

2016 Conference Sponsorship Prospectus for Higher Education Institutions

The 2016 Higher Education Government Relations Conference serves as an exceptional venue for generating product/service visibility, engaging in professional networking, 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 nonprofit organizations will participate in this year's conference.

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

General Information

The 2016 Higher Education Government Relations Conference will be held November 30 – December 2 at the Vinoy Renaissance, 501 5th Avenue NE, St. Petersburg, FL 33701; ph 727.894.1000; <http://www.marriott.com/hotels/travel/tpasr-the-vinoy-renaissance-st-petersburg-resort-and-golf-club/>

There is a discounted hotel rate of \$189 for a single or double room plus applicable local taxes/fees. Reserve accommodations by calling the Vinoy Renaissance 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 18, 2016:

- The Sponsorship Application and Agreement.

- An electronic copy of the sponsoring organization's logo, to be included in the conference mobile app, printed program and conference website.
- A 50-150 word description of the sponsoring organization to be included on the conference mobile app.
- A completed registration form for all representatives for sponsorship categories that do not include a complimentary conference registration.
- Send conference materials to: Adrienne Mosley Vincent, AASCU Program Manager, Partnerships and Special Projects at vincenta@aacscu.org.
- Sponsorship questions contact: Adrienne Mosley Vincent at vincenta@aacscu.org.

Conference Sponsorships

- **Level:** Platinum with two available sponsorships
- **Sponsor Rate:** \$5,000
- **Event/Function:** Conference Opening or Opening Reception

Benefits:

- Two complimentary registrations with access to all sessions and events.
- An opportunity to address all conference attendees at the Conference Opening or Opening Reception.
- Placement of sponsor's logo and a link to its website on the HEGRC conference website, in advance email marketing materials, and on the conference mobile application and event signage.
- Option to utilize a six-foot exhibit table in registration area for product demonstrations, displays and consultations.
- Advance spreadsheet containing conference attendees and their contact information.



- **Level:** Gold with seven available sponsorships
- **Sponsor Rate:** \$2,000
- **Event/Function:** Plenary Session

Benefits:

- One complimentary registration with access to all sessions and events.
- Recognition of sponsorship and brief description of organization during a plenary session.
- Placement of sponsor’s logo and a link to its website on the HEGRC conference website, in advance email marketing materials, and on the conference mobile application and event signage.



- **Level:** Silver with five available sponsorships
- **Sponsor Rate:** \$1,000
- **Event/Function:** Concurrent Session

Benefits:

- Recognition of sponsorship and brief description of organization during a concurrent session.
- Placement of sponsor’s logo and a link to its website on the HEGRC conference website, in advance email marketing materials, and on the conference mobile application and event signage.



- **Level:** Bronze with unlimited sponsorships
- **Sponsor Rate:** \$500
- **Event/Function:** Institutional Programming Support

Benefits:

- Placement of sponsor’s logo and a link to its website on the HEGRC conference website, in advance email marketing materials, and on the conference mobile application and event signage.



- **Award:** Marvin D. “Swede” Johnson Achievement Award
- **Sponsor Rate:** \$2,500 with one available sponsorship or \$5,000 for complete lunch program
- **Event/Function:** HEGRC Awards Luncheon

Benefits:

- An opportunity to briefly address conference participants at the Awards Luncheon.
- One complimentary registration with access to all sessions and events.

- Placement of sponsor’s logo and a link to its website on the HEGRC conference website, in advance email marketing materials, and on the conference mobile application and event signage.
- Advance spreadsheet containing conference attendees and their contact information.



- **Award:** Edwin R. Crawford Award for Innovation
- **Sponsor Rate:** \$2,500 with one available sponsorship or \$5,000 for complete lunch program
- **Event/Function:** HEGRC Awards Luncheon

Benefits:

- An opportunity to briefly address conference participants at the Awards Luncheon.
- One complimentary registration with access to all sessions and events.
- Placement of sponsor’s logo and a link to its website on the HEGRC conference website, in advance email marketing materials, and on the conference mobile application and event signage.
- Advance spreadsheet containing conference attendees and their contact information.



- **Conference Mobile App**
- **Sponsor Rate:** \$2,000

Benefits:

- One complimentary registration with access to all sessions and events.
- Special recognition on the conference mobile app (sponsor to provide artwork).
- Placement of sponsor’s logo and a link to its website on the HEGRC conference website, in advance email marketing materials, and on the conference mobile application and event signage.

HEGRC Sponsors

- American Association of Community Colleges
One Dupont Circle • Suite 410 • Washington, DC 20036
- American Association of State Colleges and Universities
1307 New York Avenue, NW • Fifth Floor • Washington, DC 20005
- Association of Public and Land-grant Universities
1307 New York Avenue, NW • Suite 400 • Washington, DC 20005
- Council for Advancement and Support of Education
1307 New York Avenue, NW • Tenth Floor • Washington, DC 20005