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.

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.
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.

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 trade show 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.

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**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):

__________________________________________________________________________

__________________________________________________________________________

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**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**

<table>
<thead>
<tr>
<th>AACRAO Corporate Partner</th>
<th>$2,850</th>
<th>Total Amount Due: $ ____________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Partner</td>
<td>$3,450</td>
<td></td>
</tr>
</tbody>
</table>

Full Amount Enclosed: $ ________  □ Send Invoice for remaining balance

Deposit 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 ____________________________