



Higher Education Government Relations Conference

HEGRC

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2014 Conference Sponsorship Prospectus

Wednesday, December 3 — Friday, December 5
JW Marriott / 614 Canal Street, New Orleans, Louisiana

The 2014 Higher Education Government Relations Conference serves as an exceptional venue for generating product/service visibility, engaging in professional networking, and supporting efforts to inform higher education public policy and enhance state legislative relations.

More than 225 senior government relations and public affairs professionals representing public colleges, universities, systems, state coordinating bodies, higher education associations and other related non-profit organizations will participate in this year's conference.

Past sponsors have included institutions and systems of higher education, organizations specializing in government relations and public affairs advocacy and communications, legislative tracking services, consulting practices, policy organizations, and lobbying firms.

Provided below is a menu of sponsorship opportunities.
[Online: Click [here](#) for a sponsorship application]

For additional information on conference sponsorship, please contact:

Anne Mandeville
Director, Corporate Partnerships
American Association of State Colleges and Universities
(202) 478-4643
MandevilleA@aascu.org

Sponsorship Level	Event/Function () indicates number available	Description of Benefits
Platinum \$5,000	Opening General Session (1) Conference Reception (1)	<ul style="list-style-type: none"> • Opportunity to address all meeting attendees at the conference’s Opening General Session or Conference’s Opening Reception • Waived registration fee for two with access to all sessions and events (\$475 value) • Use of a six foot table in the registration area during the conference for product demonstrations, consultations, and displays • Placement of the organization’s logo, and a hotlink to its website, on the conference website, in advance email marketing materials, and on the conference mobile application. Placement of the logo on the conference program pamphlet. • Advance spreadsheet containing list of conference attendees and their contact information • Signage recognizing organization as official sponsor of the Opening General Session or Opening Reception
\$2,500 per award or \$5,000 for complete lunch program	State Relations Awards Program Sponsorship Awards Marvin D. “Swede” Johnson Achievement Award (1) Edwin R. Crawford Award for Innovation (1)	<ul style="list-style-type: none"> • Opportunity to briefly address all conference participants attending the awards luncheon. • Placement of the organization’s logo, and a hotlink to its website, on the conference website, in advance email marketing materials, and on the conference mobile application. • Inclusion of organization’s logo on specially produced pamphlet for the State Relations Awards program • Advance spreadsheet containing list of conference attendees and their contact information • Signage recognizing company as official sponsor of the award

Gold \$2,000	Plenary Session (7)	<ul style="list-style-type: none"> • Recognition of the organization’s sponsorship and brief description of the organization during the opening of the plenary session • Waived registration fee for one with access to all sessions and events (\$475 value) • Placement of the organization’s logo, and a hotlink to its website, on the conference website, in advance email marketing materials, and on the conference mobile application. • Signage recognizing organization as official sponsor of the sponsored plenary session
Mobile Application \$2,000	Conference Mobile App (1)	<ul style="list-style-type: none"> • Signage recognizing organization as official mobile application sponsor • Web banner and splash screen on the mobile app linking to company information (sponsor to provide artwork) • Opportunity to push one content item to registrants using mobile app messaging feature • Waived registration fee for one with access to all sessions and events (\$475 value) • Placement of the organization’s logo, and a hotlink to its website, on the conference website, in advance email marketing materials, and on the conference mobile application. • Signage recognizing organization as official sponsor of the sponsored plenary session
Silver \$1,000	Concurrent Session (5)	<ul style="list-style-type: none"> • Recognition of the organization’s sponsorship and brief description of the organization during opening of the concurrent session • Placement of the organization’s logo, and a hotlink to its website, on the conference website, in advance email marketing materials, and on the conference mobile application. • Signage recognizing company as official sponsor of the sponsored concurrent session
Bronze \$500	Institutional Support	<ul style="list-style-type: none"> • Placement of the organization’s logo, and a hotlink to its website, on the conference website, in advance email marketing materials, and on the conference mobile application.

Custom packages are also available. We will be pleased to work with you on creating a partnership package that best meets your goals.

General Information

The 2014 Higher Education Government Relations Conference will be held December 3–5 at the JW Marriot, 614 Canal Street, New Orleans, LA 70130

Phone: (504) 525-6500

Online: <http://www.marriott.com/hotels/hotel-information/travel/msyjw-jw-marriott-new-orleans>

There is a discounted hotel rate of \$172 for a single or double room plus 13% state/local taxes and \$2.00 city occupancy fee. Reservations can be made by calling the hotel directly and referencing the Higher Education Government Relations Conference.

Conference Materials/Deadlines

To ensure sponsor participation in the conference, the following must be received by November 10, 2014:

- The Sponsorship Application and Agreement
- An electronic copy of the sponsoring organization's logo, to be included in the conference mobile application, printed program and on the conference website
- A 50-150 word description of the sponsoring organization to be included on the conference mobile application
- A completed registration form for all organization representatives for sponsorship categories that do not include a complementary conference registration

Please send materials to:

Adrienne Vincent, Program Manager

VincentA@aascu.org

202.478.4645

**American Association
of Community Colleges**

One Dupont Circle, NW • Suite 410
Washington, DC 20036
ph 202.728.0200 • fax 202.833.2467
aacc.nche.edu

**American Association of State
Colleges and Universities**

1307 New York Avenue, NW • Fifth Floor
Washington, DC 20005
ph 202.293.7070 • fax 202.296.5819
aascu.org

**Association of Public
and Land-Grant Universities**

1307 New York Avenue, NW • Fourth Floor
Washington, DC 20005
ph 202.478.6040 • fax 202.296.6456
aplu.org

**Council for Advancement
and Support of Education**

1307 New York Avenue, NW • Tenth Floor
Washington, DC 20005
ph 202.328.2273 • fax 202.387.4973
case.org