

# Driving Student Success Initiatives in Higher Education

April 12-15, 2015 ■ Baltimore Convention Center  
Baltimore, Maryland



Advancing Global Higher Education

## C O R P O R A T E O P P O R T U N I T I E S

April 12-15, 2015 • Baltimore Convention Center • Baltimore, Maryland

### JOIN TODAY!

For more information on becoming a Corporate Partner, E-MAIL [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org) or call corporate relations at **202-263-0287**

### CONTACT US:

AACRAO Marketing Department  
One Dupont Circle, NW, Suite 520  
Washington, DC 20036  
PHONE **202-263-0287**  
FAX 202-822-8850  
E-MAIL [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)  
WEB [www.aacrao.org](http://www.aacrao.org)

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**AACRAO's 101st Annual Meeting in Baltimore** will draw more than 2,500 individuals who are eager for new ideas tailored specifically to their professional needs. 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 includes approximately 11,000 members and partners representing over 2,500 institutions, organizations, and education-oriented businesses in the United States and more than 35 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.

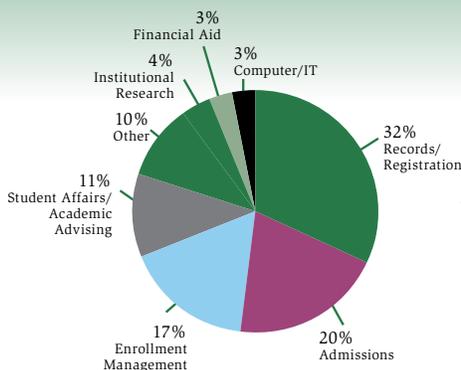
**Membership in AACRAO has its privileges.** AACRAO Corporate Partners have helped shape AACRAO's success through their continued involvement with the organization and its members. Committed to creating quality products and services that enhance the academic community, corporate partners are instrumental in keeping AACRAO members informed of the latest technology and developments that affect their professional lives.

### Benefits of becoming an AACRAO Corporate Partner include:

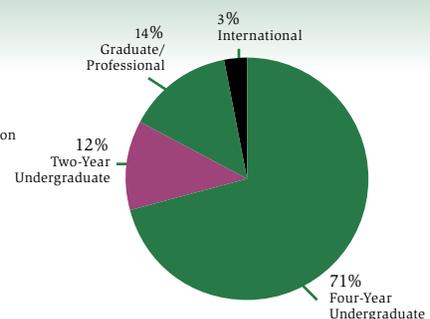
- Discounts on publications, advertising, and conference fees
- Reduced rates for exhibit space at AACRAO meetings and priority space assignment (based on a point system and timely sign-up)
- Significant discount on corporate presentation fees
- Subscriptions to *College and University* journal, as well as *Transcript, Connect, SEM Quarterly, and SecureU* 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

### ATTENDEE PROFILE

What are the key responsibilities of AACRAO attendees?



What types of institutions do AACRAO attendees serve?



CONFERENCE DATES: APRIL 12 - 15, 2015 • EXHIBIT DATES: APRIL 12 - 14, 2015

**10' X 10' EXHIBIT SPACE RENTAL**  
**CORPORATE PARTNER: \$3,000 NON-PARTNER: \$3,600**  
There is a \$100 charge for each exposed corner.

### BOOTH ASSIGNMENTS

AACRAO offers booth renewal for the following year's show. Booth space is assigned based on a priority point system, and exhibitors will be given an appointment time during which they can select next year's booth space. Booth selection after the Annual Meeting will be assigned on a first-come, first-served basis. **Confirmations will be e-mailed to participants.**

### PAYMENTS/CANCELLATIONS/REFUND POLICY

Applications must be accompanied by a \$500 deposit per 10'x10' booth; if the application is received after **February 6, 2015** 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 6, 2015**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015 for all exhibit space. No refunds will be made if the company cancels the contracted slot after February 6, 2015 or if the company fails to attend the meeting. If a company cancels after February 6, 2015 and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO.

### EXHIBITOR BENEFITS

- AACRAO Corporate Partners receive two (2) complimentary full meeting registrations and three (3) 'exhibit hall only' registrations per 10' x 10' booth.
- Non-partners receive one (1) complimentary full meeting registration and three (3) 'exhibit hall only' registrations per 10' x 10' booth.
- Listing of company name, address, telephone, fax, e-mail, URL, product categories and up to 50-word company description in the Annual Meeting Program to be distributed on-site (pending that information is submitted prior to publication deadlines).
- Name and hyperlink on the conference website.

