

March 30–April 2, 2014 • Colorado Convention Center • Denver, Colorado

JOIN TODAY!

For more information on becoming a Corporate Partner,
E-MAIL 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
WEB www.aacrao.org

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AACRAO's 100th Annual Meeting in Denver 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.

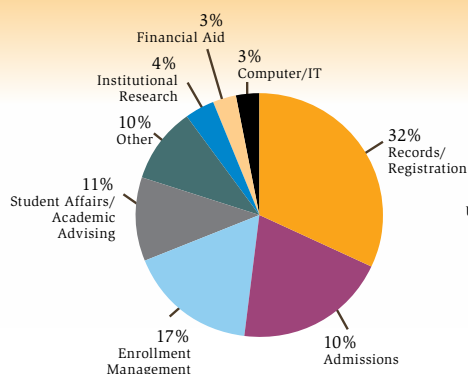
Membership in AACRAO has its privileges. AACRAO Corporate Partners have helped shape AACRAO's success through their continued involvement with the organization and its members. Committed to creating quality products and services that enhance the academic community, corporate partners are instrumental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

Benefits of becoming an AACRAO Corporate Partner include:

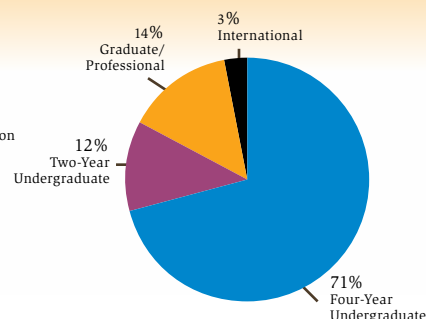
- Discounts on publications, advertising, and conference fees
- Reduced rates for exhibit space at AACRAO meetings and priority space assignment (based on a point system and timely sign-up)
- Significant discount on corporate presentation fees
- Subscriptions to *College and University* journal, as well 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: MARCH 30 - APRIL 2, 2014 • EXHIBIT DATES: MARCH 30 - APRIL 1, 2014

10' X 10' EXHIBIT SPACE RENTAL
CORPORATE PARTNER: \$2,900 NON-PARTNER: \$3,500
 There is a \$100 charge for each exposed corner.

BOOTH ASSIGNMENTS

Each year, AACRAO offers on-site booth renewal for the following year's show. Booth space is assigned on-site 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 **January 31, 2014** 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 **January 31, 2014**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due January 31, 2014 for all exhibit space. No refunds will be made if the company cancels the contracted slot after January 31, 2014 or if the company fails to attend the meeting. If a company cancels after January 31, 2014 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, March 29 12:00 p.m. – 5:00 p.m.
 Sunday, March 30 8:00 a.m. – 4:00 p.m.

SHOW HOURS

Sunday, March 30 6:45 p.m. – 8:00 p.m.
 (opening reception in exhibit hall)
 Monday, March 31 9:00 a.m. – 1:30 p.m.
 and 2:30 p.m. – 4:30 p.m.
 Tuesday, April 1 9:00 a.m. – 12:00 p.m.
 and 1:00 p.m. – 3:00 p.m.

EXHIBITOR MOVE-OUT

Tuesday, April 1 3:00 p.m. – 8:00 p.m.

