



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

**New!**  
See inside  
for 2017-18  
events!

# Access. Brand exposure. Collaboration.

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



**Sponsor and Exhibitor Prospectus 2017-18**

- 
- **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 most of the leading public and private colleges and universities in North America. For more than 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/membership](http://www.upcea.edu/membership).

**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 Kimberly Zaski, Director of Membership and Engagement, [kzaski@upcea.edu](mailto:kzaski@upcea.edu) or 202.400.2569.*



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

# 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/events](http://www.upcea.edu/events).

## 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. The annual conference features specific tracks aligned with UPCEA's six professional Networks, in addition to engaging keynote speakers and high-energy concurrent sessions.

**The Annual Conference attracts senior-level decision makers (76% of attendees), including deans, directors and other senior leaders.**

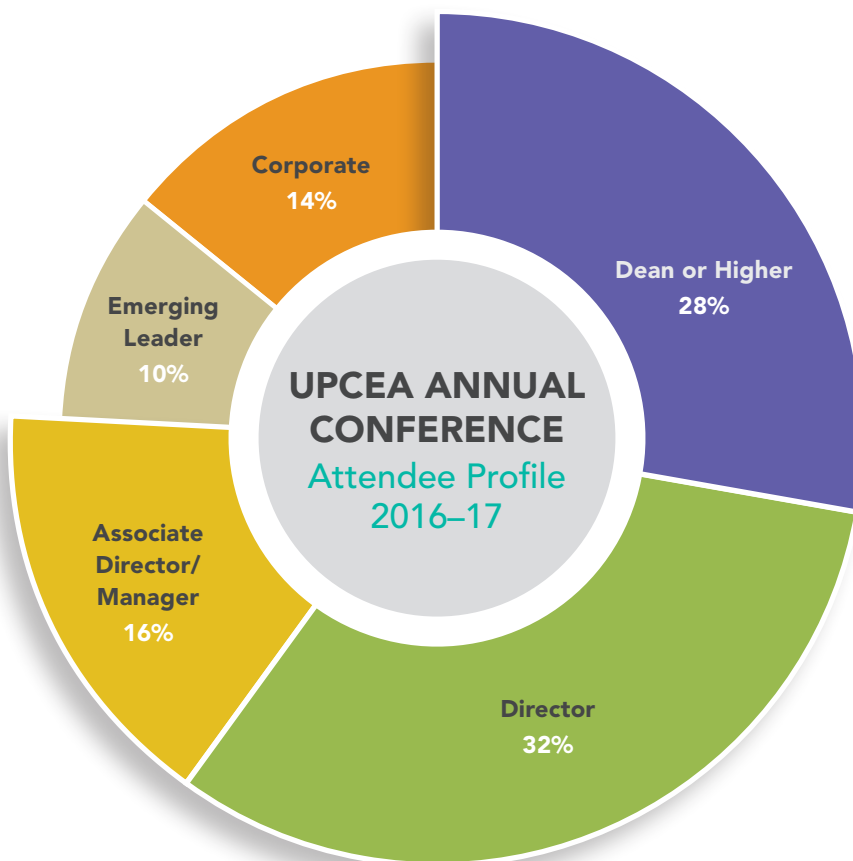
Attendance: 700–800


Exhibitors: 50 booths

#### 2018 Dates and Locations

March 14–16, 2018, Baltimore, MD

Baltimore Marriott Waterfront



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





## UPCEA SUMMIT FOR ONLINE LEADERSHIP

### Attendee Profile

The Summit for Online Leadership 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 (83% of attendees)** embrace these challenges while working to enhance the future of our profession.