- One electronic list of pre-registered attendees to be distributed before and after the Annual Meeting (excluding phone and e-mail).
- An Opening Reception for attendees and several food and coffee breaks held inside of the exhibit hall.
- The opportunity to contribute a prize to the Exhibit Hall Raffle Drawing. A prize board will be prominently displayed with your company name, booth number, and prize information.

### TENTATIVE EXHIBIT DATES AND TIMES

#### EXHIBITOR MOVE-IN

Saturday, April 11 . . . . . 12:00 p.m. – 5:00 p.m.  
Sunday, April 12 . . . . . 8:00 a.m. – 4:00 p.m.

#### SHOW HOURS

Sunday, April 12 . . . . . 6:45 p.m. – 8:00 p.m.  
(opening reception in exhibit hall)  
Monday, April 13 . . . . . 9:00 a.m. – 4:30 p.m.  
Tuesday, April 14 . . . . . 9:00 a.m. – 3:00 p.m.

#### EXHIBITOR MOVE-OUT

Tuesday, April 14 . . . . . 3:00 p.m. – 8:00 p.m.

### EXHIBITOR KIT

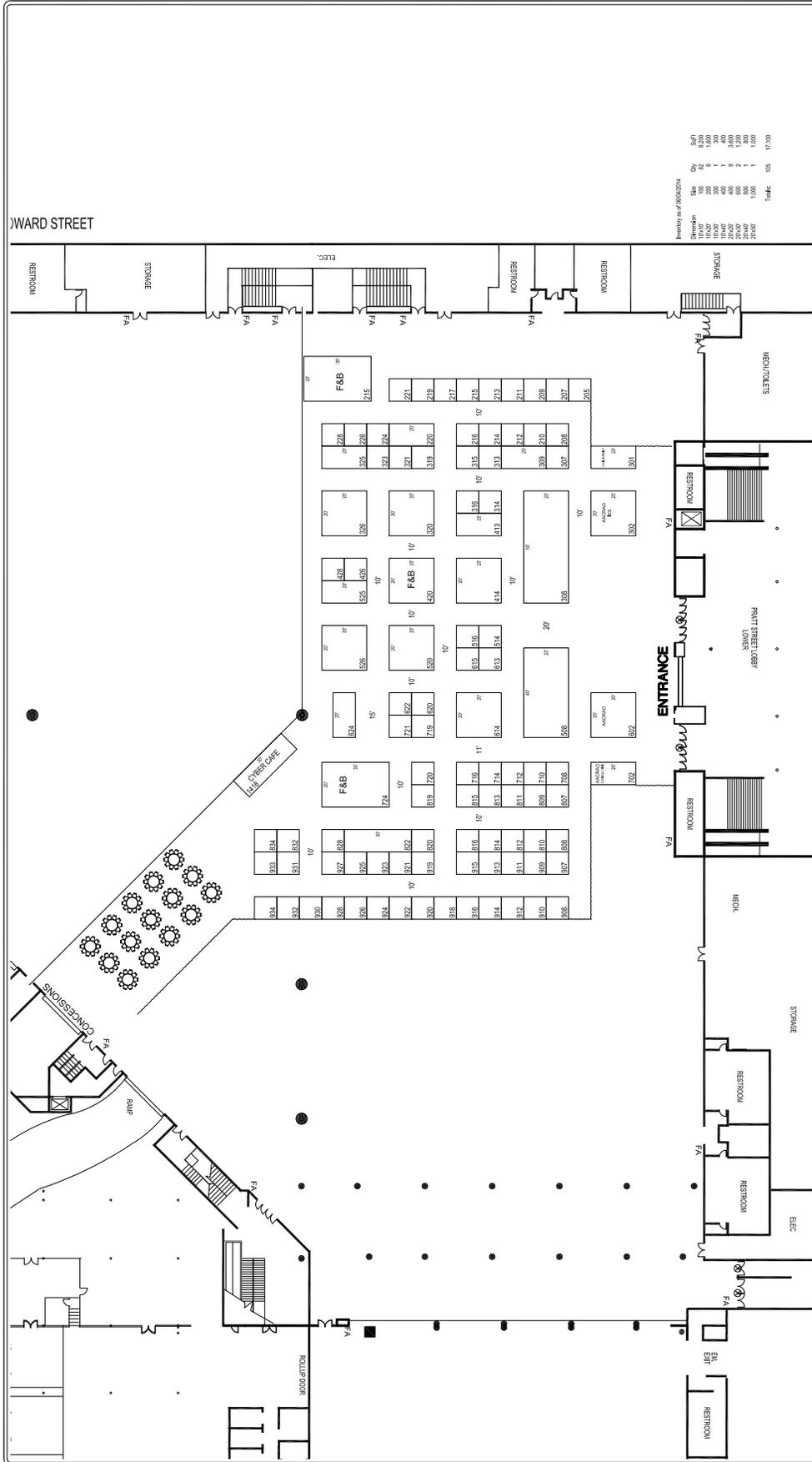
Approximately 90 days before the Annual Meeting, a comprehensive Exhibitor Service Manual will be available to all paid exhibitors. This manual will include various order forms from the show contractor and convention center to help maximize your tradeshow investment.

