



Association of Private Sector Colleges and Universities

2011-2012



APSCU

ASSOCIATION OF
PRIVATE SECTOR COLLEGES
AND UNIVERSITIES

Schedule of Events and Sponsorship Opportunities





2011- 2012

APSCU Schedule of Events and Sponsorship Opportunities

Dear APSCU member,

To help your company in its planning, APSCU has developed this list of upcoming programs and events for the current membership year - July 1, 2011 through June 30, 2012. Along with this calendar of events are some of the sponsorship opportunities available. You will notice that there are a wide variety of options available to you that can accommodate any budget.

Many APSCU members have expressed their desire to sponsor different events throughout the year and this guide is intended to assist you in developing an appropriate marketing plan strategy, designed for your company's needs. Please note that this list of sponsorship opportunities is tentative and APSCU is open to other suggestions. For the purpose of long-term planning, it is likely that a similar schedule of events will be offered for the 2012-2013 membership year.

APSCU welcomes and encourages your participation in any or all of these events. Certain sponsorships are limited and are available on a first-come, first-served basis so contact us today!

Sincerely,

*Katie A. Calabrese, CMP
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Association of Private Sector Colleges & Universities
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SCHEDULE AT A GLANCE

Dates throughout the Year

New Dialogue Series

Different locations around the country
Focused on cutting edge issues of the day, the New Dialogue Series delves into themes tied to a competitive workforce and skills development. The Series, populated by subject matter experts, will bring the best in thoughtful policy discussion to a prestigious grassroots audience.

September 19, 2011

BOD Meeting

Washington, DC

November 3-4, 2011

CPA Seminar

Hyatt Regency Crystal City, Arlington, VA
Invited presenters include legal experts and federal agency officials. The program will allow substantial time for discussion among the participating CPAs on: changes to loan program regulations; the 90-10 calculation; three-year cohort default rates; compliance audit updates; and more.

November 9-10, 2011

Default Prevention Seminar

Four Points Sheraton, Washington, DC
Sessions on financial literacy, filing appeals to lower your CDR, and effectively combining in-house staff and third party experts to provide the best service for your students will help you develop a life-of-the-loan, holistic approach to student loan default management.

December 5-6, 2011

State Affairs Coordinating Council Fall Meeting

Phoenix, AZ

This bi-annual meeting brings together leaders from APSCU and executive directors of the nation's state associations to focus on the latest issues affecting the sector.

December 14-16, 2011

Symposium 2011

The Ritz-Carlton, Washington, DC

The conference is specifically designed to bring together current and prospective investors with college leaders to explore debt and equity markets; understand the external forces – economic, demographic, competitive and regulatory – that define the higher education marketplace; and learn how Wall Street analysts and investors view and measure the sector.

January 9, 2012

BOD Meeting

W Fort Lauderdale, Ft. Lauderdale, FL

February 12-15, 2012

Senior Executive Management Seminar

The Ritz-Carlton, Lake Tahoe

This four-day Seminar is designed specifically for owners, directors, and other senior executive college and university leaders. The program is designed to sharpen skills and enhance understanding of management principles needed to develop a quality education experience.

March 6, 2012

BOD Meeting

The Washington Court Hotel, Washington, DC

March 5-7, 2012

Policy Forum and Hill Day/GREAT Awards

The Washington Court Hotel, Washington, DC

This event is a highly effective way to educate Members of Congress and their staff on issues important to our sector. A full day Policy Forum includes briefings on both legislative and regulatory issues highlighting the latest developments.

June 2012

BOD Meeting

Mandalay Bay Resort & Casino, Las Vegas

June 20-22, 2012

Annual Convention & Exposition

Mandalay Bay Resort & Casino, Las Vegas

This annual event, the largest focused on private sector colleges and universities, features exciting keynote speakers; 60+ informative breakout sessions in nine educational tracks; and hundreds of exhibits.

July 12-17, 2012

Leadership Institute

The Bolger Center, Potomac, MD

This annual program – the only seminar designed specifically for directors and emerging college directors – is an intense "boot camp" experience providing six days of focused presentations and discussions about how to effectively run a private sector college or university.