EXHIBITOR KIT

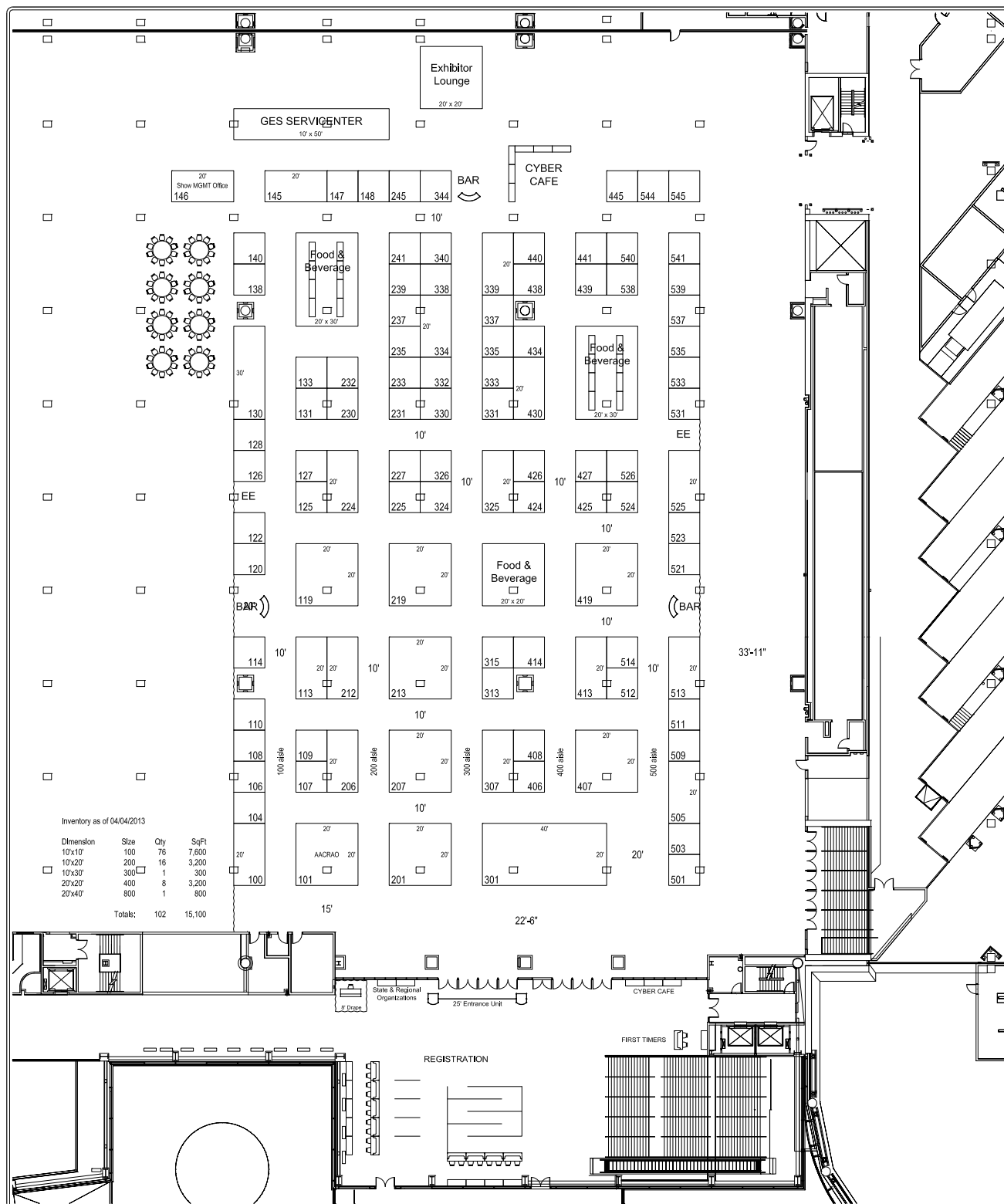
Approximately 90 days before the Annual Meeting, a comprehensive Exhibitor Service Manual will be available to all paid exhibitors. This manual will include various order forms from the show contractor and convention center to help maximize your tradeshow investment.

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

EXHIBIT HALL FLOORPLAN



American Association of Collegiate Registrars and Admissions Officers
March 30 - April 2, 2014
Colorado Convention Center
Hall F

CONFIDENTIAL PROPERTY OF GES
The AACRAO 2014 Occasion
Published Apr 04, 2014
By: BENTON

EVERY EFFORT HAS BEEN MADE TO INSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. HOWEVER, NO WARRANTIES, EITHER EXPRESSED OR IMPLIED, ARE MADE WITH RESPECT TO THIS FLOOR PLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES, OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.