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 Marketing Department  
One Dupont Circle, NW, Suite 520  
Washington, DC 20036  
Tel: (202) 263-0287  
Fax: (202) 822-8850  
E-mail: [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)

# EXHIBIT HALL FLOORPLAN



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**American Association of Collegiate Registrars & Admissions Officers**  
 April 12 - 15, 2015  
 Baltimore Convention Center - Level 100 Halls Bwing E  
 Baltimore, Maryland

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# EXHIBITOR APPLICATION

## 2015 AACRAO ANNUAL MEETING EXHIBITOR APPLICATION

### PERSON TO RECEIVE 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 Partner \$3,000 **There is a \$100 charge for each exposed corner.**

Non-Partner \$3,600

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

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

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

### PAYMENT

Full Amount Enclosed: \$ \_\_\_\_\_

Send Invoice for remaining balance

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

Check (**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 \_\_\_\_\_

**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 also fax credit card information or 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 \_\_\_\_\_

# EXHIBITOR DIRECTORY INFORMATION

## COMPANY CONTACT INFORMATION (TO BE PUBLISHED IN ONSITE PROGRAM)

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

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

Address \_\_\_\_\_

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

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

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

**50-word company description** (for on-site program) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 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 _____                                       |

# 2014 EXHIBITORS

## 2014 AACRAO ANNUAL MEETING EXHIBITORS

AACRAO Consulting  
AACRAO IES/EducationUSA  
ACT, Inc.  
Ad Astra Information Systems, LLC  
Advanced Secure Technologies  
Army Recruiting  
BookWear  
Cambridge International Examinations  
CaMLA  
Campus Management  
Capture Higher Ed.  
CertifiedBackground.com  
Chegg Enrollment Solutions  
China Higher Education Student Information and Career Center (CHESICC)  
College Graduates Association  
College Scheduler, LLC  
CollegeNET, Inc.  
CollegeSource, Inc.  
Credentials Solutions  
CSDC Decision Academic  
DecisionDesk  
Deltak  
Digital Architecture  
DocFinity  
Educational Credential Evaluators, Inc.  
Educational Perspectives, NFP  
Educational Testing Service  
Ellucian  
EMAS Pro  
EMPOWER Student Information System  
EMS Software  
Entrinsik  
Evisions, Inc.  
GradImages  
Herff Jones Inc.  
Higher Education Publications, Inc  
Hyland Software, Inc.  
IELTS USA  
Inceptia  
Infosilem, Inc.  
International Baccalaureate Organization  
International Education Research Foundation, Inc. (IERF)  
InviteRight SchoolTools  
Jenzabar  
Jonesville Paper Tube Corporation  
Jostens, Inc.  
Laserfiche  
Leapfrog Technologies  
Lifetouch Special Events  
Micah's Printing  
National Student Clearinghouse  
Noel-Levitz  
Paradigm, Inc.  
Parchment, Inc.  
Perceptive Software  
PointAcross Solutions  
Prometric  
Qmatic Corporation  
Qnomy  
Royall & Company  
Runner Technologies, Inc.  
SCRIP-SAFE International  
Sallie Mae  
SmartCatalog  
SoftDocs Inc  
Soft Skills Professionals, LLC  
SpanTran Evaluation Services  
Straighterline  
Three Rivers Systems  
Tribal Group  
UNIT4 Business Software  
University Business  
U.S. News & World Report  
Visual Schedule Builder  
VisualZen, Inc  
World Education Group  
World Education Services, Inc.  
Xap Corporation

