2020 Annual Conference

PASSPORT TO LEARNING

September 22–26, 2020
Chicago Marriott Downtown Magnificent Mile

Sponsor Prospectus
DEAR VALUED SPONSOR

We invite you to join us for The Enrollment Management Association’s 2020 Annual Conference, being held on September 22-26, 2019 in Chicago, IL.

The EMA annual conference, which drew more than 1,100 attendees last year, is focused solely on the needs of admission professionals and other key constituents with an important stake in independent school enrollment—placement officers, heads of school, and educational consultants.

As in previous years, the sponsor opportunities we offer are unique in that we do not utilize an exhibit hall away from the action; rather, we place our sponsor tables in the main hallway surrounding the ballroom (where all keynotes are held) and near food and beverage stations. We feel that this is the best way to maximize our sponsors’ visibility and opportunities to connect with attendees.

This event is well attended for good reason - it is the largest and most comprehensive independent school enrollment conference in the world, offering professionals at every level in their careers and from a variety of backgrounds the ability to tailor the program to meet their needs. Our speakers are inspiring, the networking opportunities are plentiful.

EMA is committed to providing our sponsors:
+ Unique packages at various price points that allow sponsors maximum exposure to conference attendees
+ Business promotion via social media (before, during, and after the conference)
+ Sponsor recognition at multiple times throughout the conference
+ A complete attendee list with email addresses, as soon as registration closes
+ Speaking opportunities: present content, demonstrations, or Q&A sessions
+ Promotion of services and content through the conference event app

We hope to welcome you to Chicago this September! For more information (or to get signed up now if you’re ready!) please email Joanna Ferguson at sponsor@enrollment.org. We look forward to seeing your group this fall.

Best,

Heather Hoerle, Executive Director,
The Enrollment Management Association

Joanna Ferguson, Sponsorship Sales Representative,
The Enrollment Management Association
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Nearly 90% of attendees are school employees.

Other attendees represent community-based organizations, association execs, educational consultants, and vendors.

Over 4,000 followers on social media.

Attendance by Role:
- Admission Director/Enrollment Manager
- Associate/Assistant Director of Admission
- Diversity/Inclusion Directors
- Financial Aid Director
- Head of School
- Marketing/Communications Directors
- Secondary School Placement Director

U.S., Canada, and international schools are represented.

School Types:
- Boarding schools: 57%
- Coed schools: 43%
- Day schools: 14%
- Single sex schools: 86%

Over 1,000 attendees.

60+ sessions at conference.

Over 4,000 followers on social media.
PAST SPONSORS SAY...

To what degree does EMA deliver what was promised of your conference sponsorship package?

100%

What Were Your Top Three Business Objectives at this Event?

- Industry participation: 89%
- Meet/retain current customers: 44%
- Sales: 33%
- Gather new prospects: 33%
- Up-sell current customers: 11%
- Brand awareness: 44%

Source: 2017 EMA Sponsorship Feedback Survey

“Best in class conference and conference staff! Count us in every year!”

“The event overall is managed exceptionally well. There is clearly great care taken in this event and it shows. Thank you!”

“Great conference. You all did a wonderful job. We felt very welcome and supported. Thank you!”
# Sponsorship Opportunities

## How to Reserve Sponsorships

Sponsorships are on a first come, first served basis and opportunities are first presented to corporate members of The Enrollment Management Association. To reserve today, email Joanna Ferguson at sponsor@enrollment.org.

## 2020 Offerings

<table>
<thead>
<tr>
<th></th>
<th>Diamond ($15,000 Member, $20,000 Non-Member)</th>
<th>Platinum ($10,000 Member, $12,000 Non-Member)</th>
<th>Gold ($6,000 Member, $7,500 Non-Member)</th>
<th>Silver ($4,000 Member, $5,000 Non-Member)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Opportunity (workshop slot)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Logo in Email Communications</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Recognition from the podium by EMA leadership with an invitation to join them on stage</td>
<td>● (with invitation onstage)</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Premier table location in and around EMA’s registration area and keynote speaker ballroom</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Tables Provided</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Choice of additional add-on</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Complimentary Full Conference Registrations</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Exhibit Hall Only Registrations</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Website recognition</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Conference Mobile App</td>
<td>Logo/Company Name + Sponsored Posts</td>
<td>Logo/Company Name + Sponsored Posts</td>
<td>Logo Only</td>
<td>Logo Only</td>
</tr>
<tr>
<td>Postal/email list of attendees for one-time use prior to the event</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
DIAMOND SPONSORSHIP

EMA Members: $15,000 • Non-Members: $20,000 (2 sponsorships available)
Maximize your visibility! Take advantage of this premium offer and secure the optimal placement, right next to the EMA team! There are also additional branding opportunities, a scheduled workshop to connect with attendees directly, and public recognition during the conference opening.

- Speaking opportunity - workshop slot
- Website recognition
- Logo in email communications
- Conference mobile app
- Recognition from the podium from EMA leadership
- Full conference access
- 4 complimentary full conference registrations
- Logo/company name + sponsored posts
- 2 exhibit hall only badges
- Postal/email list of attendees for one-time use prior to the event
- Two 6-foot tables (for standard table top display)

Diamond Add-on Options (included in package):
Branded Drink Tickets ~OR~
Small marketing materials delivered to attendees staying at the conference hotel
PLATINUM SPONSORSHIP

EMA Members: $10,000 • Non-Members: $12,000 (4 sponsorships available)
Make use of great space and additional branding opportunities!

