About the Conference

AACRAO’s SEM Conference focuses on the integration and improvement of traditional student services, such as recruitment, admissions, financial aid, registration, orientation, academic support, and retention. The meeting attracts top-level decision makers who are looking for best practices and unique approaches to take their enrollment outcomes to a new level.

Attendee Profile

More than 900 participants attended the 2018 SEM Conference. Many of the attendees are responsible for more than one function on campus. The following is a general breakdown of attendee titles and departments:

**DEPARTMENT**
- Enrollment Management: 28%
- Admissions/Recruitment: 13%
- Academic Advising/Student Affairs: 13%
- Financial Aid/Records/Registration: 14%
- Other: 4%

**TITLE**
- Director/Registrar: 42%
- Vice President: 19%
- Associate/Assistant Director: 16%
- Associate/Assistant VP/Chancellor: 13%
- Associate/Assistant Provost: 6%
- President/Chancellor/Provost: 3%

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.
EXHIBITS

Benefits of becoming an AACRAO Corporate Partner:

- 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

JOIN TODAY! For more information on becoming a Corporate Partner, e-mail corporateinfo@aacrao.org, or call corporate relations at (202) 263-0287.

CONFERENCE DATES: November 3-6, 2019

10’ x 10’ Exhibit Space Rental
Corporate Partner: $3,800
Non-Partner: $4,400

Booth Assignments
Exhibit space is available for a limited number of interested companies. Booth space is 10’ x 10’ (pop-ups are permitted, but MUST be confined to this space). Please note that space is limited and exhibitors will be assigned on a first-come, first-served basis. Confirmations will be e-mailed to participants. No security services will be available.

Payments/Cancellations/Refund Policy
Applications must be accompanied by a $500 deposit per 10’ x 10’ booth; if the application is received after September 20, 2019, 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 September 20, 2019. Telephone cancellations will not be accepted. AACRAO will only honor cancellations requests whose receipt have been confirmed. Final payment is due September 20, 2019 for all exhibit space. No refunds will be made if the company cancels the contracted slot after September 20, 2019 or if the company fails to attend the meeting. If a company cancels after September 20, 2019 and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO.

Exhibitor Benefits
- Exhibitors receive one (1) complimentary full meeting registration and four (4) ‘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 app
- Name and hyperlink on the conference website
- One electronic list of pre-registered attendees to be distributed before and after the SEM Conference (excludes phone and e-mail)
- Opening Reception and several food and coffee breaks held inside of the exhibit hall

EXHIBIT DATES: November 3-5, 2019

Tentative Exhibit Dates and Times
SUNDAY, NOVEMBER 3
Set-Up ................................. 11:00 a.m. – 4:30 p.m.
Networking Reception in Exhibit Hall ........ 6:45 p.m. – 8:15 p.m.
MONDAY, NOVEMBER 4
Hall Open ...................................... 8:00 a.m.
Breakfast in Hall ........................... 8:00 a.m. – 8:45 a.m.
Refreshment Break in Hall .............. 10:00 a.m. – 10:30 a.m.
Hall Closed for Lunch ................. 11:00 a.m. – 12:00 p.m.
Hall Reopens ............................. 12:00 p.m.
Refreshment Break in Hall .............. 2:30 p.m. – 3:00 p.m.
Hall Closed ............................... 4:00 p.m.
TUESDAY, NOVEMBER 5
Hall Open ...................................... 8:00 a.m.
Breakfast in Hall ........................... 8:00 a.m. – 8:45 a.m.
Refreshment Break in Hall .............. 10:00 a.m. – 10:30 a.m.
Hall Closed ............................... 11:00 a.m. – 12:00 p.m.
Lunch in Exhibit Hall ................. 12:00 p.m. – 1:30 p.m.
Refreshment Break in Hall .............. 2:30 p.m. – 3:15 p.m.
Hall Closed and Breakdown .......... 3:30 p.m.
Person to Receive Conference Communications

Name __________________________________________ Title __________________________________

