

110th ANNUAL MEETING

Seattle Convention Center
Seattle, WA



#AACRAO2025

CORPORATE OPPORTUNITIES

www.aacrao.org

MARCH 30– APRIL 2, 2025 Seattle Convention Center Seattle, WA

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AACRAO's 110th 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 15,000 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.

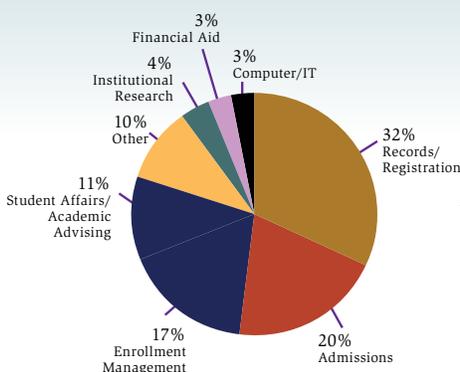
Membership in AACRAO has its privileges.

INSIDE:

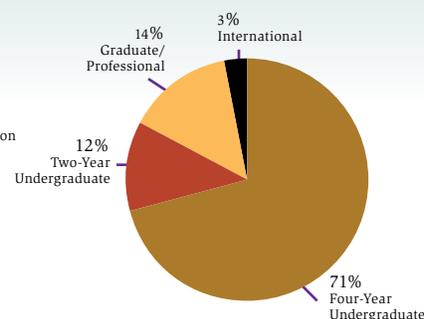
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ATTENDEE PROFILE

What are the key responsibilities of AACRAO attendees?



What types of institutions do AACRAO attendees serve?



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



EXHIBITS

CONFERENCE DATES:

March 30 - April 2, 2025

EXHIBIT DATES:

March 30 - April 1, 2025

10' X 10'
EXHIBIT SPACE RENTAL
 CORPORATE MEMBER: \$4,400
 NON-MEMBER: \$5,600
 There is a \$145 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 **February 17, 2025** 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 **March 3, 2025**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due **March 3, 2025** for all exhibit space. No refunds will be made if the company cancels the contracted slot after **March 3, 2025** or if the company fails to attend the meeting. If a company cancels after **March 3, 2025** 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 mobile app.

- Opportunity to post a 60-second video for attendees on the Annual Meeting website. (First come first served)
- Name and hyperlink on the conference website.
- One (1) 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 29

Set-Up: 12:00 p.m. – 5:00 p.m.

SUNDAY, MARCH 30

Set-Up: 8:00 a.m. – 4:00 p.m.

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

MONDAY, MARCH 31

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, APRIL 1

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: 3:00 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:

ONLINE BOOTH RESERVATION AVAILABLE: To select and complete your booth reservation online, please send an email to exhibits@aacrao.org to receive the A2Z platform links.

