Portland, Oregon 2012

UPCEA Annual Conference Exhibitor, Ad Pricing, And Sponsorship Information

Exhibiting Means Opportunities!

UPCEA is the leading organization for colleges and universities engaged in professional, continuing, and online education. Our Annual Conferences attract hundreds of deans, directors, marketers, and other administrators engaged in higher education. The 2012 Conference will provide numerous opportunities for you to interact with current and potential clients, including an impressive exhibit hall setup and activity center.

Exhibitor Single Booth Rate: $2,500

- 8' X 10' Booth
- 2 full conference registrations included in price
- Mailing list of pre-registered attendees prior to event
- Company description in the final program
- A link to company website from UPCEA website
- Option to place promotional material on the flash drive that goes in the conference bags

Additional registrations: $890 each

Exhibitor Double Booth Rate: $5,000

- (2) 8' X 10' Booths
- 4 full conference registrations included in price
- Mailing list of pre-registered attendees prior to event
- Company description in the final program.
- A link to company website from UPCEA website
- Option to place promotional material on the flash drive that goes in the conference bags

Additional registrations: $890 each

If you are interested in exhibiting, please contact Cheri Simpson, Director of Corporate Relations at 919-240-4909 or csimpson@upcea.edu

Exhibit Hours

Wednesday, March 28	5:00pm - 7:30pm
Thursday, March 29	10:00am - 4:30pm
Friday, March 30	9:15am - 12:00pm

Please note, the exhibit hours listed above have been scheduled to include dedicated exhibit hours for specific events in the Exhibit Hall & Activities Center (see below), and to allow time and space for client appointments, attendees' convenience, and flexibility for all.

Dedicated Exhibit Hours for Specific Events:

Wednesday, March 28	Networking Reception	5:00pm-7:30pm
Thursday, March 29	Refreshment Break C. Safina Book Signing	10:00am -10:30am
Thursday, March 29	Lunch	12:00pm-1:30pm
Thursday, March 29	Refreshment Break M. Walshok Book Signing	2:20pm-2:50pm
Friday, March 30	Refreshment Break M. Horn Book Signing	10:30am-11:00am
Prize Drawings	Times to be determined	

Advertising in the Program

Conference attendees utilize the Annual Conference Program as their guide throughout the conference. They also share their programs with colleagues back at their respective institutions. Advertising in the program is a way to enhance your visibility and reach key decision makers in professional, continuing and online education. Don't miss out on this opportunity!

The final program is an attractive 8-1/2" X 11" printed booklet. Full and half page ads are available for the inside pages in full color, or black and white.

Program Advertising Rates

Color Options:

Full page bleed	8.5" wide X 11" (trim size) Bleed image must be 8.75" wide X 11.25"	$1,000
Full page	7" wide X 10"	$1,000
½ page	7" wide X 4.5"	$825

Black & White Options:

Full page	7" wide X 10"	$775
½ page	7" wide X 4.5"	$600
Inside Front Cover:	7" wide X 10"	$1,775
Inside Back Cover:	7" wide X 10"	$1,775
Back Cover:	8.5" wide X 11" (trim size) Bleed image must be 8.75" wide X 11.25"	$2,000

Preferred Materials

- Press quality PDF files are preferred.
- Pre-flighted digital files may be supplied on CDs, DVDs, or via email. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as www.yousendit.com or www.sendbigfiles.com.

Software Programs: We recommend files be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

File Format Information:
- Compression -- Files may be compressed.
- Resolution – Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

Deadlines:
Space reservations must be made by February 17, 2012. Ad materials must be received by February 29, 2012. Ads will not be accepted without payment. For information on advertising specifications, please contact Al Rickard at 703-402-9713 or via email at arickard@associationvision.com.

For Ad Sales, please contact Cheri Simpson, Director of Corporate Relations at 919-240-4909 or csimpson@upcea.edu

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Sponsorship Opportunities

A. $10,000 Sponsor the Annual Cocktail Party & Banquet

This is the most prestigious event at the conference! Your company receives prominent recognition prior to and at the event, recognition in the Final Program, plus signage.

Benefits:
- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed outside the Grand Ballroom before and during the event
- prominent signage in the Grand Ballroom for the event
- recognition at the banquet by UPCEA CEO or President
- 3 complimentary registrations to the conference
- 1 complimentary full page color ad in the Final Program

B. $7,500   Sponsor the food for the Opening Reception in the Exhibit Hall

Help kick off the conference with a fun-filled networking reception in the Exhibit Hall! Your company receives prominent recognition prior to and at the event, recognition in the Final Program, plus signage.

Benefits:
- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed outside the Exhibit Hall before and during the event
- company name as sponsor on signage in Exhibit Hall near food stations
- recognition at the reception by UPCEA CEO or President
- 2 complimentary registrations to the conference
- 1 complimentary full page ad in the Final Program

C. $7,500   Sponsor the Drink Tickets for the Opening Reception in the Exhibit Hall

Benefits:
- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed outside the Exhibit Hall before and during the event
- company name as sponsor printed on the drink tickets
- recognition at the reception by UPCEA CEO or President
- 2 complimentary registrations to the conference
- 1 complimentary full page ad in the Final Program

D. $7,500   Sponsor the Keynote Speaker & Breakfast on Thursday, March 28th

Benefits:
- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed at the entrance to the keynote speaker & breakfast event
- recognition at the keynote address by UPCEA CEO or President
- 2 complimentary registrations to the conference
- 1 complimentary full page ad in the Final Program

E. $7,500   Sponsor Lunch in the Exhibit Hall on Thursday, March 28th

Benefits:
- recognition on the UPCEA website
- recognition in the Final Program
- prominent signage placed by the food for the event
- a table placed near the food for the event for you to place promotional materials
- recognition at the Lunch by a UPCEA representative
- 2 complimentary registrations to the conference
- 1 complimentary full page ad in the Final Program

F. $5,000   Sponsor the Keynote Speaker on Friday, March 30th

Benefits:
- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed at the entrance to the keynote speaker event
- recognition at the keynote address by UPCEA CEO or President
- 1 complimentary registration to the conference
- 1 complimentary half-page ad in the Final Program

If you are interested in sponsorship, please contact Cheri Simpson, Director of Corporate Relations at 919-240-4909 or csimpson@upcea.edu

A Sample of Past Annual Conference Exhibitors

ACEware Systems, Inc.
Active Network Inc.
Administrative Software Applications, Inc.
Advanced Solutions International
Alpha Sigma Lambda Honor Society
Augusoft, Inc.
Bisk Education
Campos Inc
Career Step
College for Financial Planning
The College Network
Colloquy
Dalton Education, LLC
DemandEngine
Datamark
Destiny Solutions
Education To Go (ed2go)
Education Testing Consultants
Eduventures, Inc.
eLearners.com + LeadWatchLive.com
Embanet * Compass Knowledge Group
Entrinsik, Inc.
ESM

GateHouse Media New England
Hezel Associates, LLC
InsideTrack
Intelliworks, Inc.
Jaxxon Promotions, Inc.
Jenzabar
JMH Consulting, Inc.
Kryterion
MindEdge, Inc.
The New York Times
Pearson
Project Management Institute (PMI)
Remote Proctor
RightNow Technologies
Sonic Foundry
UBC Continuing Studies Test Prep Program
Ungerboeck Systems International
W.I.T.S.