- Logo in email communications
- Recognition from the podium from EMA leadership
- In-conference signage presenting your logo
- 3 complimentary full conference registrations
- 2 exhibit hall only badges
- Website recognition
- Conference mobile app Logo/company name + sponsored posts
- Full conference access
- Postal/email list of attendees for one-time use prior to the event
- One 6-foot table (for standard table top display)

Platinum Add-on Options (included in package):
Branded Coffee Cup Sleeves (for one break)
GOLD SPONSORSHIP

EMA Members: $6,000 • Non-Members: $7,500 (4 sponsorships available)
Position yourselves close to the keynote speakers to ensure lots of traffic!

- 2 complimentary full conference registrations
- 1 exhibit hall only badge
- Website recognition
- Conference mobile app Logo/company name
- Full conference access
- Postal/email list of attendees for one-time use prior to the event
- One 6-foot table (for standard table top display)
SILVER SPONSORSHIP

EMA Members: $4,000 • Non-Members: $5,000 (15 sponsorships available)
A great value! Ensure you are in attendance and have opportunities to connect with current clients and future ones.

- 1 complimentary full conference registration
- 1 exhibit hall only badge
- Website recognition
- Conference mobile app Logo/company name
- Full conference access
- Postal/email list of attendees for one-time use prior to the event
- One 6-foot table (for standard table top display)

EMA Members: $4,000 • Non-Members: $5,000 (15 sponsorships available)
A great value! Ensure you are in attendance and have opportunities to connect with current clients and future ones.
SPONSORSHIP AGREEMENT

Please read the enclosed guidelines pertaining to sponsorship at the The Enrollment Management Association’s 2020 Annual Conference.

1. Contracts for Sponsorship
   A signed contract and full payment of invoice constitute a contract between the The Enrollment Management Association and Sponsor. Sponsorship Contract and Invoice together, with payment, constitute the entire contract.

2. Assignment of Table Space
   Table assignments are provided by The Enrollment Management Association and are determined based on sponsorship level and a first-come first-served basis.

3. Exhibit Space Rental and Payment
   Each sponsorship area is one 6 foot table, dependent upon sponsor level (for table top display). Full payment is required to secure your table. Full payment is due no later than July 6, 2020.

4. Tables
   Each Sponsor is furnished one or two standard 6 foot tables, dependent upon sponsor level, with two chairs per table. Other furniture and booth furnishings may be obtained from The Enrollment Management Association, subject to hotel approval and availability.

5. Table Regulations
   a. Subletting/Sharing of Sponsor Spaces
      No Sponsor shall assign, sublet, or apportion the whole or any portion of space allocated, nor exhibit therein any products and/or services other than those produced or distributed by the Sponsor in the regular course of his/her business. No Sponsor can share a booth with another company even if both companies reside under a larger umbrella organization.
   
   b. Audio Devices
      Exhibits that include the operation of musical equipment, radios, sound motion picture equipment, public address systems, or any noise making machines must be operated so that the resulting noise will not annoy or disturb adjacent Sponsors and their patrons, or conference programming, and must be approved in advance by The Enrollment Management Association.
   
   c. Table-Top Specifications
      Demonstrations, lighting, literature distribution and sound levels must not interfere with the flow of aisle traffic. The Enrollment Management Association reserves the right to have the sponsor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow in the aisles or that overflows into neighboring exhibits. Sponsors who wish to use any nonstandard table-top specifications, design, equipment, etc. that conflict in any way with these regulations must submit two copies of a detailed rendering or proposed layout (including dimensions) at least 30 business days before the Annual Conference for EMA’s approval.

(continued on next page)
SPONSORSHIP AGREEMENT

5. Table Regulations (continued)

d. Compliance with Schedule
   An attendant must be in charge of each table during the hours when the exhibit area is open, and further, each Sponsor agrees to maintain installed display space through all conference days and hours.

e. Security
   It is the responsibility of the Sponsor to store or remove all products, signage, etc. at the end of each day should they choose to do so. The Enrollment Management Association is not responsible for loss or damage to sponsor property. Each sponsor must take precautions to safeguard its goods, materials, equipment and display area at all times.

f. General Restrictions
   The Enrollment Management Association reserves the right, without recourse, to absolutely control or prohibit any exhibit or part of any exhibit which, in its opinion, is not suitable or in keeping with the character of the conference/organization.

g. Audio/Visual
   Should any audio/visual equipment be required, it is the responsibility of the Sponsor to secure and arrange payment directly with the hotel. The Enrollment Management Association is not responsible for any audio/visual charges.

h. Sponsor Attendee Registration
   It is the responsibility of each sponsor to register their attending representatives using the registration code provided after your sponsorship has been confirmed.

i. Distribution of Materials:
   Distribution of printed material, audio recordings and/or videos by the sponsor or its agents is limited to the area rented by the sponsor in the exhibit area. Such materials are not permitted in the registration areas, on lunch and/or lounge tables, in or near meeting rooms, or in hotel rooms contracted by The Enrollment Management Association. Noncompliance with this regulation will result in the prompt removal of the offending person and property from that area.

Sponsor payment due July 6, 2020
Questions? Contact Joanna Ferguson: sponsor@enrollment.org
Exhibit Hours: Thursday 8:00 am to 5:00 pm and Friday 8:00 am to 5:00 pm.
All sponsorships include: 6’ draped table, 2 chairs and a wastebasket.