AACRAO Exhibits & Events:
Email: exhibits@aacrao.org
Tel: (202) 263-0287

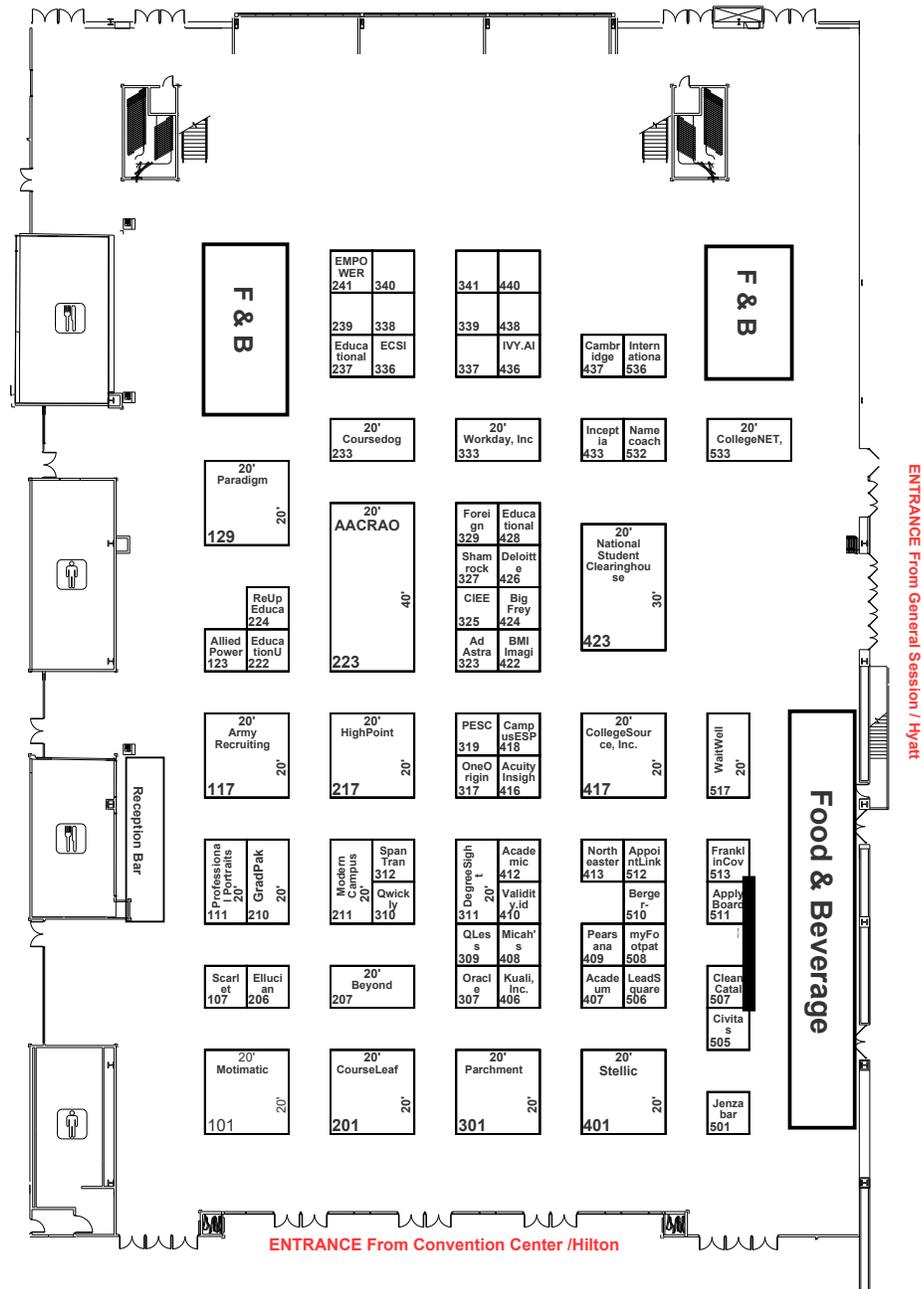


EXHIBIT HALL FLOORPLAN

2025 AACRAO ANNUAL MEETING

MARCH 30 - APRIL 1
SEATTLE CONVENTION CENTER
SEATTLE, WA

2024 EXHIBITORS





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 10'x10' booth; if the application is received after **February 17, 2025**, 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 **March 3, 2025**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipts have been confirmed. Final payment is due **March 3, 2025**, for all exhibit space. No refunds will be made if the company cancels the contracted slot after **March 3, 2025**, or if the company fails to attend the meeting. If a company cancels after **March 3, 2025**, 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
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. **Booth spaces must be staffed during expo hours for the entire show. No exhibitor will be allowed to dismantle or repack any part of their 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.



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:
\$3,550 (AACRAO Members) \$6,500 (All other companies)	\$4,900 (AACRAO Members) \$7,850 (All other companies)	\$6,900 (AACRAO Members) \$8,250 (All other companies)

INCLUDED IN YOUR PRESENTATION FEE:

- Session listing in the conference website
- Session listing in the mobile app
- One (1) complimentary full registration to the conference

TO COMPLETE YOUR CORPORATE PRESENTATION RESERVATION, PLEASE COMPLETE THE FOLLOWING STEPS:

- Visit the session submission portal at <https://aacrao.secure-platform.com/a/solicitations/113/home>
- Submitting a session proposal requires a login; if you have never logged in to the AACRAO system, you can easily create an account by clicking “not a member”
- Once the session is submitted in the system, confirm the session type from the above options(Corporate presentation, Showcase presentation, or combined option) by sending an email to jimenezn@aacrao.org
- An invoice reflecting your presentation type and slot reservation will be sent to the primary contact/submitter

Note: Slotting your session will be only possible after submitting your complete session information and payment has been received”.

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 **March 3, 2025**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due **March 3, 2025** for all corporate presentations. No refunds will be made if the company cancels the contracted slot after **March 3, 2025** or if the company fails to attend the meeting. If a company cancels after **March 3, 2025** and has not already paid the corporate presentation fee, the company will be liable for paying the full presentation fee to AACRAO.



SPONSORSHIPS

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: 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

Strategic Marketing Partnerships

AACRAO is committed to building long-term relationships with business partners. AACRAO offers sponsorship opportunities that enable corporate partners to maximize exposure at multiple meetings and enhance marketing visibility. To discuss a strategic partnership, contact AACRAO Corporate Partnership Department at corporates@aacrao.org.

Keynote Speakers

The keynote speakers deliver presentations throughout the meeting.

	Member	Non-Member
Keynote - Opening	\$55,000	\$65,000
Keynote - Closing	\$55,000	\$65,000
Keynote - Diversity	\$20,000	\$25,000

Conference Bags

Every attendee receives a co-branded tote bag.

Member	Non-Member
\$15,000	\$20,000

Badge Holders/Landards

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

Member	Non-Member
\$15,000	\$20,000

Conference Mobile App

AACRAO is excited to offer our meeting attendees a more social experience through our conference mobile application.

