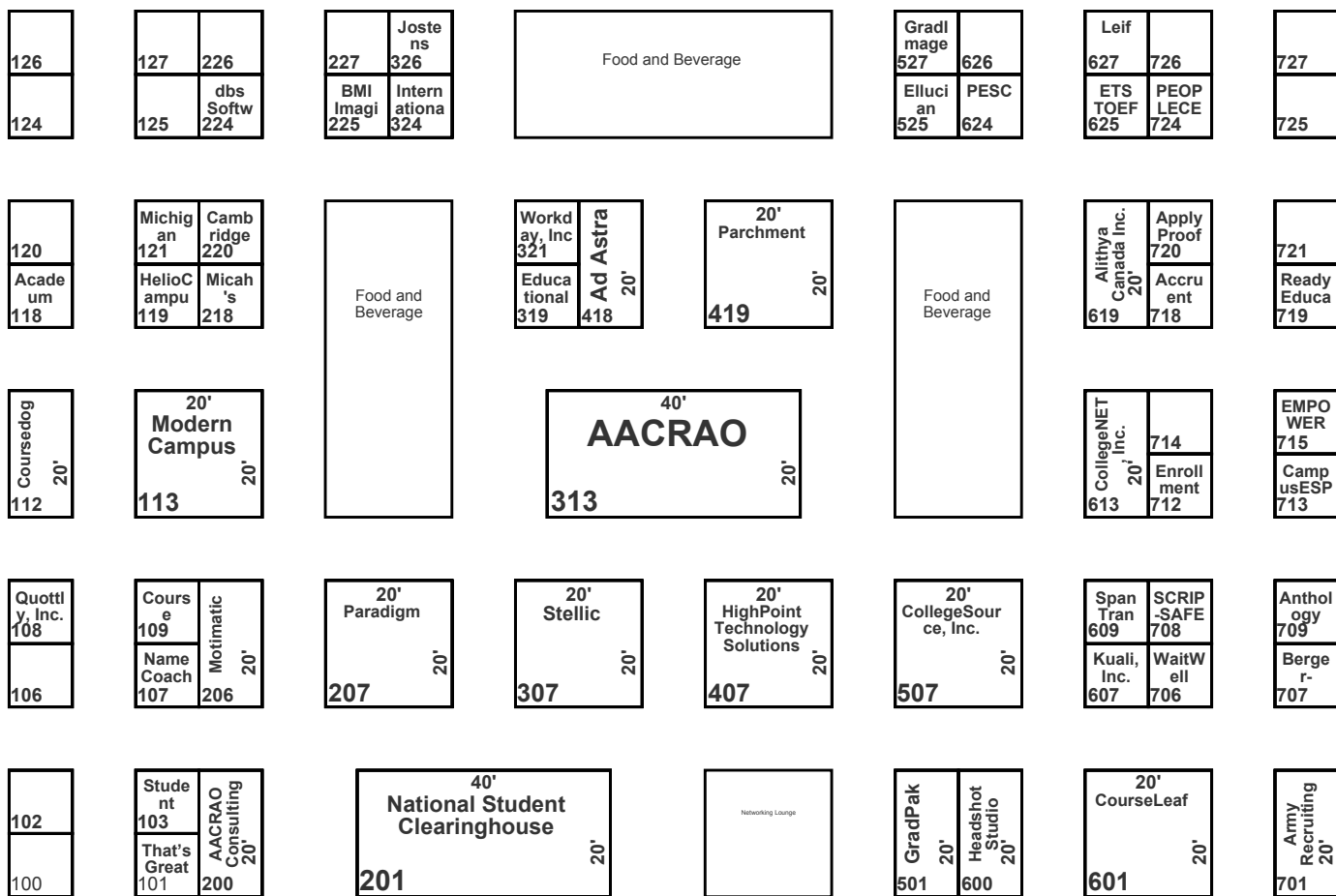
AACRAO Corporate Partnership Department  
Tel: (202) 263-0287  
E-mail: [corporates@aacrao.org](mailto:corporates@aacrao.org)



# EXHIBIT HALL FLOORPLAN

## 2023 AACRAO ANNUAL MEETING MARCH 26-29, 2023 GAYLORD ROCKIES AURORA, COLORADO

### 2022 EXHIBITORS



ENTRANCE



# EXHIBITOR APPLICATION

## 2023 AACRAO ANNUAL MEETING EXHIBITOR APPLICATION

### POINT OF CONTACT FOR 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 Member \$3,900 **There is a \$130 charge for each exposed corner.**

Non-Member \$4,800

Number of 10' X 10' Booths \_\_\_\_\_ = \$ \_\_\_\_\_

Number of Corners \_\_\_\_\_ = \$ \_\_\_\_\_

**Total Amount Due \$ \_\_\_\_\_**

### PAYMENT

Full Amount Enclosed: \$ _____	<input type="checkbox"/> Send Invoice for remaining balance
Deposit Enclosed (\$500 per booth): \$ _____	<input type="checkbox"/> Check ( <b>payable to AACRAO</b> ) <input type="checkbox"/> Enclosed or <input type="checkbox"/> Forthcoming
Balance Due: \$ _____	<input type="checkbox"/> Credit Card (please check) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> 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.