CONVENTION SPONSORSHIPS

SPECIAL PACKAGES

HEADLINING KEYNOTE SPEAKER - \$100,000+ DONATION (1 sponsorship available)

- * Company representative will introduce the headlining keynote speaker at the Convention and will have one minute to address all convention attendees
- * One complimentary 6-booth island at the convention in a prime location
- * Complimentary registration for eight exhibit booth personnel, and beyond that number unlimited additional exhibitor registration at the regular exhibitor personnel fee
- * One complimentary full page ad with special placement in the convention program
- * Group company photo taken with keynote speaker
- * Announcement of sponsorship level at general session
- * Company logo on that day's general session large screen
- * Company logo on convention tote bag
- * One pre-convention marketing email blast to registered attendees
- * Opportunity to have company marketing materials at general session
- * Company logo included on one side of every aisle sign within the exhibit hall floor
- * Company logo included on 4 attendee registration counter kick panels
- * Company logo will be included in one top panel or two side panels of the onsite entrance unit that welcomes Attendees to the show

2ND KEYNOTE SPEAKER - \$50,000 DONATION (1 sponsorship available)

- * Company representative will introduce one of the keynote speakers at the Convention and will have one minute to address all convention attendees
- * Two complimentary booths at the convention (9'x10') in a prime location
- * Complimentary registration for six exhibit booth personnel, and beyond that number unlimited additional exhibitor registration at the regular exhibitor personnel fee
- * One complimentary full page ad with special placement in the convention program
- * One attendee bag insert (limit size – 8 ½" x 11")
- * Group company photo taken with keynote speaker
- * Announcement of sponsorship level at general session
- * Company logo on that day's general session large screen
- * Company logo on convention tote bag
- * One pre-convention marketing email blast to registered attendees
- * Company name and logo on convention brochures, website, and in convention program
- * Company name and logo on directional convention signs
- * Opportunity to have company marketing materials at registration counter



OTHER PACKAGE OPTIONS

PLATINUM - \$15,000 DONATION (5 sponsorships available)

- * Complimentary registration for four additional personnel in exhibit hall
- * Complimentary half page ad in convention program

- * Public announcement of sponsorship level at general session
- * One reserved table (*10 seats*) in a prime location at the awards luncheon
- * Company logo on convention tote bags
- * One pre-convention marketing email blast to registered attendees
- * Company name and logo on convention brochures, website, and in convention program
- * Company name on directional convention signs
- * Opportunity to have company marketing materials at registration counter

GOLD - \$10,000 DONATION (5 sponsorships available)

- * Complimentary registration for three additional personnel in exhibit hall
- * Complimentary half page ad in convention program
- * Public announcement of sponsorship level at general session
- * Company name and logo on convention brochures, website, and in convention program
- * Company name on directional convention signs
- * Opportunity to have company marketing materials at registration counter

SILVER - \$5,000 DONATION (5 sponsorships available)

- * Complimentary registration for one additional personnel in exhibit hall
- * Complimentary quarter page ad in convention program
- * Company name and logo on convention brochures, website, and in convention program
- * Company name on directional convention signs
- * Opportunity to have company marketing materials at registration counter



