

SASFAA Exhibitor/ Sponsorship Options for 2011-12

SASFAA is pleased to offer you, our colleagues in the business sector, the opportunity to support our **training** efforts as financial aid professionals. While we will continue to offer individual training activities to sponsor, advertise and exhibit, we have also produced some discounted packages that will allow you take advantage of some very significant cost savings.

Our conference theme this year is *Focusing on What's Best for Students*. As you will see in the options available, we have extended this theme to our training packages.

Please review this list of various opportunities and determine those that you wish to support. Most items will afford you the opportunity to complete an on-line form and submit. We will follow up with an e-mail message confirming your choice and then arrange for an invoice to be issued. Some items may require additional information and discussion. Feel free to call or e-mail me with any questions you have.

R. Dewey Knight, Sponsorship Chair

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SASFAA Exhibitor/ Sponsorship Options for 2011-12

SASFAA Training Activities and Advertising Opportunities

Note: First-time exhibitors at the 2012 Conference shall receive a discount of 25% off the below Exhibitor Fees and Training Packages. Contact the Sponsorship Chair for more information.

Training Packages

UNIVERSE Package

\$6000

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

By purchasing this package, you will save \$1800 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

GALAXY Package

\$5000

Conference Exhibit Booth
Priority Booth Location (by date)
On-line Conference Support Recognition
Web Banner Ad on Web site and Blog for Year
1/2 Ad in NAO Workshop Program
New Aid Officers Recognition

By purchasing this package, you will save \$1300 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

STAR Package

\$3500

Conference Exhibit Booth
On-line Conference Support Recognition
Banner Ad on Web site and Blog for Year

By purchasing this package, you will save \$800 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Conference Sponsorship Opportunities

Our annual training conference will be held February 26 – 29, 2012, at the Sheraton Greensboro in Greensboro, NC. Information regarding room reservations may be found at the conference section of our Web site. 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

\$2000

- Booth, location determined by vendor/sponsor chair, with notable exception outlined below in high visibility booth location policy.
- 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

\$500

- 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

\$500

- 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.

External Marketers Booth \$500

- Exhibitors that do not have financial aid, post secondary education, or higher education at the core of their mission
- All External Marketers must be approved by the vendor/sponsor chair, who has the authority to determine if the organization meets the criteria for this category
- The SASFAA Board reserves the right to refuse an External Marketer's request to exhibit at the conference
- External Marketers are not permitted to be SASFAA members
- External Marketers may not attend conference functions without paying an additional fee, which will be determined by the board
- Booth location will be at the discretion of the vendor/sponsor chair, with priority consideration being given to exhibitors with financial aid, post secondary education, or higher education at the core of their mission
- External Marketers are responsible for any costs associated with vending
- Exceptions to this policy must be approved by the vendor/sponsor chair and president

[] Non-Exhibit Conference Support \$1500

- 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 \$500.00

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

- [] Banner Ad for Web site and Blog \$1800 for 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