

Sparking a Revolution

Conversations in Continuing Education

October 5-7, 2011 | Nassau Inn, Princeton, N.J.



UPCEA MID-ATLANTIC REGION **SPONSORSHIP OPPORTUNITIES – FALL 2011 CONFERENCE**

All levels of sponsorship provide you with unique opportunities to interact with leaders and decision makers from the best-known colleges and universities in Delaware, Maryland, New Jersey, New York, Pennsylvania, and the District of Columbia. A full comparative summary of the benefits at each level is shown at the bottom of this flyer, which will assist you in selecting the sponsorship level that best suits your needs. Returning sponsors from the 2010 conference will receive a 10% discount when they increase their sponsorship for the 2011 conference by **July 1, 2011**.

Platinum Sponsor **\$5,000**

This premier level of sponsorship highlights your organization as an annual partner of the UPCEA Mid-Atlantic region, and provides you with access to the region and its members throughout the year, beginning with the fall 2011 conference. Benefits include:

- All benefits of Gold level sponsorship
- One complimentary registration in the leadership pre-conference workshop at the 2011 regional conference, giving you 3 hours of networking time with continuing education leaders (\$75 value)
- One complimentary registration in each of four Mid-Atlantic region Peer Learning Circles (PLCs) in 2011-2012 (\$180 value)
- Your annual sponsorship highlighted throughout 2011-2012 on the Mid-Atlantic region's website and at all four Mid-Atlantic region Peer Learning Circles (PLCs)
- Highlighted as an annual sponsor of the Mid-Atlantic region's reception at the 2012 UPCEA national conference in Portland, OR, and attendance for 5 individuals at the reception.

Gold Sponsor **\$3,000**

This high profile level provides you with sponsorship of the Awards Event. A unique opportunity for your organization to be highlighted as the event sponsor through the display of your banners during the event, on the conference website, in conference emails and publications, and in press releases related to the event. Other benefits include:

- All benefits of Silver level sponsorship
- Two complimentary full conference registrations (\$700 value)
- Optional participation in a panel session during the conference. Topic to be determined in collaboration with the conference planning committee. To be eligible for a panel presentation, your sponsorship at this level must be confirmed by **May 1, 2011**.
- Your sponsorship also highlighted by a full page advertisement in the print program, and prior to the keynote presentations and the breakfast and lunch sessions

Silver Sponsor **\$2,000**

- All benefits of Bronze level sponsorship
- One complimentary full conference registration (\$350 value)
- Access to the conference registration list before the conference
- Your sponsorship also highlighted by a half page advertisement in the print program and prior to the breakfast and lunch sessions

Bronze Sponsor **\$1,000**

- One six foot table in the sponsor's area at the conference site
- Two hours dedicated networking time with conference attendees during breaks
- Lunch table sponsorship and a personal networking opportunity at every lunch event
- Access to the conference registration list after the conference
- Your sponsorship highlighted prior to the 2011 regional conference concurrent session presentations
- Sponsorship highlighted by your logo and hyperlink on the conference website, in pre-conference emails, and listed as a sponsor in the print program

**To become a sponsor contact
Chris Sax, Sponsorship Committee Chair, CSAX@SHIP.EDU or 717-477-1348**

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COMPARATIVE SUMMARY OF BENEFITS

Sponsorship Benefits	Platinum Sponsor \$5000	Gold Sponsor \$3000	Silver Sponsor \$2000	Bronze Sponsor \$1000
2011 Mid-Atlantic Region Conference				
Your sponsorship highlighted in marketing materials: 1. Logo & hyperlink on conference website 2. In pre-conference emails 3. Listed as a sponsor in the print program 4. Half page ad in the print program 5. Full page ad in the print program	1-3, 5	1-3, 5	1-4	1-3
Your sponsorship highlighted during the conference prior to presentations	Keynote sessions	Keynote sessions	Concurrent sessions	Concurrent sessions
Your sponsorship highlighted during the awards event and in press releases related to the event	X	X		
Access to the registration list BEFORE the conference	X	X	X	
Access to the registration list AFTER the conference	X	X	X	X
One six foot table in the sponsor area at the conference site	X	X	X	X
2 hours dedicated networking time conference attendees during breaks	X	X	X	X
Lunch table sponsorship & personal networking opportunity at every lunch event	X	X	X	X
Complimentary full conference registration	2 reg \$700 value	2 reg \$700 value	1 reg \$350 value	
Complimentary registration in the leadership pre-conference workshop	1 reg \$75 value			
Optional participation in a conference panel session	X	X		
Mid-Atlantic Region Sponsorship Throughout 2011-2012				
Complimentary registration in each of four Mid-Atlantic region Peer Learning Circles (PLCs)	4 reg \$180 value			
Highlighted as an annual sponsor during all four Mid-Atlantic region Peer Learning Circles (PLCs)	X			
Highlighted as an annual sponsor on the Mid-Atlantic region's website	X			
Highlighted as an annual sponsor of the Mid-Atlantic region's reception at the 2012 UPCEA national conference in Portland, OR, and attendance for 5 individuals at the reception.	X			