# 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 6, 2015**, 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 6, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015 for all exhibit space. No refunds will be made if the company cancels the contracted slot after **February 6, 2015** or if the company fails to attend the meeting. If a company cancels after February 6, 2015 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 in AACRAO conferences and meetings could be affected. The cancellation clauses remain in effect even if they do not appear on the contract.
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:  \$2,900 (AACRAO Partners) \$5,500 (All other companies)	The showcase provides non-competing hours dedicated to corporate presentations:  \$4,150 (AACRAO Partners) \$6,775 (All other companies)	One presentation during standard session time slots and one during the showcase:  \$5,750 (AACRAO Partners) \$8,350 (All other companies)

Included in your presentation fee:

- Name and hyperlink on the conference Web site
- Session listing in the on-site program
- One complimentary full registration to the conference

**Deadline for session title, description, and presenters is February 18, 2015.**

Presentation Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

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

**50-word session description** (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

## 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 6, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015 for all corporate presentations. No refunds will be made if the company cancels the contracted slot after February 6, 2015 or if the company fails to attend the meeting. If a company cancels after February 6, 2015 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 also fax credit card information or 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 \_\_\_\_\_

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 Web site
- Recognition in the registration brochure and on-site program
- Company logo on exhibit hall signage
- Acknowledgment on AACRAO's Meeting Companion mobile app
- 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's Marketing Department at [corporateinfo@aacrao.org](mailto:corporateinfo@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.

### 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.

### 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.).

### 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.

### Mobile Device Charging Station

#### *Please inquire about pricing and benefits*

The Charging Station has an LCD screen for sponsor's video or static ad and a backlit panel to display logo and booth number. Can accommodate most cell phone and laptop models.

- Sponsor logo and booth number displayed on the station

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

**Pens \$2,500**

(sponsoring company provides pens)

**Notepads \$2,500**

(sponsoring company provides notepads)

**Highlighters \$2,500**

(sponsoring company provides highlighters)

### 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

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

### Cyber Café \$12,000

Attendees visit the popular Cyber Café to check e-mail and keep in touch with their campus.

- signage at the Cyber Café
- co-branded custom-designed portal page
- one promoted meeting mobile app post
- sponsor may display promotional materials at the Cyber Café
- one complimentary full meeting registration to the conference

### 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

### On-site Program \$12,000

The on-site program contains session and workshop details, room locations, and exhibitor information. Attendees don't leave their rooms without it!

- logo on front cover of program
- full-page ad (excluding covers) in on-site program
- one promoted meeting mobile app post
- one complimentary full meeting registration to the conference

### Conference Signage \$7,000

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

- your logo on the signs

### First-time Attendees Orientation and Reception \$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

# 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 Reception**

**\$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

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

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

# 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's Engage Mobile App	Please inquire with AACRAO
	Keynote Speakers	Please inquire with AACRAO
	Webinars	Please inquire with AACRAO
	Badge Holders	Please inquire with AACRAO
SOLD	Totebags	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
	Cyber Cafe	\$12,000
	Welcome Reception	\$12,000
	On-site Program	\$12,000
	Conference Signage	\$7,000
	First-Time Attendees Orientation and Reception	\$7,000
SOLD	Awards and Certificates	\$5,000
	Refreshment Break(s)	\$5,000 each; \$15,000 for all four
	International Educators Reception	\$4,000
	Graduate and Professional Schools Luncheon	\$3,500
	Pens	\$2,500
	Notepads	\$2,500
	Highlighters	\$2,500
	Totebag Inserts (not considered a sponsorship item)	\$750 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 February 6, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015 for all sponsorships. No refunds will be made if the company cancels the contracted slot after February 6, 2015 or if the company fails to attend the meeting. If a company cancels after February 6, 2015 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 also fax credit card information or 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 TERMS

Please sign and date this form and return with your sponsorship application.