EXHIBITOR APPLICATION

2014 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 \$2,900 **There is a \$100 charge for each exposed corner.**

Non-Partner \$3,500

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 _____ |

2013 EXHIBITORS

2013 AACRAO ANNUAL MEETING EXHIBITORS

AACRAO	Infosilem, Inc.
AACRAO Consulting	Inside Sales.com
AACRAO IES/EducationUSA	International Security Products
AACRAO/ VANDERBILT INSTITUTE	International Baccalaureate
ACREVS	International Education Research Foundation "IERF"
ACT	Jenzabar
Ad Astra Information Systems	Jolesch by Lifetouch
American Student Assistance	Jonesville Paper Tube Corporation
Army Recruiting	Jostens
BookWear	Kryterion
Campus Management Corp.	Laserfiche
Capture Higher Ed.	Leepfrog Technologies
CDGDC, China Academic Degrees and Graduate Education Development Centre	MarchingOrder
CELCAT, Corbett Engineering Limited	Matchbox, Inc.
CertifiedProfile.com	Micah's Printing
College Scheduler	Modo Labs Inc.
CollegeNET	NAGAP-The Association of Graduate Enrollment Management
CollegeSource, Inc.	National Student Clearinghouse
CollegeWeekLive	Noel-Levitz
Credentials Solutions	Paradigm, Inc.
Curtis CampusWise	Parchment
Decision Academic	Perceptive Software
Digital Architecture	Phoenix Kiosk
DocFinity (Optical Image)	PointAcross Solutions
DSST Credit by Exam Program	Qnomy
Edfinancial Services	Royall & Company
Educational Credential Evaluators, Inc.	Runner Technologies
Educational Perspectives, nfp	Sallie Mae Insurance Services
Ellucian	SchedEz Inc.
EMAS Pro	SCRIP-SAFE International
EMPOWER Student Information System	Signature Announcements
EMS Software by Dean Evans & Associates	SmartCatalog
Enrollment RX	Soft Skills Professionals, LLC
ETS	SpanTran Evaluation Services
Evisions	Terra Dotta
ExamSoft Worldwide Inc	The Common Application
Foundation for International Services, Inc.	Three Rivers Systems
GradImages	Tribal
Herff Jones Inc.	U.S. News & World Report
Higher Technology Solutions	University Business
Hyland Software	University of Cambridge International Examinations
IEEC, the International Education Exchange Center	UniversityTickets
IELTS USA	VSBS Software Inc
Inceptia (formely NSLP)	World Education Services
	Zinch, a Chegg Service

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 **January 31, 2014**, 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 January 31, 2014. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due January 31, 2014 for all exhibit space. No refunds will be made if the company cancels the contracted slot after **January 31, 2014** or if the company fails to attend the meeting. If a company cancels after January 31, 2014 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 3, 2014.

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 January 31, 2014. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due January 31, 2014 for all corporate presentations. No refunds will be made if the company cancels the contracted slot after January 31, 2014 or if the company fails to attend the meeting. If a company cancels after January 31, 2014 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.

- Name and hyperlink on the conference Web site
- Recognition in the on-site program
- Company name on Exhibit Hall entryway
- Pre- and post-conference attendee lists
- Acknowledgment at Opening Session of Annual Meeting
- One complimentary registration to the conference [totebag inserts and certain sponsorships are excluded]

Strategic Marketing Partnerships

AACRAO is committed to building long-term relationships with corporate partners. AACRAO offers year-long sponsorship opportunities that enable corporate partners to maximize sponsorship exposure at multiple meetings and enhance marketing visibility through advertising and branding campaigns. To discuss a strategic partnership, contact Janie Barnett at barnettj@aacrao.org

Cyber Café \$20,000

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
- sponsor may display promotional materials at the Cyber Café

Badge Holders \$15,000

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

Totebags \$15,000

Every attendee receives a co-branded totebag.

Keynote Speaker \$15,000

The keynote speaker presents the opening address to Annual Meeting attendees at the Opening General Session.

