

DISRUPTION 2.0

Game Changers in Continuing, Professional, & Online Education

UPCEA 98TH ANNUAL CONFERENCE • APRIL 3-5, 2013 • BOSTON, MA

UPCEA

2012 Annual Conference

At Boston's Marriott Copley Place

EXHIBITOR PROSPECTUS

APRIL 3-5, 2013

Exhibiting Means Opportunities!

Why Exhibit?

UPCEA is the leading organization for colleges and universities engaged in professional, continuing, and online education. Our Annual Conferences attract hundreds of deans, directors, marketers, and other administrators engaged in higher education and curious about new resources and products. The 2013 Conference will provide numerous opportunities for you to interact with current and potential clients, including an impressive exhibit hall setup and activity center.

Exhibit Booth Fees

Booth Size	UPCEA Corporate Member Price	Non-Corporate Member Price
Single booth	\$2,200	\$2,700
Double booth	\$4,400	\$5,400

Exhibitor Single Booth Includes:

- (1) 8' X 10' booth
- 2 full conference registrations
- List of pre- and post-registered attendees
- Company description in the final program
- Link to company website from UPCEA website

Exhibitor Double Booth Includes:

- (1) 16' X 20' booth
- 4 full conference registrations
- List of pre- and post-registered attendees
- Company description in final program
- Link to company website from UPCEA website

Location of Exhibits

The 2013 UPCEA Exhibit Hall is located in Salons A-E.

Exhibit hours are as follows:

Wednesday 4/3: 6pm-7:30pm [Reception]

Thursday, 4/4: 10:30am-5:00pm [Lunch; Refreshment Breaks]

Friday, 4/5: 9am-12:00pm [Refreshment Break]

Reserve Exhibit Space

Don't delay! To reserve your Exhibit Booth, please visit:

http://www.upcea.edu/calendar_day.asp?date=4/3/2013&event=29

Purchasing an exhibit space includes two full conference registrations. Once you have reserved exhibit space, you will receive a confirmation email that will direct you to the registration page for your two company representatives. Additional individuals can be registered via the Annual Conference website: <http://boston.upcea.edu/registration.html>

WE HOPE TO SEE YOU IN BOSTON!

Ad Pricing

Advertising in the Program

Conference attendees utilize the Annual Conference Program as their guide throughout the conference. They also share their programs with colleagues back at their respective institutions. Advertising in the program is a way to enhance your visibility and reach key decision makers in professional, continuing and online education. Don't miss out on this opportunity!

The final program is an attractive 8-1/2" X 11" printed booklet. Full and half page ads are available for the inside pages.

Program Advertising Rates

<u>B/W and Color Options</u>		<u>Corporate Member Member Price</u>	<u>Non-Member Price</u>
Full page bleed	8.5" wide X 11" (trim size) Bleed image must be 8.75" wide X 11.25"	\$1,495	\$1,895
Full page	7" wide X 10"	\$1,495	\$1,895
½ page	7" wide X 4.5"	\$895	\$1,195
<u>Inside Front Cover:</u>	7" wide X 10"	\$2,495	\$3,195
<u>Inside Back Cover:</u>	7" wide X 10"	\$2,295	\$2,895
<u>Back Cover:</u>	8.5" wide X 11" (trim size) Bleed image must be 8.75" wide X 11.25"	\$2,895	\$3,695

Preferred Materials

- Press quality PDF files are preferred.
- Pre-flighted digital files may be supplied on CDs, DVDs, or via email. All files must include all linked scans, artwork, and fonts used in the file.

File Format Information:

- Compression -- Files may be compressed.
- Resolution – Grayscale and color images/files should have a resolution of >300 dpi, 133 line screen.

Deadlines

Space reservations must be made by February 15, 2013. Ad materials must be received by March 1, 2013. Ads will not be accepted without payment. For information on advertising specifications, please contact Kandace Gilligan at 202-659-3130 or via email at kgilligan@upcea.edu.

**For Ad Sales, please contact Cheri Simpson, Director of Corporate Relations
at 919-240-4909 or csimpson@upcea.edu**

Sponsorship Opportunities

A. \$7,500 Sponsor the food for the Opening Reception in the Exhibit Hall

Help kick off the conference with a fun-filled networking reception in the Exhibit Hall! Your company receives prominent recognition prior to and at the event, recognition in the Final Program, plus signage.