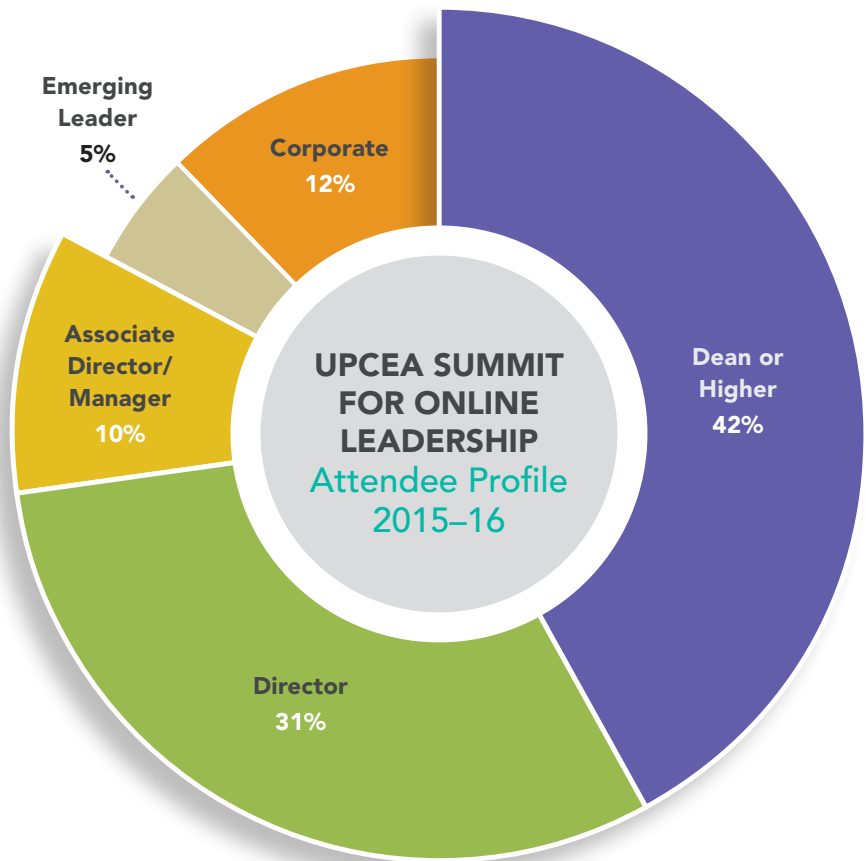
**Coming in 2018 — SOLA+R (Summit for Online Leadership and Administration + Roundtable)**

**Attendance:** 300–400

**Exhibitors:** 20 tabletop exhibits

**2018 Dates and Location:**

June 18–20, 2018, Washington, DC  
Washington Hilton



## UPCEA MARKETING AND ENROLLMENT MANAGEMENT SEMINAR

### Attendee Profile

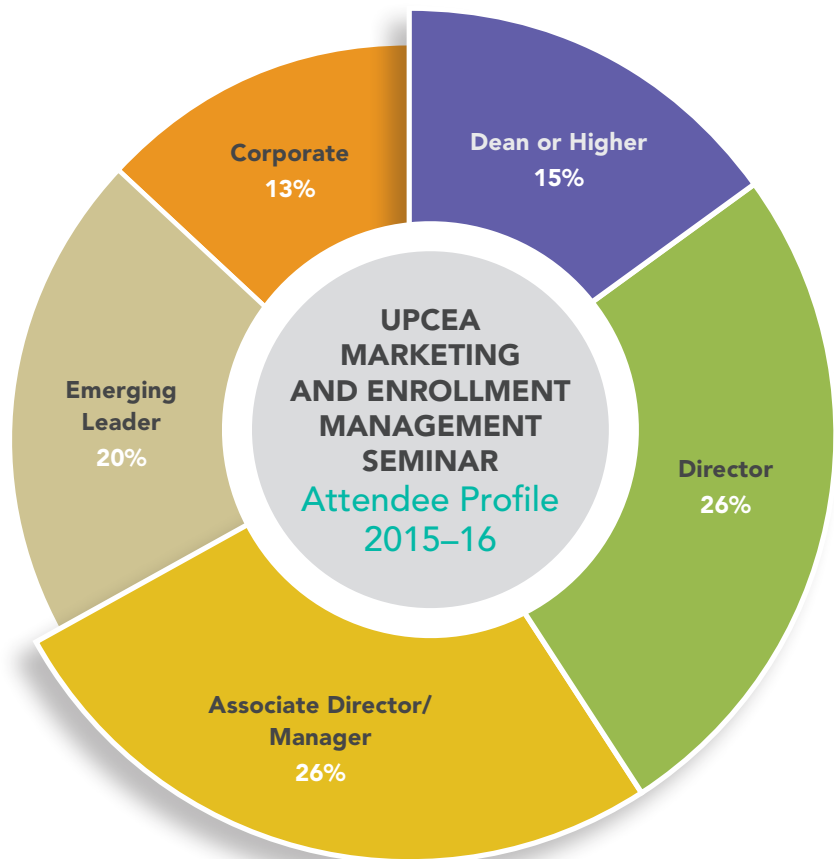
The annual UPCEA Marketing and Enrollment Management Seminar is for leaders and practitioners responsible for professional, continuing, and online education marketing and enrollment management. For more than 25 years, the UPCEA seminar has drawn professionals from institutions of all sizes to showcase thought leadership in our field and to explore trends in adult student recruitment and retention. Designed for **senior- to mid-level 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