Member	Non-Member
\$15,000	\$20,000

- Company logo
- One (1) complimentary full meeting registration to the conference

Welcome Reception and Drink Ticket (co-sponsors welcome)

The Welcome Reception kicks off the meeting with food, drinks, and music. Every attendee receives a co-branded drink ticket to redeem at the Welcome Reception

Member	Non-Member
\$15,000	\$20,000

- Signage at event
- Co-branded napkins at event
- Sponsor may provide promotional item at event
- One complimentary full meeting registration to the conference
- Co-branded ticket at event

Hotel Room Key Cards

Every attendee receives a co-branded hotel room key

Member	Non-Member	
\$5,000	\$7,500	Hyatt Regency Seattle
\$10,000	\$15,000	Sheraton Grand Seattle

Session Signage

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

Member	Non-Member
\$5,000	\$7,500

- Company logo on the signs

Meter Board

Self-standing displays placed throughout the meeting facility to promote company event, booth information or presentation information

Member	Non-Member
\$2,500	\$3,500

Refreshment Breaks in Exhibit Hall (4 available)

Attendees look forward to the refreshment breaks to network with peers and meet with exhibitors.

Member	Non-Member
\$5,000	\$7,500

- Signage at event
- One (1) promoted meeting mobile app post prior to each sponsored break

Experience AACRAO

Over 500 NEW Annual Meeting attendees come to this informative introduction to AACRAO.

Member	Non-Member
\$7,500	\$10,000

- 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



SPONSORSHIPS

(CONTINUED)

International Educators' Dinner and Drink Ticket (multiple sponsors welcome)

This is a gathering of those interested in international education.

Member	Non-Member
\$5,000	\$7,500

- Verbal/signage acknowledgment at event
- Sponsor may deliver brief remarks at event
- Sponsor may distribute promotional item at event

Graduate and Professional Schools Luncheon (multiple sponsors welcome)

A keynote speaker addresses luncheon attendees interested in graduate and professional school issues.

Member	Non-Member
\$5,000	\$7,500

- Verbal/signage acknowledgment at event
- Sponsor may deliver brief remarks at event
- Sponsor may distribute promotional item at event

Global Learning Mobility Luncheon (multiple sponsors welcome)

A keynote speaker addresses luncheon attendees interested in international education.

Member	Non-Member
\$5,000	\$7,500

- Verbal/signage acknowledgment at event
- Sponsor may deliver brief remarks at event
- Sponsor may distribute promotional item at event

Session Tracks

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

Member	Non-Member
\$5,000	\$7,500

Device Charging Station

Keep attendees' devices powered to stay connected and facilitate a great event experience.

Member	Non-Member
\$5,000	\$7,500

- Company logo on the charger

Registrar 101/FERPA Workshop

Hands-on learning experience on the subject matter.

Member	Non-Member
\$7,500	\$10,000

Awards and Certificates

The awards are presented to designated recipients during the meeting.

Member	Non-Member
\$5,000	\$7,500

Totebag Inserts (not considered a sponsorship item)

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

Member	Non-Member
\$750	\$1,500

Selfie Station

Commemorate your experience at the 2025 AACRAO Annual Meeting with a photo. Take a selfie or grab a group to snap a photo and share with colleagues and across social media! Sponsors will be included in the backdrop of the station.

Member	Non-Member
\$12,000	\$16,000

Lapel Pin Backing Card

The AACRAO Annual Meeting lapel pin has become a widely sought-after item. With only a limited number of lapel pins available, sponsors can be a part of this popular giveaway.

Member	Non-Member
\$5,000	\$7,500

Sensory/Quiet Room

A sensory/quiet room will be located on-site at the 2025 AACRAO Annual Meeting. Available to attendees looking for a quick break and recharge during the day.

Member	Non-Member
\$5,000	\$7,500

C&U Reception Celebration

Celebrate the 100th volume of the College & University Journal at the 2025 AACRAO Annual Meeting. C&U reception sponsors will be a part of the custom C&U cover photos available to all reception attendees. Sponsors will also have the opportunity to share a special treat from their exhibit space during the opening reception.

Member	Non-Member
\$10,000	\$15,000

C&U Lapel Pin Backing Card

Celebrate the 100th volume of the College & University Journal at the 2025 AACRAO Annual Meeting. Sponsors of the C&U commemorative pin will be a part of this limited quantity keepsake. Sponsors will also share in the distribution of the C&U lapel pin.

Member	Non-Member
\$5,000	\$7,500

C&U Print Ad

A limited quantity of the historic issue of C&U will be distributed on-site at the 2025 AACRAO Annual Meeting. Be a part of history with either a full or half-page ad commemorating this milestone.

Member	Non-Member
\$1,500	\$2,500
\$750.00	\$1,250
	Full Page
	Half Page

Window Clings

A limited number of window cling will be available for the 2025 AACRAO Annual Meeting. Clings will be displayed in the registration and exhibit entrance at the Annual Meeting. Increase your visibility among attendees at AACRAO's highest attended meeting.

Member	Non-Member
\$3,500	\$5,000

For more information or to secure your sponsorship opportunity, contact Chris Kalavsky at corporates@aacrao.org