Company Name ____________________________________________________________________________________

Address ______________________________________________________________________________________________________________________________________________

City __________________________ State ______________ Zip _______________ Country ___________________________

Phone ______________________ Fax ______________________ E-mail ________________________________

Company Contact Information to be Published in the AACRAO Engage App

Company Name ____________________________________________________________________________________

Contact Person __________________________________________ Title __________________________________________

Address ______________________________________________________________________________________________________________________________________________

City __________________________ State ______________ Zip _______________ Country ___________________________

Phone ______________________ Fax ______________________ E-mail ________________________________

Web Address ______________________________________________________________________________________

50 word company description:

________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________


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; if the application is received after September 20, 2019, then full payment must be included. 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 $3,800

Non-Partner $4,400

Total Amount Due: $________________________

Full Amount Enclosed: $_______ □ Send Invoice for remaining balance
Deposits Enclosed ($500 per booth): $_______ □ Check (make 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 ________________________________________________________________

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

Signature __________________________________________ Date __________________________

Instructions: Please complete the application, sign the Corporate Participation Terms on page 7, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297-3156. You may also fax credit card information or request an invoice for the balance by faxing the forms to (202) 822-8850.
A limited number of corporate presentation slots are available to companies and organizations, and participation is on a first-come, first-served basis. Session times will be disbursed throughout the conference. Presentation slots will be confirmed via e-mail, and confirmed sessions will be listed on the Web and in the conference mobile app.

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.

Included in your presentation fee:
- Name and hyperlink on the conference website
- Session listing in the AACRAO Engage app
- One complimentary registration to the conference

Corporate Presentation Application

Company ___________________________________________ Web Address ________________________________________________
Presentation Contact ____________________________ Title ____________________________
Address _________________________________________________________________________________________________________
City ____________________________ State ______________ Zip _________________ Country ____________________________
Phone ____________________________ Fax ____________________________ E-mail ________________________________________________

Session Title: ________________________________________________________________________________________________

Session Description (500 character limit; 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
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 September 20, 2019. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due September 20, 2019 for all corporate presentations. No refunds will be made if the company cancels the contracted slot after September 20, 2019 or if the company fails to attend the meeting. If a company cancels after September 20, 2019 and has not already paid the corporate presentation fee, the company will be liable for paying the full presentation fee to AACRAO.

Full Amount Enclosed: $________ □ Send Invoice for remaining balance
Deposit Enclosed ($500 per presentation): $________ □ Check (make 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 ______________________________________________________________________________________________

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

Signature ____________________________________________________________________________ Date ____________________________________________________________________________

Price per Corporate Presentation
AACRAO Corporate Partner ........................... $2,850 Non-Partner ............................... $4,750

Instructions: Please complete the application, sign the Corporate Participation Terms on page 7, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297-3156. You may also fax credit card information or request an invoice by faxing the forms to (202) 822-8850.
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, and leads and sales. Each package includes the benefits listed below. Additional benefits are listed based on the level of sponsorship.

- Name and hyperlink on the conference website
- Recognition in the mobile app
- Logo on exhibit hall signage
- Pre- and post-conference attendee lists

Please note that in order to sponsor an item or event at the meeting, you must exhibit or be a corporate presenter at the meeting.

**Strategic Marketing Partnerships**

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

**Keynote Speaker(s)**

*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.

**Session Tracks**

*Please inquire about pricing and benefits*

Sessions at AACRAO’s meetings 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.

**Badge Holders**

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

**Totebags**

Every attendee receives a co-branded totebag.

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**Welcome Reception** $15,000

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

- signage at event
- co-branded napkins at event
- sponsor may provide promotional item at event

**“AACRAO Engage” Mobile App** $5,000

Attendees use the Mobile App throughout the meeting to plan their daily schedule.

