Connecting you with today’s leaders in continuing and online higher education!

Let UPCEA connect you with the top continuing and online higher education professionals in the country 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.

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

UPCEA hosts the adult higher education market’s top national and regional events for leaders who are looking 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 presenting 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 non-traditional 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, credit and noncredit programs, traditional and online courses and degrees, certificate programs and outreach efforts 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

Conference attendees are often seeking products and services that include:
- Enrollment management software solutions
- Online course creation, 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. Find out more about corporate membership at 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 or 202.400.2684.

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 the opportunity 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.
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 the 100th 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  
Hilton San Diego Bayfront, San Diego, CA

**New!**  
Exhibitors at the 2016 UPCEA 101st Annual Conference will have the opportunity to participate in one of the new Demonstration Sessions. Held during each of the anticipated seven 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.
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 re-shaping the 21st-century university. Attendees of the Summit 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 Hilton, Washington, D.C.
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  
Marriott Denver City Center  
Denver, CO
Regional conferences
Foster connections and build community. 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.

Regional Conference Attendee Profile

![Graph showing data]

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. 7-10, 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
Conference Pricing

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

National conferences:
Marketing and Enrollment Management Seminar Tabletop Exhibits
$2,000 for Members, $3,000 for Nonmembers

Summit for Online Leadership and Strategy Tabletop Exhibits
$2,000 for Members, $3,000 for Nonmembers

UPCEA Annual Conference Exhibit Booth
$3,000 for Members, $4,200 for Nonmembers

Special Exhibit Discounts for Corporate Members
• Regional conferences: Participate in three or more, receive 10% off of each tabletop
• National conferences: Participate in two or more and receive 10% off of the total

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.
*The UPCEA Annual conference includes two (2) full conference registrations and (50-word) company description in conference program.

Customized Sponsorship Options

UPCEA is open to customized options to help you reach your goal and build brand awareness. Each option includes pre-, post- and onsite 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

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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 or 202.631.1057.