Benefits:

- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed outside the Exhibit Hall before and during the event
- company name as sponsor on signage in Exhibit Hall near food stations
- recognition at the reception by UPCEA CEO or President
- 1 complimentary registration to the conference
- 1 complimentary full page ad in the Final Program

B. \$7,500 Sponsor the Drink Tickets for the Opening Reception in the Exhibit Hall

Benefits:

- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed outside the Exhibit Hall before and during the event
- company name as sponsor printed on the drink tickets
- recognition at the reception by UPCEA CEO or President
- 1 complimentary registration to the conference
- 1 complimentary full page ad in the Final Program

C. \$7,500 Sponsor the Keynote Speaker & Breakfast on Thursday, April 4th

Benefits:

- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed at the entrance to the keynote speaker & breakfast event
- company name as sponsor on signage near food stations
- recognition at the keynote address by UPCEA CEO or President
- 1 complimentary registration to the conference
- 1 complimentary full page ad in the Final Program

D. \$7,500 Sponsor Lunch in the Exhibit Hall on Thursday, April 4th

Benefits:

- recognition on the UPCEA website
- recognition in the Final Program
- prominent signage placed by the food stations in the Exhibit Hall
- a table placed near the food stations for you to place promotional materials
- recognition at the Lunch by a UPCEA representative
- 1 complimentary registration to the conference
- 1 complimentary full page ad in the Final Program

E. \$7,500 Sponsor the Keynote Speaker and Breakfast on Friday, April 5th

Benefits:

- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed at the entrance to the keynote speaker and breakfast event
- prominent signage placed by the food stations for the event
- recognition at the keynote address by UPCEA CEO or President
- 1 complimentary registration to the conference
- 1 complimentary half-page ad in the Final Program

F. \$3,000 Refreshment Break

Benefits:

- recognition on the UPCEA website
- recognition in the Final Program
- prominent signage placed by the refreshment station for the break
- a table placed near the refreshment station for you to place promotional materials
- 1 complimentary registration to the conference
- 1 complimentary half-page ad in the Final Program

If you are interested in sponsorship, please contact Cheri Simpson, Director of Corporate Relations at 919-240-4909 or csimpson@upcea.edu

Solutions Center

Hello Exhibitors!

I am so pleased you will be exhibiting at the UPCEA Annual Conference in Boston. We will be offering a "Solutions Center" for conference attendees. The idea is that on our UPCEA Annual Conference webpage, there will be a hot link to the URL you provide us with so attendees can pre-register for a free, 15-minute consultation at your booth during Exhibit Hall hours. The consultation will focus on a problem the attendee needs solved at their institution/in their department.

Our goal is to draw increased attention to your booth and service offerings, and add value to attendees.

This is how we will be advertising the Solutions Center on the annual conference website:

UPCEA Creates "Solutions Center" for Conference Attendees

Conference attendees. Are you looking for successful solutions for your department? Do you have a problem you would like help with? Here is the opportunity to meet with experts at the Annual Conference. Exhibitors are arranged by sector on the UPCEA Annual Conference website under "Schedule A Free Consultation." Please click on the appropriate link to schedule your free 15 minute appointment. The free consultations will take place in the Exhibit Hall and Activities Center at the Boston Marriott Copley Place. Feel free to sign up for more than one -- exhibitors are waiting to speak to you!

I look forward to seeing what you come up with for the hot link, whether it is an online calendar, link to a company representative's email address, etc. Please send it to me as soon as possible, and thank you. Also, please let me know what sector you should be listed under (e.g., Adult Student Success, CRM, Online Proctoring, etc.).

A Sample of Past Annual Conference Exhibitors

ACEware Systems, Inc.
Active Network Inc.
Administrative Software Applications, Inc.
Advanced Solutions International
Alpha Sigma Lambda Honor Society
Augusoft, Inc.
B Virtual Inc.
Campos Inc
Career Step
College for Financial Planning
The College Network
Colloquy
Dalton Education, LLC
DemandEngine
Datamark
Deltak
Education To Go (ed2go)
Education Testing Consultants
Eduventures, Inc.
eLearners.com + LeadWatchLive.com
Embanet * Compass Knowledge Group
Entrinsik, Inc.
ESM
GateHouse Media New England
Hezel Associates, LLC
Hobsons
InsideTrack
Jaxxon Promotions, Inc.
Jenzabar
JMH Consulting, Inc.
Kryterion
MindEdge, Inc.
The New York Times
Pearson
Project Management Institute (PMI)
Remote Proctor
RightNow Technologies
Sonic Foundry
UBC Continuing Studies Test Prep Program
Ungerboeck Systems International
W.I.T.S.

**Questions: Please contact Cheri Simpson, Director of
Corporate Relations, at csimpson@upcea.com or
919-240-4909**