

2009-2010 SASFAA Training Activities and Advertising Opportunities

New: First-time exhibitors at the 2010 Conference shall receive a discount of 25% off the above Exhibitor Fees and Training Packages. Contact the Sponsorship Chair for more information.

Training Packages

Triple Crown \$7500

2 Conference Exhibit Booths
Priority Booth Location (by date)
On-line Conference Support Recognition
Web Banner Ad for Fiscal Year
1/2 Page Ad in All Newsletters
1/2 Page Ad in NAO Workshop Program
New Aid Officers Sponsorship
Mid-Level Workshop Recognition

By purchasing this package, you will save \$2900 on your total package versus sponsoring each item individually. That is a savings of 39%. All items listed in the package are training activities and/or advertising opportunities.

Superfecta \$6000

Conference Exhibit Booth
On-line Conference Support Recognition
Web Banner Ad for Fiscal Year
1/2 Ad in All Newsletters
1/2 Ad in NAO Workshop Program
Mid-Level Workshop Recognition

By purchasing this package, you will save \$1500 on your total package versus sponsoring each item individually. That is a savings of 25%. All items listed in the package are training activities and/or advertising opportunities.

Trifecta \$4250

Conference Exhibit Booth
On-line Conference Support Recognition
Web Banner Ad for Fiscal Year
1/4 Ad in Two Newsletters

By purchasing this package, you will save \$850 on your total package versus sponsoring each item individually. That is a savings of 20%. All items listed in the package are training activities and/or advertising opportunities.

Exacta \$3000
Conference Exhibit Booth
On-line Conference Support Recognition

By purchasing this package, you will save \$500 on your total package versus sponsoring each item individually. That is a savings of 17%. All items listed in the package are training activities and/or advertising opportunities.

Conference Sponsorship Opportunities

Our annual training conference will be held February 21 – 24, 2010, at the Marriott Louisville in Louisville, KY. Information regarding room reservations may be found at the conference section of our website (when available). Information about set-up times, shipping and drayage will be sent to the primary contact listed.

The annual training conference is open to all persons located within the SASFAA region or those doing business in the SASFAA region. The training conference is intended to provide topical discussions and training for financial aid professionals and those persons serving financial aid professionals.

[] Conference Exhibit Booth \$3000

- Booth, location determined by vendor/sponsor chair, with notable exception outlined below in high visibility booth location policy.
- All exhibitors must be paid members of SASFAA
- All exhibitors must register for and pay conference registration fees in order to exhibit and attend conference activities.
- Recognition of conference exhibitors will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. Exhibitors will be given the opportunity to opt out of this at their own discretion.

[] Priority Location \$1000

- Must be a conference exhibitor
- Entitles exhibitor to pre-select a booth location based on drayage company blue line layout
- High visibility booth locations will be honored by dollar amount contributed and then in order of date that web-based sponsor form is completed.

[] Extra Exhibit Booth \$1000

- Must be a conference exhibitor
- Entitles exhibitor to a second booth contiguous to original booth,
- Additional booths may be purchased at the same rate as the second booth
- Double booths may be limited due to space availability
- Double booths will be honored in order of date that web-based sponsor form is completed.

[] Non-Exhibit Conference Support \$2000

- All conference supporters who wish to attend the conference must be paid members of SASFAA
- All conference supporters who wish to attend the conference must register for and pay conference registration fees in order to exhibit and attend conference activities.
- Recognition of conference supporters will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. Supporters will be given the opportunity to opt out of this at their own discretion.

[] On-line Conference Support Recognition \$500

- Listed alphabetically on conference on-line registration Web page with hyperlink to supporter's Web site
- Must be an Exhibitor or Non-Exhibit Conference Supporter to qualify for this recognition.

Non-Conference Training Activities

[] New Aid Officers Workshop \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

[] Mid-Level Workshop \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

Advertising Opportunities

[] New Aid Officer Workshop Ad \$500 Half Page

- Ads will be black and white and content is provided by advertiser
- Placement of ads will be at the discretion of the Vice President

- Ads may be limited due to space and will be honored in order of date web-based sponsor form is completed

Newsletter Ads

- Ads will be in color and content is provided by advertiser
- Placement of ads will be at the discretion of the Newsletter Editor
- Ads may be limited due to space and will be honored in order of date web-based sponsor form is completed
- Ad Copy should be sent to the Newsletter Editor by the 10th day of the month preceding the publication date.

Full Page Newsletter Ads \$500/ Issue
 Fall Issue
 Winter Issue
 Spring Issue
 Summer Issue

Half Page Newsletter Ads \$300/ Issue
 Fall Issue
 Winter Issue
 Spring Issue
 Summer Issue

Quarter Page Newsletter Ads \$200/ Issue
 Fall Issue
 Winter Issue
 Spring Issue
 Summer Issue

Newsletter Editor

Please send digital ad copy and web link to:

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 Director of Financial Aid
 Atlanta Technical College
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 Atlanta, GA 30310
 Phone: (404) 225-4714
 Fax: (404) 225-4721

Email: dclark@atlantatech.edu

Web Banner Ad \$1200 for Fiscal Year

- Ads will be in color and content is provided by advertiser
- Placement of ads will be at the discretion of the Electronic Services Chair