

CORPORATE OPPORTUNITIES



- A GUIDE TO
- EXHIBITING
- PRESENTING
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- ADVERTISING

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About the Conference

The sessions and workshops at AACRAO’s Technology & Transfer Conference showcase how technology and transfer practices integrate into campus operations and support the academic policies and objectives of higher education institutions.

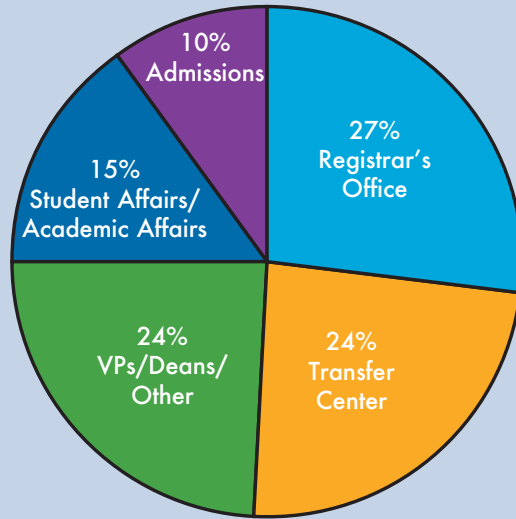
Who Attends?

AACRAO’s Technology & Transfer Conference brings together professionals from admissions, retention, enrollment management, transfer center, financial aid, and registrar offices. This is your opportunity to network with higher education professionals—all engaged in the many facets of student services technology and student transfer issues.

Attendee Profile

Over 500 participants attended the 2019 Technology and Transfer Conference.

What are the key responsibilities of conference attendees?



CONTACT US:

AACRAO Marketing Department
1108 16th Street, NW, Suite 400
Washington, DC 20036
PHONE (202) 263-0287
FAX (202) 822-8850
E-MAIL corporateinfo@aacrao.org
WEB www.aacrao.org

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
- Significant discount on corporate presentation fees
- Discounts on 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.

AACRAO 2020 TECHNOLOGY & TRANSFER CONFERENCE BOSTON, MA

CONFERENCE DATES: July 12-14, 2020
EXHIBIT DATES: July 12-13, 2020

Tabletop Exhibit Space Rental

Corporate Partner: \$2,850
Non-Partner: \$3,450

Booth Assignments

In an effort to enhance interactions with our attendees and keep costs down, this year we are offering tabletop exhibits (pop-up booths are not permitted). We will provide a 6' draped table, 2 chairs and a branded pop-up banner in your space. AACRAO will coordinate production on the banner to include your logo/design. 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 **June 12, 2020**, 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 **June 12, 2020**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due **June 12, 2020** for all exhibit space. No refunds will be made if the company cancels the contracted slot after **June 12, 2020** or if the company fails to attend the meeting. If a company cancels after **June 12, 2020** 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, address, telephone, fax, e-mail, URL, contact person and up to 50-word company description in the AACRAO Engage app.

- Name and hyperlink on the conference websites
- One electronic list of pre-registered attendees to be distributed before and after the conference (excludes phone and e-mail)
- Opening Reception and several food and coffee breaks held inside of the exhibit hall

Exhibitor Kit

Approximately 45 days before the meeting, we will send various order forms to help maximize your tradeshow investment.

Reserve a Booth by Contacting: AACRAO Marketing Department

1108 16th Street, NW, Suite 400
Washington, DC 20036
Tel: (202) 263-0287
Fax: (202) 822-8850
E-mail: corporateinfo@aacrao.org

Tentative Exhibit Dates and Times

SUNDAY, JULY 12

Set-Up: 12:00 p.m. - 2:00 p.m.
Hall Open: 3:00 p.m.
Networking Reception in Exhibit Hall: 5:30 p.m. - 7:00 p.m.

MONDAY, JULY 13

Hall Open: 7:30 a.m.
Breakfast in the Hall: 7:30 a.m. - 8:15 a.m.
Refreshment Break in the Hall: 10:30 a.m. - 11:00 a.m.
Hall Closed for Lunch: 12:30 p.m. - 1:30 p.m.
Dessert Break in Hall: 2:45 p.m. - 3:30 p.m.
Hall Closes and Breakdown: 3:45 p.m.

EXHIBITOR APPLICATION

Instructions: Please complete the application, sign the Rules and Regulations form on page 8, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297. You may also fax credit card information or request an invoice for the balance by faxing the forms to (202) 822-8850.