A LA CARTE ITEMS

- * **Educational Handout Materials - \$15,000 (1 sponsorship available)**
Company name and logo will be on the printed and/or electronic version of the handout booklet which will contain all the breakout session presentations and be distributed to all attendees. Full-page ad on the back cover is also included.
- * **Room Card Keys - \$15,000 – (1 sponsorship available)**
Company logo will be displayed on all hotel room keys that convention guests will receive from hotel registration desk upon check-in. Qty. 3,000 keys
- * **Name Badge Holders – \$12,000 – (1 sponsorship available)**
Company logo will be displayed on the neck wallets which all registrants will receive. (Name badge required for entrance at all Convention events.)
- * **Internet Café - \$10,000 (1 sponsorship available)**
Centrally located in the lounge within the exhibit hall, each computer terminal will be supplied with signage with the sponsoring company's name and logo. Each computer will also default to the sponsoring company's homepage.
- * **Escalator Runner - \$10,000 – (1 sponsorship available)**
Sponsor's company name will be displayed between the escalator handrails for the length of the escalator; this high attendee traffic area connects the meeting room floors where Convention meetings will be held.
- * **Agenda Pocket Guide - \$10,000 (1 sponsorship available)**
Company name and logo will be on the front of the pocket size fold-out version of the convention agenda and also included on the inside front page of the brochure; one copy will be included in every convention tote bag.
- * **Ice Cream Break - \$9,000 (1 sponsorship available)**
Signage will announce the sponsoring company of the ice cream break. Sponsoring company may also provide printed napkins to place at each buffet station or printed materials to be placed at cocktail tables.
- * **Coffee Break – \$7,500 each (1 sponsorship available)**
Signage will announce the sponsoring company of the coffee break. Sponsoring company may also provide printed napkins to place at each buffet station or printed materials to be placed at cocktail tables.
- * **Dessert at Thursday's Luncheon - \$7,500 (1 sponsorship available)**
Signage will announce the sponsoring company of dessert. Sponsoring company may also provide printed napkins to place at each buffet station or printed materials to be placed at cocktail tables.
- * **Display Banner – \$6,000 each (2 sponsorships available)**
Sponsor's banner displayed outside the meeting session rooms (sponsor to provide banner for hanging).
- * **Entrance Signage – \$5,000 each (2 sponsorships available)**
At the entrance of the hotel meeting space, there will be a sign (22"x 28") from your company welcoming attendees to the Convention.
- * **Note Pads and Pens - \$4,000 (1 sponsorship available)**
Note pad and pen with your company name and logo will be distributed at all breakout sessions (sponsor to provide note pads and pens).
- * **"What is New?" Email Blast – \$3,000 each (8 available)**
APSCU will send a one-time pre-marketing email blast to all registered attendees featuring up to eight exhibiting company listings. This email will feature up to eight exhibitor "ads" (limit 50 words) highlighting a special new service or feature or improvement about their company with a hyperlink to each of the companies' websites.
- * **Tote Bag Insert – 1 page flyer (8½" x 11") - \$2,000 (6 available)**
- * **Breakout Session Sponsor - \$1,000**
The sponsoring company's representative will have the opportunity to address the audience for 30 seconds at the start of that session and distribute materials. (Sponsors may request to sponsor a certain breakout topic, on a first-come, first-served basis, however, sponsors may not select a session being presented by a competing company.)



CONVENTION FINAL PROGRAM AD PRICING (Full Color Ads)

Please circle one:

Back cover	\$3,700
Inside front/back	\$3,700
Full page	\$2,700
Half page	\$1,500
Quarter page	\$900

AD SIZES

8.75" x 11.25 (full page with bleed)
 7.5" x 10" (full page with .5" white border)
 7.5" x 10" (full page with .5" white border)
 7.5" x 5" (half page horizontal)
 3.625" x 5" (quarter page vertical)

OTHER APSCU EVENTS

BOARD OF DIRECTORS MEETINGS

Quarterly meetings

Estimated attendance: 20 of the most influential leaders in the career college sector

* **Dinner Sponsor - \$5,000 (1 sponsorship available)**

Sponsoring company will have the opportunity to network with this select group of individuals and make a brief address.

New Dialogue Series

Dates TBD

Estimated attendance: 50-80 thought and industry leaders

* **Program Sponsor - \$2,500**

Company name and logo to be placed on all future printed promotional materials, website, onsite materials and signage at the seminar.

CPA SEMINAR

November 3-4, 2011

Estimated attendance: 25 Title IV compliance and financial auditors

* **Breakfast Sponsor - \$1,000 – (1 sponsorship available)**

Company name and logo to be placed on all the printed promotional materials, website, onsite materials, and signage at the seminar. One complimentary registration for all educational sessions is included.