## DISCLAIMER

The relationships between AACRAO and the sponsoring organizations/corporations of an event or event-related item do not represent exclusive agreements between AACRAO and the specific organizations/corporations, nor do they suggest that AACRAO endorses the programs, products, or services of the organizations/corporations.

## IMPORTANT NOTE

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].”

## RIGHT OF FIRST REFUSAL

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.

## RIGHT TO REFUSE SPONSOR

AACRAO shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with AACRAO, or those who desire to assume control of an event through sponsorship.

## MATERIAL PRODUCTION

AACRAO will be responsible for the production of materials (unless otherwise specified) and will invoice the sponsoring organization/corporation directly. If the sponsoring organization/corporation is able to obtain a better product, then AACRAO reserves the right to approve the product and subsequent design of the product. AACRAO reserves the right to charge a sponsorship fee should the sponsoring organization/corporation decide to produce the materials. Quantities may change depending on attendance figures.

## PAYMENT/CANCELLATION/ REFUND POLICIES

Payment will be refunded, less a \$500 (per item) processing fee, if a written request for cancellation is received by AACRAO no later than February 6, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 6, 2015. No refunds will be made if the company cancels the contracted slot after February 6, 2015 or if the company fails to attend the meeting. Failure to make payment by the aforementioned deadline will result in the cancellation of the sponsorship, and if the company is exhibiting, it will be prohibited from setting up until payment is made. If a company cancels after February 6, 2015 and has not already paid the required fees, the company will be liable for paying the full fees to AACRAO. Until payment is received, the company's future participation in AACRAO conferences and meetings could be affected. These terms will apply even if they do not appear on the contract.

*We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract.*

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

# ON-SITE PROGRAM ADVERTISING

- TRIM SIZE** 8.5" x 11"  
**LIVE AREA** 7.5" x 10"  
**BLEEDS** .25"  
**INK** Text ads – 1 PMS (to be determined by AACRAO, not advertiser)  
 Cover ads – 4cp (CMYK only)  
**FILE TYPE** Application file with all supporting fonts and links or Hi-res PDF  
**SUBMISSION** File(s) on CD (MAC or PC, either are acceptable) should be accompanied by hard copy proof for reference.

*Graphic images within the application files should meet the following guidelines:*

**Vector-based EPS**

- this is the ideal file format
- either grayscale, CMYK or PMS specified
- minimum resolution is 266 dpi with 300 dpi or above being optimal

**TIFF and JPG**

- either grayscale or CMYK
- minimum resolution is 266 dpi with 300 dpi or above being optimal

**PDF**

- the quality of reproduction will depend on how they were generated
- minimum resolution is 266 dpi with 300 dpi or above being optimal
- always best to receive the original source files rather than a PDF

**Note on RGB Color Designation**

- RGB images would be converted to CMYK and may not match the RGB colors represented.

**Note on Screen Captures**

- save as TIFF or JPG files, not as GIF files. Colors within screen images may shift when RGB colors are converted to CMYK (4c process) for printing.

When submitting native files, please be sure to include all fonts. When submitting high resolution PDFs, please be sure to embed all fonts. Without the proper fonts, unpredictable reproduction may occur.

**Please send ads to:**

**AACRAO Marketing Department**

One Dupont Circle, NW, Suite 520

Washington, D.C. 20036

Phone 202-263-0287 ■ Fax 202-822-8850

You may also e-mail your ad to [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)

**ADVERTISING CONTRACT (AD/FILE SUBMISSION DEADLINE: MARCH 11, 2015)**

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's 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. 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. AACRAO reserves the right to insert the word "Advertisement" below all ads, and in the case of ads on the back cover, AACRAO may use the bottom portion for address labels. The advertiser or agency must forward all materials to AACRAO in accordance with the deadlines provided, or as agreed with the AACRAO representative. In signing, the advertiser or authorized agency agrees to abide by the terms and conditions of the general advertising policies as stated.

Advertiser (or Advertising Agency) \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

**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 also fax credit card information or request an invoice by faxing the forms to (202) 822-8850.

**ALL ADS ARE 8.5" X 11" COST**

- Inside front cover (four color only) \$3,100
- Inside back cover (four color only) \$2,800
- Outside back cover (four color only) \$3,500
- Full page (black and white) \$2,000

Amount Due \$ \_\_\_\_\_ Payment due by February 6, 2015.

- 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 \_\_\_\_\_

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

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