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 AACRAO Engage App

Company Name _____
Contact Person _____ Title _____
Address _____
City _____ State _____ Zip _____ Country _____
Phone _____ Fax _____ E-mail _____
Web Address _____

50 word company description (for mobile app): _____

Payments/Cancellations

Applications must be accompanied by a \$500 deposit per 10'x10' booth; if the application is received after June 12, 2020, 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.

Tabletop Exhibit Space Rental

AACRAO Corporate Partner \$2,850

Non-Partner \$3,450

Total Amount Due: \$ _____

Full Amount Enclosed: \$ _____

Deposit Enclosed (\$500 per booth): \$ _____

Balance Due: \$ _____

Send Invoice for remaining balance

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 _____

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 AND APPLICATIONS

Instructions: Please complete the application, sign the Rules and Regulations form on page 8, and keep a copy of the forms. MAIL the forms 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.

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.

session, or that you make it an educational session. In order to offer additional companies the opportunity to present at the meeting, we are limiting corporate presentations to two (2) per company.

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

- 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

Price per Corporate Presentation

AACRAO Corporate Partner \$2,500 **Non-Partner** \$3,400

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 June 12, 2020. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due June 12, 2020 for all corporate presentations. No refunds will be made if the company cancels the contracted slot after June 12, 2020 or if the company fails to attend the meeting. If a company cancels after June 12, 2020 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 _____

SPONSORSHIPS

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 Schedule-at-a-Glance and conference 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. 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 Lounge.

Mobile Device Charging Station

Please inquire about pricing and benefits

The Charging Station can accommodate most cell phone and laptop models.

Mobile App Banner Ads

Please inquire about pricing and benefits

Banner ads are placed on the main menu page of the app. It can link to your website.

Badge Holders

Please inquire about pricing and benefits

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

Totebags

Every attendee receives a co-branded totebag.

Welcome Reception **\$8,000**

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

- signage 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 promoted mobile app post daily during the conference
- company name/link/logo (as appropriate) on materials highlighting the mobile app

Continental Breakfast **\$4,000**

- signage at breakfast
- one mobile app promoted post prior to breakfast

Conference Signage **\$3,000**

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 Break in Exhibit Hall **\$500**

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

- signage at the break
- one mobile app promoted post prior to 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 **\$1500**

SPONSORSHIP APPLICATION

Instructions: Please complete the application, sign the Rules and Regulations form on page 8, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297. 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.		
	Keynote Speakers	Please Inquire with AACRAO
	Webinars	Please Inquire with AACRAO
	Session Interest Track(s)	Please Inquire with AACRAO
	Presenter Networking	Please Inquire with AACRAO
	Mobile Device Charging Station	Please Inquire with AACRAO
	Mobile App Promoted Posts	Please Inquire with AACRAO
	Badge Holders	Please Inquire with AACRAO
SOLD	Totebags	SOLD
SOLD	Welcome Reception	SOLD
	"AACRAO Engage" Mobile App	\$5,000
	Continental Breakfast	\$4,000
	Conference Signage	\$3,000
	Refreshment Break	\$500
	Pens	\$1,500
	Notepads	\$1,500
	Highlighters	\$1,500
	Totebag Insert (not considered a sponsorship item)	\$700 corporate partner; \$1,500 all other companies
	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 June 12, 2020. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due June 12, 2020 for all sponsorships. No refunds will be made if the company cancels the contracted slot after June 12, 2020 or if the company fails to attend the meeting. If a company cancels after June 12, 2020 and has not already paid the fee, the company will be liable for paying the full sponsorship fee to AACRAO.

Full Amount Enclosed: \$ _____ Send Invoice
 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 mail or fax the completed form to:

AACRAO, Attn: Natalia Jimenez ■ 1108 16th Street, NW, Suite 400 ■ Washington, DC 20036
E-MAIL corporateinfo@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 _____

GENERAL DISCLAIMER

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. Exhibits/Presentations/Sponsorships/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 June 12, 2020. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed.
6. Final payment is due June 12, 2020 for exhibit booth space, corporate presentations, sponsorships, advertising, and other marketing. No refunds will be made if the company cancels the contracted slot after June 12, 2020 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/audiotaping, 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 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.
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 exhibiting company must name one person to be its representative with regards to 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.
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, 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.
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. Applicants 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. Promotional 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.

Signature _____ Date _____