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

Signature \_\_\_\_\_ Date \_\_\_\_\_



# EXHIBITOR DIRECTORY INFORMATION

## COMPANY CONTACT INFORMATION FOR THE MOBILE APP

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Web Address \_\_\_\_\_

**50-word company description** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

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



# EXHIBITING RULES AND REGULATIONS

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 10x10 booth; if the application is received after **January 13, 2023**, then full payment must be included. 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 **January 13, 2023**. Final payment is due **January 13, 2023** for all exhibit space.  
Due to the current COVID situation, a Sponsoring Company will be allowed to cancel their participation (including exhibit booth and corporate presentation if applicable) at the 2023 Annual Meeting by sending a written request to [corporates@aacrao.org](mailto:corporates@aacrao.org) no later than **February 13, 2023**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt has been confirmed. No refunds will be allowed however funds can be redirected and used towards the 2023 Annual Meeting.
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, stag 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 alleged violation of copyright arising out of the use of mechanically or electronically reproduced music. 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, prevent 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. Exhibitor 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 \_\_\_\_\_



# CORPORATE PRESENTATIONS

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:

CORPORATE PRESENTATION	SHOWCASE PRESENTATION	COMBINED OPTION
Present during one of ten session time slots:	The showcase provides non-competing hours dedicated to corporate presentations:	One presentation during standard session time slots and one during the showcase:
<b>\$3,200</b> (AACRAO Members) <b>\$5,950</b> (All other companies)	<b>\$4,500</b> (AACRAO Members) <b>\$7,300</b> (All other companies)	<b>\$6,350</b> (AACRAO Members) <b>\$7,500</b> (All other companies)

Included in your presentation fee:

- Name and hyperlink on the conference website
- Session listing in the mobile app
- One complimentary full registration to the conference

Presentation Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Session Title \_\_\_\_\_

50-word session description (you may attach a separate document) \_\_\_\_\_

\_\_\_\_\_

List 3 Learning Outcomes: \_\_\_\_\_

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 If Yes, please specify: \_\_\_\_\_

## 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 13, 2023**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due **February 13, 2023** for all corporate presentations. No refunds will be made if the company cancels the contracted slot after **February 13, 2023** or if the company fails to attend the meeting. If a company cancels after **February 13, 2023** 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 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

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 website
- Recognition in the mobile app
- Company logo on exhibit hall signage
- 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 Corporate Partnership Department at [corporates@aacrao.org](mailto:corporates@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.

### 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.).

### Entertainment Sponsor

#### Please inquire about pricing and benefits

### Device Charging Station

#### Please inquire about pricing and benefits

### Hotel Room Key Cards

#### Please inquire about pricing and benefits

### 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

### Conference Signage \$7,000

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

- your logo on the signs

### Experience AACRAO \$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

### Coffee Bag Giveaways \$6,000

Local coffee bags for attendees branded exclusively with your logo.

### Registrar 101/FERPA Workshop \$5,000





# SPONSORSHIP (CONTINUED)

## **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' Dinner \$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

## **Relaxation Station \$3,750 per sponsor**

*(multiple sponsors welcome)*

Support the health and wellness of attendees by branding this wellness massage lounge in the Exhibit Hall.

## **Video Kiosk \$3,750 per sponsor**

*(multiple sponsors welcome)*

Harness the power of video to engage the audience and drive results. The kiosk will make it simple to create authentic attendee engagement and deliver more value to your company.

## **Graduate and Professional Schools Luncheon \$3,500 each**

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

## **International Luncheon \$3,500 each**

A keynote speaker addresses luncheon attendees interested in international education.

- verbal/signage acknowledgment at event
- sponsor may deliver brief remarks at event
- sponsor may distribute promotional item at event

## **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

## **Mobile App Banner Ad \$300 (not considered a sponsorship item)**

- A rotating banner ad, which can link to your company website, appears on the app's main menu page.

**If there is an item you are interested in sponsoring that is not listed here, please contact AACRAO Corporate Partnership Department at [corporates@aacrao.org](mailto:corporates@aacrao.org)**



# 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.

ANNUAL MEETING SPONSORSHIPS		
	AACRAO Engage Mobile App	Please inquire with AACRAO
	Keynote Speakers	Please inquire with AACRAO
	Badge Holders	Please inquire with AACRAO
SOLD	Totebags	Please inquire with AACRAO
	Session Interest Track(s)	Please inquire with AACRAO
	Entertainment Sponsor	Please inquire with AACRAO
	Device Charging Station	Please inquire with AACRAO
	Hotel Room Key Cards	Please inquire with AACRAO
	Welcome Reception	\$12,000
	Conference Signage	\$7,000
SOLD	Experience AACRAO	\$7,000
	Coffee Bag Giveaways	\$6,000
	Awards and Certificates	\$5,000
	Registrar 101/FERPA Workshop	\$5,000
	Refreshment Break(s)	\$5,000 each; \$15,000 for all four
	International Educators' Dinner	\$4,000
	Relaxation Station	\$3,750
	Video Kiosk	\$3,750
	Graduate and Professional Schools Luncheon	\$3,500 each
	Totebag Inserts (not considered a sponsorship item)	\$750 Corporate Partners; \$1,500 All Other Companies
	Mobile App Banner Ad (not considered a sponsorship item)	\$300
	Other Sponsorship (list item) _____	

## 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 13, 2023**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due **February 13, 2023** for all sponsorships. No refunds will be made if the company cancels the contracted slot after **February 13, 2023** or if the company fails to attend the meeting. If a company cancels after **February 13, 2023** 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 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 \_\_\_\_\_