- logo on the splash page of the app
- one push notification daily during the conference
- company name/link/logo (as appropriate) on materials highlighting the mobile app

**Conference Signage** $4,000

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

**Refreshment Breaks in Exhibit Hall**

(4 available) $1,000 each ($3,000 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

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

- Pens .................. $1,500
  (sponsoring company provides pens)
- Notepads .............. $1,500
  (sponsoring company provides notepads)
- Highlighters .......... $1,500
  (sponsoring company provides highlighters)

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

Insert a promotional flyer or product (item must be approved) into the conference totebag.

- AACRAO Corporate Partners $700
- All other companies $1,200
- Mobile App Banner Ad (not considered a sponsorship item) $300

*Please inquire about pricing and benefits*

A rotating banner ad, which can link to your company website, appears on the mobile app’s main menu page.
Instructions: Please complete the application, sign the Corporate Participation Terms on page 7, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297-3156. You may also fax credit card information or request an invoice for the balance by faxing the forms to (202) 822-8850.

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>Item (and Fee)</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Speakers</td>
<td>Please Inquire with AACRAO</td>
</tr>
<tr>
<td>Webinars</td>
<td>Please Inquire with AACRAO</td>
</tr>
<tr>
<td>Session Interest Track(s)</td>
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<td>$4,000</td>
</tr>
<tr>
<td>Refreshment Break(s)</td>
<td>$1,000 each; $3,000 for all four</td>
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<tr>
<td>Pens</td>
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<tr>
<td>Other Sponsorship [list item]</td>
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</tbody>
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Cancellation/Refund Policy
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Full Amount Enclosed: $__________
Balance Due: $__________

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

Card Number _____________________________________________________ Exp. Date _______________________
Name as shown on credit card ___________________________________________________________________________________________

Please keep a copy of this contract and email or fax the completed form to:
AACRAO, Attn: Natalia Jimenez
E-MAIL jimenezn@aacrao.org  •  TEL 202-263-0287  •  FAX 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 ________________________________
CORPORATE PARTICIPATION TERMS

GENERAL DISCLAIMERS

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

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

3. 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.

4. 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.

5. Exhibit/Presentation/Sponsorship/Advertising/Other Marketing. Payment will be refunded, less a $500 (per item) processing fee, if a written request for cancellation is received by AACRAO no later than September 20, 2019. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed.

6. Final payment is due September 20, 2019 for exhibit booth space, corporate presentations, sponsorships, advertising, and other marketing. No refunds will be made if the company cancels the contracted slot after September 20, 2019 or if the company fails to attend the meeting. Failure to make payment by the aforementioned deadline will result in the cancellation of the contracted slot, and if the company is exhibiting, it will be prohibited from setting up its booth until payment is made. 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.

7. 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.

8. 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 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.

9. 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.

EXHIBITING DISCLAIMERS

1. 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.

2. If an exhibitor fails to make payment when due, the space assignment is subject to cancellation or reassignment at the option of AACRAO, without obligation for refund.

3. Exhibits for this meeting are informal and may not exceed the contracted space, as space is limited. AACRAO will not provide security services for the exhibit area.

4. Each company must name one person to be its representative with regard to installation 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.

5. 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.

6. 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. Exhibitors may not schedule other events such as breakfasts, luncheons, or dinners during official AACRAO program hours or while the conference program is in progress without express written permission by AACRAO. Contact AACRAO to reserve space for such events.

7. 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.

8. Prootional activity is limited to the confines of space assigned by AACRAO.

9. 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.

SPONSORSHIP DISCLAIMERS

1. AACRAO will be responsible for production of materials unless otherwise determined.

2. 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]” or with the designation of “co-sponsor.”

3. 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.

ADVERTISING DISCLAIMERS

1. 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 compete with AACRAO Meetings or programs; or ads that conflict with AACRAO’s Professional Practices and Ethical Standards. Inappropriate ads will be returned whether or not a contract is in effect.

2. 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.

3. The advertiser or agency must forward all materials to AACRAO in accordance with the deadlines provided, or as agreed with the AACRAO representative.

Signature ____________________________ Date ____________________________

Please complete this form and return it with your sponsorship/exhibitor/corporate presentation application.