



**UPCEA**  
Leaders in Professional, Continuing  
and Online Education

# Access. Brand exposure. Collaboration.

*Connecting you with today's leaders in continuing and online higher education*



Sponsor and Exhibitor Prospectus 2015-16



- **Maximize your brand exposure**
- **Promote your products to the right audience**
- **Reach key decision-makers in continuing and online education**
- **Network and build community with deans, directors and online learning officers in higher education**

Let UPCEA connect you with the top continuing and online higher education professionals from hundreds of colleges and universities across North America. UPCEA has thousands of members who are looking for your products and services — and the solutions you and your company offer.

UPCEA hosts the adult higher education market's top national and regional events for leaders seeking to build and grow their programs, hone marketing strategies and increase enrollments. From dynamic exhibit space in the heart of the conference action to unique sponsorship opportunities and a variety of other sponsorship options, you will have ample opportunity to introduce your products to the professional, continuing, and online education audience.

#### **ABOUT UPCEA**

The leading association for professional, continuing, and online education, UPCEA was founded in 1915 and now serves nearly 400 institutions, including the leading public and private colleges and universities in North America. For 100 years, the association has served its members with innovative conferences and specialty seminars, research and benchmarking information, professional networking opportunities and timely publications. Based in Washington, D.C., UPCEA also builds greater awareness of the vital link between adult and nontraditional learners and public policy issues.

#### **TOP TARGETS FOR YOUR MESSAGE**

When you sponsor an event or exhibit at one of UPCEA's eight conferences, you will be reaching the top decision-makers for your product or service — all in one place. These leaders are looking for the innovative products and services that you deliver — and are seeking solutions to meet the challenges in today's highly competitive and ever-changing world of higher education.


#### **WHO ARE UPCEA MEMBERS?**

UPCEA member institutions represent a variety of continuing and online education units, large and small, who offer credit and noncredit programs, traditional and online courses and degrees, and certificate programs to build access for nontraditional students.

#### **UPCEA's core audience includes:**

- Deans and directors of professional and continuing education
- Senior online learning officers
- Executive directors of global campuses or system-wide online units
- Directors of marketing, enrollment management and student services





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**CONFERENCE ATTENDEES ARE OFTEN SEEKING PRODUCTS AND SERVICES THAT INCLUDE:**

- Enrollment management software solutions
- Online course creation and delivery
- Proctoring solutions
- Marketing and lead generation
- Research and program development
- Brand development and content management
- Specialty advertising, products and giveaways
- Student support services
- CRM options
- Assessment and tracking tools

**CORPORATE MEMBERSHIP**

You have the option to join UPCEA as a corporate member. Dues are based on your company size and are paid annually. Corporate membership affords you and your company the exclusive opportunity to engage with members throughout the year, and positions you as a community member. Corporate members also receive discounted rates on exhibits and booths. Find out more about corporate membership at [www.upcea.edu](http://www.upcea.edu).

**PARTNERS**

UPCEA partners are businesses and organizations that have demonstrated their support for professional, continuing, and online higher education and UPCEA's mission. They offer products and services of interest to higher education professionals. UPCEA works closely with partners to advance the respective strategic priorities of partners, the association, and its members.

*For information about the benefits of becoming a member or partner, please contact Patrick O'Rourke, Associate Director, Membership and Corporate Engagement, [porourke@upcea.edu](mailto:porourke@upcea.edu) or 202.400.2684.*



Learn more at [upcea.edu/conferences](http://upcea.edu/conferences)

# Conferences and Seminars

UPCEA offers eight educational conferences and specialty seminars throughout the year, each unique in location and ranging in subject matter, including online education and marketing. All eight offer ways for members to discover solutions that will take their institution to the next level and for business entities to expand their brand in the higher education community. Supporting UPCEA through exhibiting and/or sponsorship will provide you with opportunities to develop sustainable partnerships for your organization, learn from industry peers, and reach your goals.