* **Lunch Sponsor - \$1,000 – (1 sponsorship available)**

Company name and logo to be placed on all the printed promotional materials, website, onsite materials, and signage at the seminar. One complimentary registration for all educational sessions is included.

* **Dinner Sponsor - \$3,000 – (1 sponsorship available)**

Company name and logo to be placed on all the printed promotional materials, website, onsite materials, and signage at the seminar. The opportunity for two company representatives to attend the dinner and the seminar is included.



DEFAULT PREVENTION SEMINAR

November 9-10, 2011

Estimated attendance: 50-100 Financial aid and student loan default prevention experts

*** Table Sponsor - \$1,000 – (3 sponsorships available)**

Sponsoring company to be assigned a table (in the room with food functions) where company materials and giveaways may be placed. One complimentary registration for all educational sessions is included.

*** Breakfast Sponsor - \$2,500 – (1 sponsorship available)**

Company name and logo to be placed on all the printed promotional materials, website, onsite materials, and signage at the seminar. Also, one table sponsorship and two complimentary registrations for all educational sessions are included.

*** Lunch Sponsor - \$2,500 – (1 sponsorship available)**

Company name and logo to be placed on all the printed promotional materials, website, onsite materials, and signage at the seminar. Also, one table sponsorship and two complimentary registrations for all educational sessions are included.

*** Reception Sponsor - \$3,000 – (3 sponsorships available)**

Company name and logo to be placed on all the printed promotional materials, website, onsite materials, and signage at the seminar. Also, one table sponsorship and three complimentary registrations for all educational sessions are included.

FALL STATE AFFAIRS COORDINATING COUNCIL MEETING

December 5-6, 2011

Estimated attendance: 40 state association officers, executive directors and school officials

*** Event Sponsor - \$3,000 – (3 sponsorships available)**

Up to three representatives from each sponsoring company may attend the meeting and all meal functions. Sponsors may address the group for up to five minutes at one of the meal or meeting functions and sponsors will be recognized on signage. This is a great opportunity to interact with most of the major state associations for the sector.

SYMPOSIUM 2011

December 14-16, 2011

Estimated attendance: 200-300 executives from career colleges, private equity and investment firms

*** Co-host - \$20,000 – (6 sponsorships available)**

Company name and logo to be placed on all future printed promotional materials, website, onsite materials, and signage at the seminar and on signage noting it is a sponsor of one of the food and beverage events during the conference. Company will also receive up to five complimentary registrations to the conference for its representatives and table space to place promotional materials in the session room. Company will receive first consideration for being put on as a program participant, if available.

*** Sponsor - \$12,500 – (10 sponsorships available)**

Company name and logo to be placed on all future printed promotional materials, website, onsite materials, and signage at the seminar. Company will also receive two complimentary registrations to the conference for the firm. Company will receive consideration for being put on as a program participant if available (but no guarantees will be made on this).



*** Break Sponsor – \$4,000 – (3 sponsorships available)**

Company name and logo to be placed on all the printed promotional materials, onsite agenda materials, and on signage next to the break station. Company will have opportunity to distribute marketing materials at the hosted break.

SENIOR EXECUTIVE MANAGEMENT SEMINAR

February 12-15, 2012

Estimated attendance: 50 college presidents, owners, and senior executives

*** Sponsor - \$4,500 – (3 sponsorships available)**

Company name and logo to be placed on all future printed promotional materials, website, onsite materials, and signage at the seminar. Company representatives will be introduced at the opening reception and will have the chance to address the crowd at this function. Sponsoring company can send promotional brochure to APSCU ahead of time for inclusion into the seminar handouts.

POLICY FORUM AND HILL DAY/GREAT AWARDS

March 5-7, 2012

Estimated attendance: approximately 400 college presidents, owners, and senior executives

*** Welcome Reception Sponsor - \$5,000 – (1 sponsorship available)**

Sponsor recognized with signage at the event and at an appropriate general session.

*** Policy Forum Breakfast Sponsor - \$4,000 – (1 sponsorship available)**

Sponsor recognized with signage at the event and at an appropriate general session.