- verbal and signage acknowledgment at event
- opening screen featuring company logo

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

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

Conference Signage \$7,000

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

AACRAO Bookstore Bags \$7,000

Have your logo co-branded on the bags, which are given to everyone who makes a bookstore purchase.

- your logo on the bags
- signage at the bookstore

Annual Meeting Web site \$7,000

The Annual Meeting Web site contains up-to-date details on the meeting and is the primary source of information for attendees.

- your logo/link on the Web site

Awards and Certificates \$5,000

The awards are presented to designated recipients during the meeting.

Plenary Speakers \$5,000 each

Sponsor one of the many noted plenary speakers scheduled throughout the conference.

- verbal/signage acknowledgment at the event

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

Session Evaluations \$5,000

Attendees use the evaluations to rate the sessions they attend. The evaluations are distributed in the meeting totebag.

First-time Attendees Orientation and Reception \$4,000

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

Lead Retrieval Card \$4,000

Attendees use lead retrieval cards to request information from exhibitors. Put your company's marketing message on this high-visibility item.

- your logo on the card

Graduate and Professional Schools Luncheon \$3,500

Attendees from graduate and professional schools gather to network and discuss issues specific to their schools.

- verbal/signage acknowledgment at event
- sponsor may deliver brief remarks at event
- sponsor may distribute promotional item at event

International Educators Reception (multiple sponsors welcome) \$3,000 per sponsor

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

Pens* (sponsoring company provides pens) \$2,000

- your pens are distributed in the totebag

Notepads* (sponsoring company provides notepads) \$2,000

- your notepads are distributed in the totebag

Highlighters* (sponsoring company provides highlighters) \$2,000

- your highlighters are distributed in the totebag

**Sponsorship does not include complimentary registration*

TOTEBAG INSERTS (NOT CONSIDERED A SPONSORSHIP ITEM)

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

AACRAO Corporate Partners \$600

All other companies \$1,200

If there is an item you are interested in sponsoring that is not listed here, please contact AACRAO.

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	
	Cyber Café	\$20,000
SOLD	Badge Holders	\$15,000
SOLD	Totebags	\$15,000
	Keynote Speaker	\$15,000
	Welcome Reception (co-sponsors welcome)	\$12,000
	On-site Program	\$12,000
	Conference Signage	\$7,000
	AACRAO Bookstore Bags	\$7,000
	Annual Meeting Web site	\$7,000
SOLD	Awards	\$5,000
	Plenary Speakers	\$5,000
	Refreshment Breaks in Exhibit Hall (4 available)	\$5,000 each; \$15,000 for four
SOLD	Session Evaluations	\$5,000
	First-Time Attendees Orientation and Reception	\$4,000
	Lead Retrieval Card	\$4,000
	Graduate and Professional Schools Luncheon	\$3,500
	International Educators Reception (multiple sponsors welcome)	\$3,000
	Pens (sponsoring company provides pens)	\$2,000
	Notepads (sponsoring company provides notepads)	\$2,000
	Highlighters (sponsoring company provides highlighters)	\$2,000
	Totebag Inserts (not considered a sponsorship item) Items are subject to approval by AACRAO.	\$600 members; \$1,200 non-members
	Other Sponsorship - Please 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 January 31, 2014. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due January 31, 2014 for all sponsorships. No refunds will be made if the company cancels the contracted slot after January 31, 2014 or if the company fails to attend the meeting. If a company cancels after January 31, 2014 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 January 31, 2014. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due January 31, 2014. No refunds will be made if the company cancels the contracted slot after January 31, 2014 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 January 31, 2014 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

ADVERTISING CONTRACT (AD/FILE SUBMISSION DEADLINE: FEBRUARY 21, 2014)

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 January 31, 2014.

☐ Send Invoice

☐ Check ☐ Enclosed or ☐ Forthcoming

(Please make check payable to AACRAO)

☐ Credit Card (please check) ☐ Visa ☐ MasterCard ☐ AMEX

Card Number _____ Exp. Date _____

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