Learn more about all UPCEA events at [www.upcea.edu/conferences](http://www.upcea.edu/conferences).

## UPCEA ANNUAL CONFERENCE

### Attendee Profile


UPCEA's Annual Conference is the most significant assembly of thought leaders and practitioners today in the field of professional, continuing and online education. In 2015, UPCEA hosted its 100<sup>th</sup> Annual Conference in Washington, D.C., showcasing its rich history and commitment to access, innovation, and engagement. The annual conference features specific tracks aligned with UPCEA's seven professional Networks, in addition to engaging keynote speakers and high-energy concurrent sessions.

**Attendance:** 700–800

**Exhibitors:** 40 booths

**2016 Dates and Location:**

April 7–9, 2016, San Diego, CA  
Hilton San Diego Bayfront

 Learn more at [upcea.edu/conferences](http://upcea.edu/conferences)

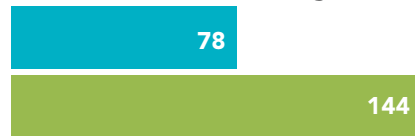
### Dean or Higher



### Director



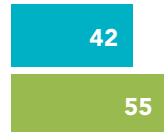
### Associate Director / Manager



### Emerging Leader



### Corporate



2014 2015

UPCEA ANNUAL  
CONFERENCE  
Attendee Profile

Exhibitors at the 2016 UPCEA 101<sup>st</sup> Annual Conference will have the opportunity to participate in one of the new Demonstration Sessions. Held during the banks of concurrent sessions over the course of the conference, Demonstration Sessions provide exhibitors a work station (typically a round table with seating for 8–10 attendees, dedicated Wi-Fi, a monitor, and VGA cable) at which they can host a demonstration, a hands-on learning opportunity, or even a focus group or executive briefing. During the hour-long sessions, Demonstration Session presenters are invited to host their activity twice, to allow for connecting with two small groups of attendees. *Limited availability.*



## UPCEA SUMMIT FOR ONLINE LEADERSHIP AND STRATEGY

### Attendee Profile

The Summit for Online Leadership and Strategy is the premier gathering of high-level thought leaders and practitioners in online and continuing education to address key topics that are reshaping the 21st-century university. Summit attendees focus on groundbreaking models of successful leadership development, enabling professionals to foster a culture of innovation, creativity and curiosity throughout their organizations.

The Summit is designed to help directors, deans, and other senior leaders in the field embrace these challenges while working to enhance the future of our profession.

**Attendance:** 400–500

**Exhibitors:** 20 tabletop exhibits

**2016 Dates and Location:**

June 27–29, 2016, Washington, D.C.  
Washington Hilton

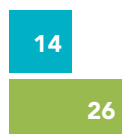
#### Dean or Higher



#### Director



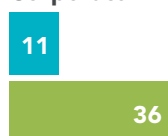
#### Associate Director / Manager



#### Emerging Leader



#### Corporate



■ 2013 ■ 2014

UPCEA SUMMIT FOR  
ONLINE LEADERSHIP  
AND STRATEGY  
Attendee Profile

## UPCEA MARKETING AND ENROLLMENT MANAGEMENT SEMINAR

### Attendee Profile

The annual UPCEA Marketing and Enrollment Management Seminar is for leaders and practitioners responsible for professional, continuing and online education marketing and enrollment management. For more than 20 years, the UPCEA seminar has drawn professionals from institutions of all sizes to showcase thought leadership in our field and to explore trends in adult student recruitment and retention. Designed for both senior leaders and practitioners, the seminar offers high-level, strategically-focused presentations as well as sessions that spotlight the tactical components of marketing and enrollment management in today's higher education landscape.