**2017 Dates and Location:**

December 5–7, 2017, Washington, DC  
Washington Hilton



## REGIONAL CONFERENCES

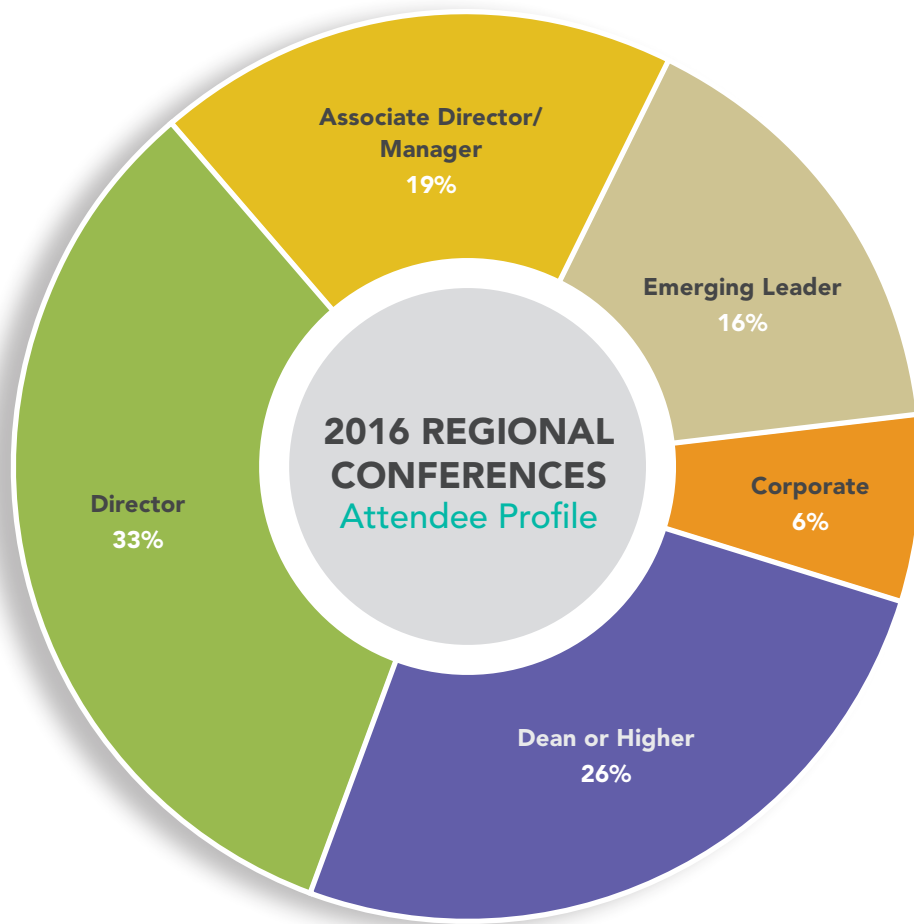
Offered each fall, UPCEA's five regional conferences provide opportunities for top education professionals to meet with corporate and product representatives in a smaller, more intimate setting. Regional attendance is approximately 90–150 people, representing the nation's top colleges and universities.

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:** 90–150 attendees per region  
**Exhibitors:** 10 tabletop exhibits per region



