



23rd Annual UPCEA Marketing & Enrollment Management Seminar

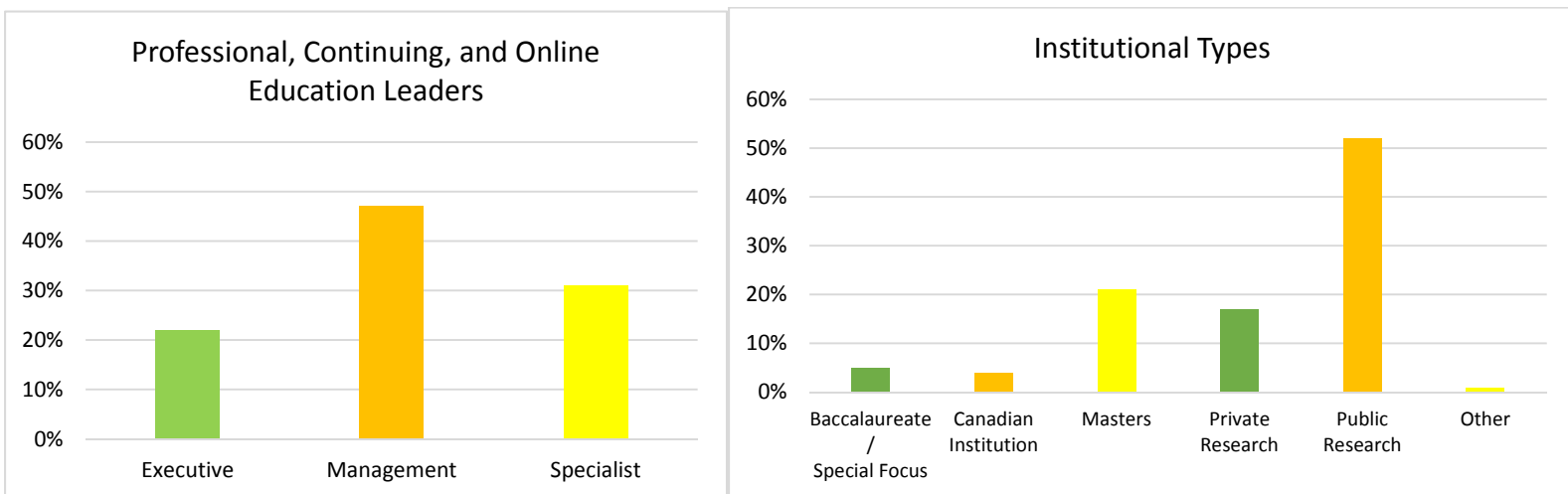
CONNECT

November 5-7, 2014
Grand Hyatt Atlanta



The annual UPCEA Marketing & Enrollment Management Seminar is the premier event for professionals responsible for professional, continuing, and online education marketing and enrollment management at colleges and universities around the world. This event delivers practical, hands-on information while connecting attendees to a valuable community of experienced marketing and enrollment professionals.

Attendee Profile



Grow your brand and CONNECT with the marketing and enrollment community by exhibiting at MEMS. Marketing and enrollment leaders are recognized and valued for the critical role they play in their institutions' success. Over 40% of all attendees are first time attendees that are searching to be orientated to new vendors and products. Attendees at MEMS are interested in cutting edge programming, design, strategy and technology to help leverage their institutions and they look to exhibitors to provide these tools.

Exhibitor Experience

Each tabletop purchase will include the following:

- Premium, high traffic foyer, ensuring face-to-face time with current and potential new customers
- Host of the UPCEA MEMS Networking Reception
- (1) complimentary registration
- Brand recognition on UPCEA website, program and mobile app
- Opening Networking lunch CONNECT speech*

**NEW! You will have the opportunity to deliver a customized 3 minute CONNECT speech to all conference attendees at the opening networking lunch. Use this time to introduce your company to members, launch a new product and promote your brand.*

Enhance the Attendee Experience

UPCEA offers additional support options to increase brand visibility

- Lanyards
- Bags
- Internet Sponsor
- Breakfast & Refreshment Break
- Mobile App
- Charging Lounge

UPCEA is open to customizing and tailoring each opportunity to help you reach your goal. Each option above includes pre, post and onsite visibility on the regional event website, conference program, and signage, which help to gain even more recognition at the conferences this year



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"There are a lot of vendors reaching out to marketers daily, and the UPCEA Marketing and Enrollment Management is the best opportunity for us to deeply engage with vendors and cut through that clutter. We have even found out about pockets of expertise that we didn't know existed, allowing us to partner with one of the exhibitors on a project that we thought we would need to do internally" – 2014 MEMS Attendee

Preliminary Conference Schedule

Wednesday, November 5

7:00 – 8:00 am: Exhibitor Set up
8:00 am – 7:00 pm: Exhibit Hall Open
5:30 – 7:00 pm: Welcome Networking Reception
hosted by exhibitors

Location

Grand Hyatt Atlanta in Buckhead
3300 Peachtree Road NE
Atlanta, Georgia, USA, 30305
Exhibitors are invited to stay at the host hotel and take advantage of the UPCEA discounted rate of \$179+.
[Reserve](#) your room today!

Thursday, November 6

8:00 am – 5:00 pm: Exhibit Hall Open

Friday, November 7

8:00 am – 12:30 pm: Exhibit Hall Open
12:30 – 2:00 pm: Exhibitor Tear Down

Join the exclusive group of past exhibitors

ACEware Systems
Aslanian Market Research at EducationDynamics
Colloquy
Deltak
Educational Testing Consultants (ETC)
Entrinsik, Inc.
Hobsons
i3results
Jaxxon Promotions, Inc.

Jenzabar
JMH Consulting Inc.
KNEXT
Millennium Integrated Marketing
Monster.com
SCSI Media
story+structure
The Learning House, Inc.

Interested in exhibiting more with UPCEA? UPCEA is offering a discounted rate for corporate members who exhibit at all three core conferences.

[2014 Marketing and Enrollment Management Seminar](#)

November 5-7, 2014
Atlanta, GA

[2015 Summit for Online Leadership and Strategy](#)

January 20-22, 2015
San Antonio, TX

100th UPCEA Annual Conference
March 30- April 1, 2015
Washington, DC

To get the conversation started contact:

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