*** Policy Forum Luncheon Sponsor - \$7,000 – (1 sponsorship available)**

Sponsor recognized with signage at the event and at an appropriate general session. Additionally, a representative from the sponsoring company will be able to offer brief welcoming remarks at the luncheon.

*** Hill Day Breakfast Sponsor - \$4,000 – (1 sponsorship available)**

Sponsor recognized with signage at the event and at an appropriate general session.

*** Hill Day Luncheon Sponsor - \$5,000 – (1 sponsorship available)**

Sponsor recognized with signage at the event and at an appropriate general session.

STATE AFFAIRS COORDINATING COUNCIL MEETING

June 20, 2012

Estimated attendance: 40 state association officers, executive directors and school officials

*** Luncheon Sponsor - \$3,000 – (1 sponsorship available)**

The sponsoring company may attend the meeting and the meal function. Sponsors may address the group briefly at the meeting and sponsors will be recognized on signage. This is a great opportunity to interact with most of the major state associations for the sector.

LEADERSHIP INSTITUTE

July 12- 17, 2012

Estimated attendance: 45-60 current and upcoming directors and presidents of career colleges

*** Sponsor - \$12,500 – (1 sponsorship available)**

Company name and logo to be placed on all future printed promotional materials, website, onsite materials, signage and name badges at the seminar. Public announcement of the sponsorship will be made.



*** Reception Sponsor – \$4,000 – (1 sponsorship available)**

Sponsoring company receives signage at the reception; the opportunity to be introduced at the event and address the group; and sponsorship acknowledged in the onsite attendee materials. This is the only scheduled reception at the six-day seminar

*** D.C. Tour Sponsor – Actual cost of tour – (1 sponsorship available)**

Sponsoring company has up to a 30-minute “Sponsor Spotlight” to address the group before the outing; attend the tour of D.C. with the group; and receives acknowledgement of the sponsorship in the onsite attendee materials.

OTHER SPONSORSHIPS

WEBINAR SPONSORSHIPS

Ongoing

Estimated attendance: Approximately 200+ log-ins participating per webinar

*** Single Webinar Sponsor – \$3,000 (1 sponsorship available per webinar)**

Sponsoring company’s logo to be placed on the opening and closing slides for that webinar with the words, “Today’s webinar is sponsored by...” and will include the sponsor’s contact information for the closing slide. Sponsoring company’s name and logo also to be included in all promotional notifications about that day’s webinar. (Sponsor may choose which webinar to sponsor by date, subject matter, or speaker, but sponsorships are assigned on a first-come, first-served basis and the sponsoring company can not be a competitor of the webinar presenter’s company.)

*** 3-Pack Webinar Sponsor – \$8,000 (1 sponsorship available per webinar)**

Sponsoring company’s logo to be placed on the opening and closing slides for that webinar with the words, “Today’s webinar is sponsored by...” and will include the sponsor’s contact information for the closing slide. Sponsoring company’s name and logo will also be included in all promotional notifications about that day’s webinar; and sponsor will receive a listing of that day’s call’s participants. (Sponsor’s 3-pack will be three webinars in a row but sponsor may choose when to start their 3-pack, based on availability and the sponsoring company can not be a competitor of any of those speakers’ companies.)

E-NEWSLETTER SPONSORSHIP

Weekly

Email blast to membership of 1,800+ and posted on APSCU website

*** Email Sponsor (1) - \$2,000 (1 sponsorship available per newsletter)**

Sponsoring company will have a banner ad on one of APSCU’s weekly email blasts disseminated to the APSCU membership. Banner ad will be hyperlinked to sponsoring company’s website.

*** Monthly Sponsor (4) – \$7,000 (1 sponsorship available per month)**

Sponsoring company will have a banner ad on each email blast that is sent to the APSCU membership. Email blasts are sent on a weekly basis and sponsorship is valid for one month (four blasts). Banner ad will be hyperlinked to sponsoring company’s website.

For sponsorship reservation information, please contact:

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