**Attendance:** 300–400

**Exhibitors:** 20 tabletop exhibits

**2015 Dates and Location:**

November 4–6, 2015, Denver, CO  
Marriott Denver City Center

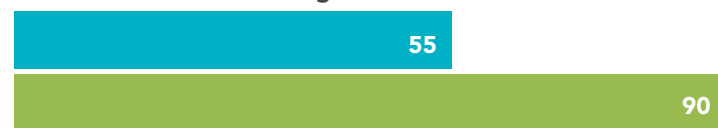
#### Dean or Higher



#### Director



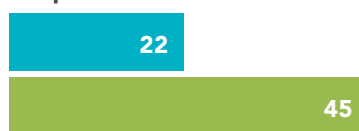
#### Associate Director / Manager



#### Emerging Leader



#### Corporate



■ 2013 ■ 2014

UPCEA MARKETING  
AND ENROLLMENT  
MANAGEMENT SEMINAR  
Attendee Profile

## REGIONAL CONFERENCES

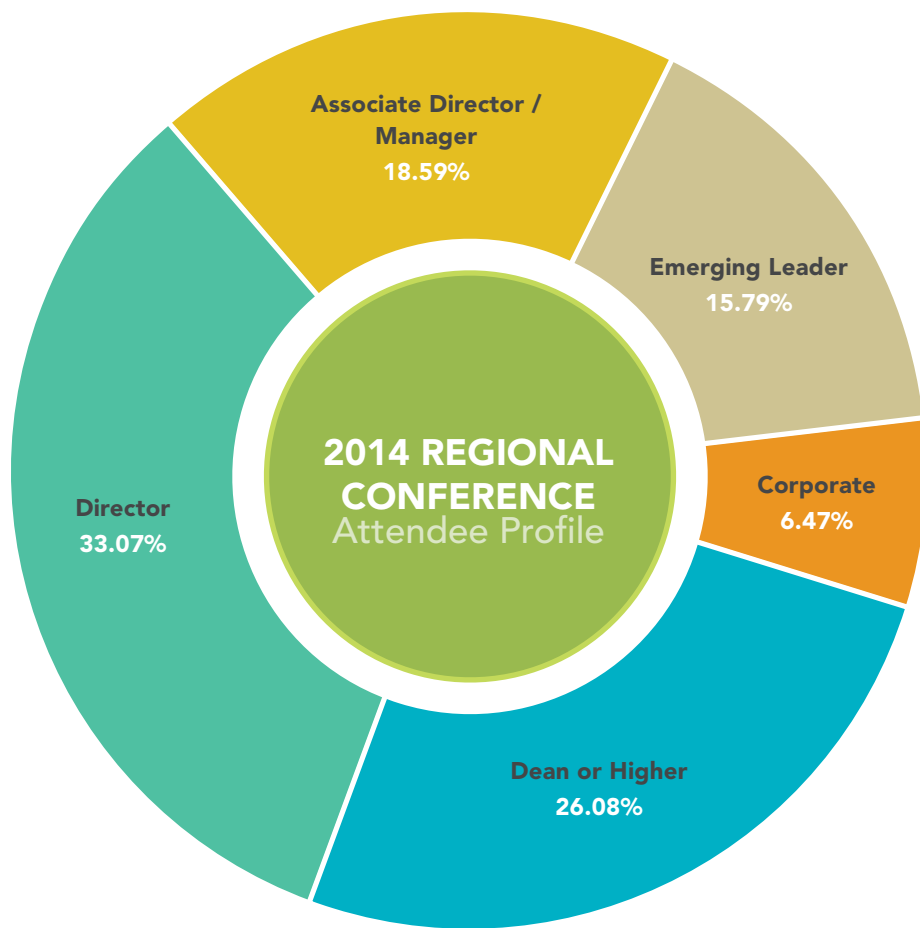
Offered each fall, UPCEA's five regional conferences provide opportunities for top education professionals to meet with corporate and product representatives in a smaller, more intimate setting. Regional attendance is approximately 90–125 people, representing the nation's top colleges and universities.

With a variety of networking events including receptions and luncheons, as well as exhibit space located at the center of conference activity, there is ample exposure for you and your company.

