

CORPORATE OPPORTUNITIES



AACRAO 2013 STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE

THE ORIGIN AND FUTURE OF SEM

November 10-13, 2013
Hilton Chicago ■ Chicago, Illinois



Strategic Enrollment Management

A GUIDE TO EXHIBITING PRESENTING SPONSORING ADVERTISING

What is the Strategic Enrollment Management (SEM)

Conference? AACRAO's SEM Conference attracts top-level decision makers who are looking for best practices and unique approaches to take their enrollment outcomes to a new level.

Want to know more about AACRAO? The association's membership includes approximately 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.

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. And not only will you save on exhibiting, corporate presentations, and registration fees, you increase your opportunity to reach over 11,000 higher education professionals.

Attendee Profile

More than 700 participants attended the 2012 SEM Conference. SEM centers on the integration and improvement of traditional student services, such as recruitment, admissions, financial aid, registration, orientation, academic support, and retention. Many of the attendees are responsible for more than one function on campus. The following is a general breakdown of attendee titles and departments:

DEPARTMENT	TITLE
28% Enrollment Management	42% Director/Registrar
28% Admissions/Recruitment	19% Vice President
14% Academic Advising/Student Affairs	16% Associate/Assistant Director
13% Financial Aid	14% Associate/Assistant VP/Chancellor
13% Records/Registration	6% Associate/Assistant Provost
4% Other	3% President/Chancellor/Provost



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EXHIBITS

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*, *Memberlink*, *SEM Source*, and *SecureU* electronic communications
- Access to AACRAO's online *Member Guide*
- Corporate listing in the *Member Guide* and *Corporate Connection* website, including company name and description, logo, URL, and contact information
- Access to a community of higher education administrators

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

AACRAO 2013 SEM CONFERENCE HILTON CHICAGO

10' x 10' Exhibit Space Rental

Corporate Partner:..... \$2,800

Non-Partner: \$3,400

Booth Assignments

Exhibit space is available for a limited number of interested companies. Booth space is 10' x 10' (pop-ups are permitted, but **MUST** be confined to this space). Please note that space is limited and exhibitors will be assigned on a first-come, first-served basis.

*Confirmations will be e-mailed to participants.
No security services will be available.*

Payments/Cancellations/Refund Policy

Applications must be accompanied by a \$500 deposit per 10' x 10' booth; if the application is received after October 11, 2013, 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 **October 11, 2013**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due October 11, 2013 for all exhibit space. No refunds will be made if the company cancels the contracted slot after October 11, 2013 or if the company fails to attend the meeting. If a company cancels after October 11, 2013 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 SEM Conference Program to be distributed on-site (pending that information is submitted prior to publication deadlines)

CONFERENCE DATES: November 10-13, 2013
EXHIBIT DATES: November 10-12, 2013

- Name and hyperlink on the conference website
- One electronic list of pre-registered attendees to be distributed before and after the SEM Conference (excluding 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 SEM Conference, a comprehensive Exhibitor Service Manual will be available to all paid exhibitors. This manual will include various order forms from the show contractor and hotel to help maximize your tradeshow investment.

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

Tentative Exhibit Dates and Times

SUNDAY, NOVEMBER 10

Set-Up: 11:00 a.m. - 4:30 p.m.
Hall Open: 5:30 p.m. - 7:00 p.m.
(opening reception in exhibit hall)

MONDAY, NOVEMBER 11

Hall Open: 9:30 a.m. - 12:00 Noon
Hall Closed: 12:00 Noon - 1:00 p.m.
Hall Open: 1:00 p.m. - 4:00 p.m.

TUESDAY, NOVEMBER 12

Hall Open: 10:00 a.m. - 1:00 p.m.
Hall Closed: 1:00 p.m. - 2:00 p.m.
Hall Open: 2:00 p.m. - 4:30 p.m.
Breakdown: 4:30 p.m.

EXHIBITOR APPLICATION



Instructions: Please complete the application, sign the Corporate Participation Terms on page 7, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297-3156. You may also fax credit card information or request an invoice for the balance by faxing the forms to (202) 822-8850.

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 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 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

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10' x 10' Exhibit Space Rental

AACRAO Corporate Partner \$2,800

Non-Partner \$3,400

Full Amount Enclosed: \$ _____

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

Balance Due: \$ _____

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 _____