### West Region Conference

September 25–27, 2017  
Seattle, WA  
Renaissance Seattle Hotel

### Mid-Atlantic Region Conference

October 4–6, 2017  
New Brunswick, NJ  
Hyatt Regency New Brunswick

### South Region Conference

October 11–13, 2017  
Richmond, VA  
The Westin Richmond

### Central Region Conference

October 18–20, 2017  
Detroit, MI  
Crowne Plaza Detroit  
Downtown Riverfront

### New England Region Conference

October 25–27, 2017  
Portland, ME  
Westin Harborview

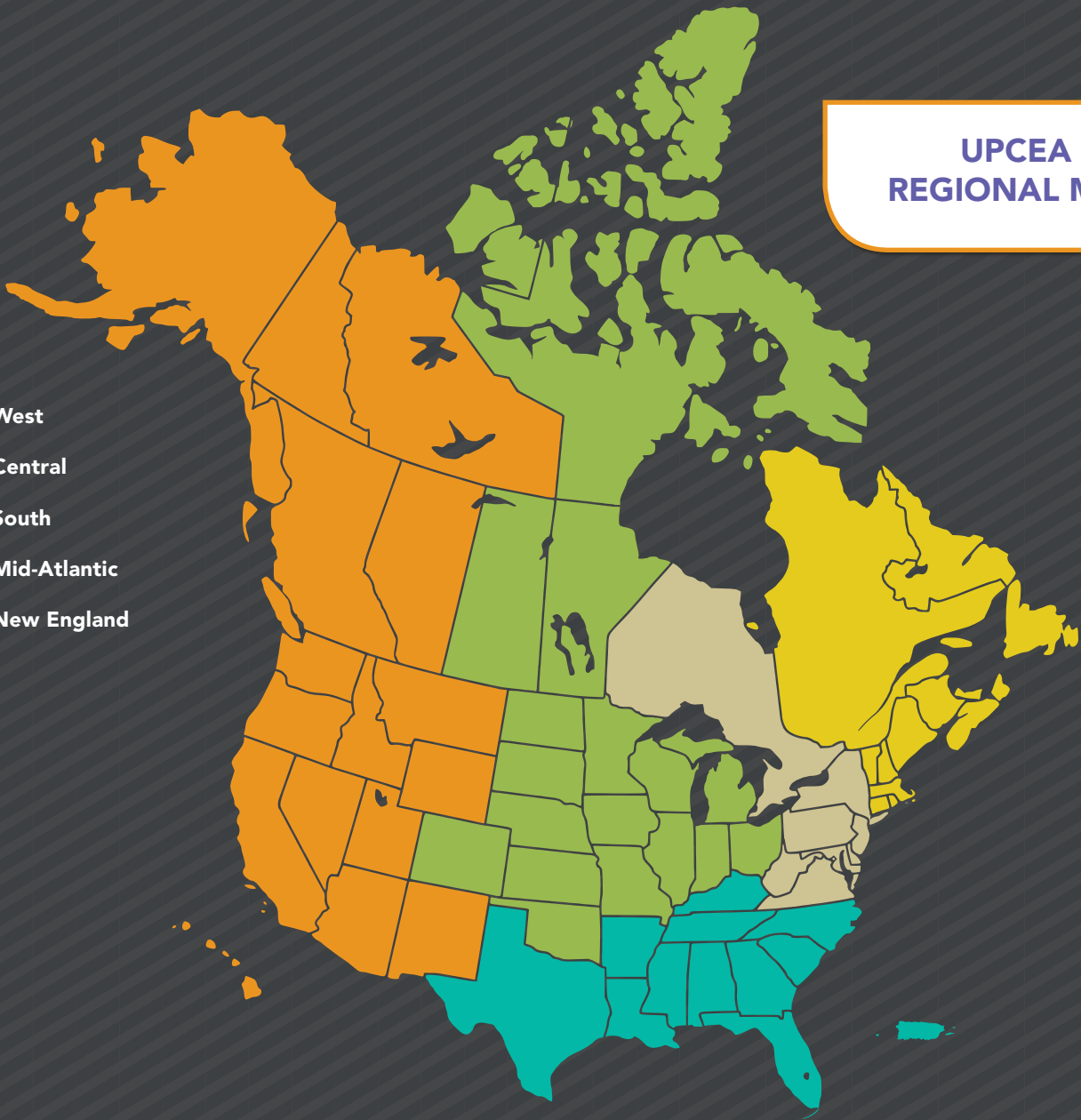


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## UPCEA REGIONAL MAP

- 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

- \$3,500 for Members
- \$4,700 for Nonmembers
- Includes two full conference registrations

### SOLA+R — Summit for Online Leadership and Administration + Roundtable Tabletop Exhibits

- \$2,600 for Members
- \$3,900 for Nonmembers
- Now with two full conference registrations!

### Marketing and Enrollment Management Seminar Tabletop Exhibits

- \$2,600 for Members
- \$3,900 for Nonmembers
- Now with two full conference registrations!

## REGIONAL CONFERENCES

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

- \$1,200 for Members per region
- \$2,000 for Nonmembers per region
- Includes one full conference registration

## 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 and 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 Kimberly Zaski at [kzaski@upcea.edu](mailto:kzaski@upcea.edu) or 202.400.2569.

## YOUR EXHIBIT PACKAGE INCLUDES:

- **National Conferences: Two (2) full conference registrations. Regional Conferences: 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 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) six-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
- Wireless Internet sponsor
- Conference meals and refreshment breaks
- Notepads and pens
- Session sponsorship

\* All national conferences include 50-word company description in conference program.

# Contact Us

## FOR MEMBERSHIP AND PARTNER INFORMATION:

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## FOR EXHIBITS AND LOGISTICS:

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