### Attendee Profile

UPCEA's five regions — West, Central, South, Mid-Atlantic and New England — provide opportunities to examine issues of local and regional importance, develop collaborative initiatives, and network with peers.

**Attendance:** 90–125 attendees per region  
**Exhibitors:** 10 tabletop exhibits per region



### West Region Conference

Sept. 30–Oct. 2, 2015  
Long Beach, CA  
The Westin Long Beach

### Mid-Atlantic Region Conference

Oct. 7–9, 2015  
Philadelphia, PA  
DoubleTree by Hilton  
Philadelphia Center City

### South Region Conference

Oct. 14–16, 2015  
Savannah, GA  
Hyatt Regency Savannah

### Central Region Conference

Oct. 19–21, 2015  
Madison, WI  
The Madison Concourse Hotel

### New England Region Conference

Oct. 28–30, 2015  
New Castle, NH  
Wentworth by the Sea

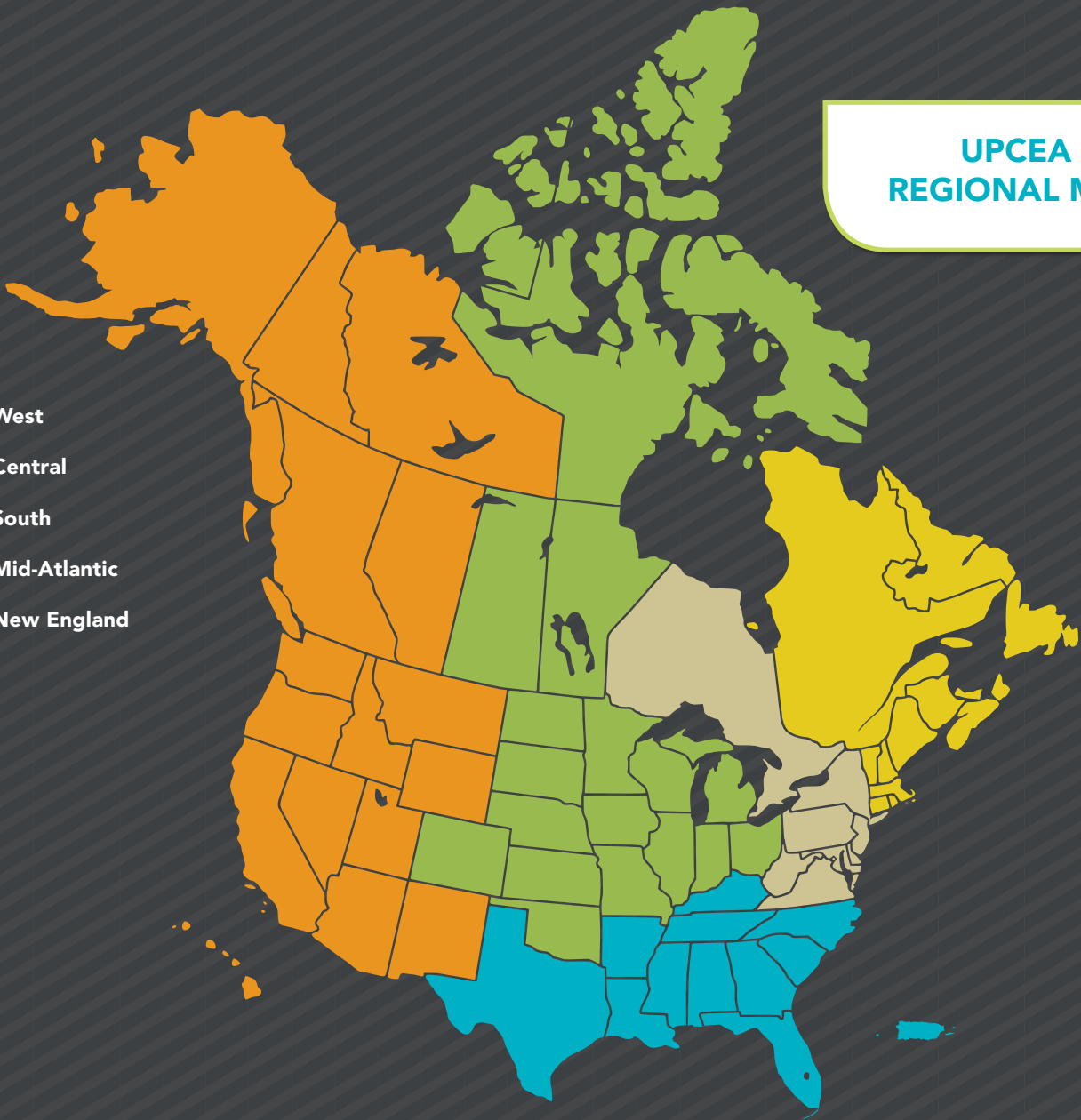


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## UPCEA REGIONAL MAP

- West
- Central
- South
- Mid-Atlantic
- New England



Offered each fall, UPCEA's five regional conferences provide opportunities for top education professionals to meet with corporate and product representatives in a smaller, more intimate setting.

# Conference Pricing

## NATIONAL CONFERENCES

### UPCEA Annual Conference Exhibit Booth

- \$3,000 for Members
- \$4,200 for Nonmembers

### Summit for Online Leadership and Strategy Tabletop Exhibits

- \$2,000 for Members
- \$3,000 for Nonmembers

### Marketing and Enrollment Management Seminar Tabletop Exhibits

- \$2,000 for Members
- \$3,000 for Nonmembers

## REGIONAL CONFERENCES

### Regional Conference Tabletop Exhibits (West, Central, South, Mid-Atlantic, New England)

- \$1,200 for Members per region
- \$1,500 for Nonmembers per region

## SPECIAL EXHIBIT DISCOUNTS FOR CORPORATE MEMBERS

### National conferences

Participate in two or more and receive 10% off of the total

### Regional conferences

Participate in three or more, receive 10% off of each tabletop

For a detailed explanation of pricing or logistics, or if you are interested in supporting UPCEA through customized sponsorship options, please contact Marie Fredlake at [mfredlake@upcea.edu](mailto:mfredlake@upcea.edu) or 202.631.1057.

## YOUR EXHIBIT PACKAGE INCLUDES:

- **One (1) full conference registration\*** Participate with attendees and learn first-hand about the challenges, strategies and new developments at their institutions.
- **Welcome reception and coffee with exhibitors hosted in exhibit hall** Enjoy dedicated time in the exhibit hall for networking with attendees.
- **Logo placement on conference website, printed program, mobile app and signage\*** Logo will link to company web address on website and mobile app. Strategic brand placement before, during and after the event.
- **Pre-event Exhibit Hall email** UPCEA will send out a communication to all attendees one week prior to the event that highlights exhibitors, exhibit hall activities and conference sponsors.
- **Pre- and post- attendee mailing address list (no emails)**
- **Furnished exhibit space** Each exhibit package includes (1) 6-foot draped table and (2) chairs. Annual conference packages include pipe/drape and ID sign.

## Customized Sponsorship Options

UPCEA is open to customized options to help you reach your goals and build brand awareness. Each option includes visibility on the event website, in the conference program, and on signage.

## Options include, but are not limited to:

- Overall conference sponsorship
- Welcome reception
- Wireless Internet sponsor
- Demonstration Pavilion
- Conference meals and refreshment breaks
- Tote bags, notepads, lanyards, pens
- Room drops
- Event hotel key cards

\* The UPCEA Annual Conference includes two (2) full conference registrations. National conferences include 50-word company description in conference program.

# Contact Us

## FOR MEMBERSHIP AND PARTNER INFORMATION:

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Membership and  
Corporate Engagement  
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## FOR PRICING, LOGISTICS, AND SPONSORSHIP:

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