



2017 General Assembly Exhibitor & Sponsor Application

November 16 – 19, 2017 ♦ Denver Marriott City Center, Denver, CO



The BACCHUS Initiatives of NASPA General Assembly is the premier educational and networking opportunity for peer educators and their advisors.

This event aims to help peer educators and their advisors build exceptional programs in health, safety, and student leadership. Sessions will suggest new ideas and strategies for peer education programming while allowing advisors to learn how to make prevention efforts stronger on their

campuses.

Registration Deadline: October 19, 2017. Visit www.naspa.org/events/2017GA for event details.

Why Become a BACCHUS GA Exhibitor/Sponsor?

- ✓ Share information about your company or graduate school program with all 550 plus of our attendees!
- ✓ Increase brand/school awareness and recognition
- ✓ Help support undergraduate peer educators as they come together to hone their craft
- ✓ Build or develop your relationship with the BACCHUS Initiatives and NASPA



Attendee Information

Annually, over 550 students and their professional staff and faculty advisors attend General Assembly from more than 110 different institutions of higher education from 34 states.

- 73% undergraduate students
(most attendees are juniors or seniors)
- 6% graduate students
- 20% staff and faculty advisors
- Average student age: 20.8
- Average group size: 4.9

FOR MORE INFORMATION CONTACT:

Kristie Jacobsen Jerde

Advertising and Exhibits Coordinator, NASPA
218-280-7578 / kjerde@naspa.org

Exhibit Packages (Select One or See Sponsor Packages)

<input type="checkbox"/> Package 1 \$1,600 <ul style="list-style-type: none"> ➤ Exhibit Space ➤ Registration fee for up to three (3) ➤ Full-page grayscale ad in printed program guide ➤ Banner ad in Guidebook mobile program 	<input type="checkbox"/> Package 2 \$1,400 <ul style="list-style-type: none"> ➤ Exhibit Space ➤ Registration fee for up to two (2) ➤ Half-page grayscale ad in printed program guide ➤ Banner ad in Guidebook mobile program 	<input type="checkbox"/> Package 3 \$1,200 <ul style="list-style-type: none"> ➤ Exhibit Space ➤ Registration fee for one (1) ➤ Banner ad in Guidebook mobile program 	<input type="checkbox"/> Package 4 \$1,000 <ul style="list-style-type: none"> ➤ Exhibit Space ➤ Registration fee for one (1)
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Sponsor Packages (Select One)

<input type="checkbox"/> Gold Breakfast Sponsor \$6,000 (2 available) <ul style="list-style-type: none"> ➤ Conference Breakfast Sponsor (with signage and verbal recognition) ➤ Company logo and hyperlink on the conference website ➤ Registration fee for up to six (6) ➤ Exhibit Space ➤ Recognition as a Gold Conference Sponsor in the program guide ➤ Sign and verbal recognition as a Gold Conference Sponsor at the event ➤ Full-page grayscale ad in the printed program guide ➤ Banner ad in Guidebook mobile program 	<input type="checkbox"/> Silver Sponsor \$4,000 <ul style="list-style-type: none"> ➤ Company logo and hyperlink on conference website ➤ Registration fee for up to four (4) ➤ Exhibit Space ➤ Recognition as a Silver Conference Sponsor in the program guide ➤ Sign and verbal recognition as a Silver Conference Sponsor at the event ➤ Half-page grayscale ad in the printed program guide ➤ Banner ad in Guidebook mobile program 	<input type="checkbox"/> Bronze Sponsor \$2,000 <ul style="list-style-type: none"> ➤ Company logo and hyperlink on conference website ➤ Registration fee for up to four (4) ➤ Exhibit Space ➤ Recognition as a Bronze Conference Sponsor in the program guide ➤ Sign and verbal recognition as a Bronze Conference Sponsor at the event ➤ Half-page grayscale ad in the printed program guide
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We also offer customized exhibit/sponsor packages.

All exhibits and sponsorship packages include an exhibit space for two days with: One 8' table, two chairs and one program book.

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Program Book Advertising Options

- ☐ **\$700** - Inside front cover full page color printed program guide ad (1 available)
- ☐ **\$400** - Full page grayscale printed program guide ad
- ☐ **\$400** - Banner ad in Guidebook mobile program
- ☐ **\$200** - Half page grayscale printed program guide ad

Ad Specs

(Unless otherwise noted, printed program guide ads are grayscale only)

Full-page printed program guide ad: 8" across by 10.5" high

Half-page printed program guide ad: 7.75" across by 5.125" high

High resolution PDFs of 300 dpi or more accepted

Banner ad in Guidebook mobile program: 600 pixels by 110 pixels

JPG or PNG files accepted

Please submit your ads along with a 50 word or less company description by **October 19, 2017** to ensure inclusion in the event program guide.

Additional Information

Exhibit Dates and Hours

Move in and Set Up

Friday, November 18; 7:00 am – 8:00 am

Exhibits, Day 1

Friday, November 18; 8:00 am – 5:00 pm

Exhibits, Day 2

Saturday, November 19; 8:30 am – 4:30 pm

Move Out

Saturday, November 19; 4:30 pm – 5:30 pm

Property Responsibility/Insurance

You are responsible for insuring the safety of your personnel and your exhibit materials from theft, damage, accident, fire and other such causes. Exhibitors who desire to carry insurance must do so at their own expense. All property of the exhibitors is understood to remain in their own care, custody and control in transit to and from the confines of the exhibit area, as well as while it is on the floor. Security and storage space will not be provided. **NASPA and their agents are not responsible for losses incurred, theft, or damage.**

Silent Auction

For twenty years, General Assembly has hosted a silent auction to help defray the costs of attending for students with limited resources. With generous support from the NASPA Foundation, scholarships are awarded to up to a dozen students to attend the following year's General Assembly.

We request exhibitors donate an item to the auction to help support the continued professional development of student leaders (this can be a signed book, t-shirt or even a gift card). Items may be donated on-site.

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**2017 General Assembly
Exhibitor & Sponsor Registration**

Registration deadline is October 19, 2017

Organization Name:	
Organization Phone:	
Website Address:	
Mailing Address:	
City, State & Zip code:	
Onsite Contact Name/Title:	E-Mail Address:
Onsite Contact Name/Title:	E-Mail Address:
Onsite Contact Name/Title:	E-Mail Address:
Onsite Contact Name/Title:	E-Mail Address:
Onsite Contact Name/Title:	E-Mail Address:
Payment type:	<input type="checkbox"/> Credit card <input type="checkbox"/> Check (made payable to NASPA) Please send to: NASPA; 111 K Street NE, 10 th Floor; Washington, DC 20002
Total amount:	\$
Cardholder name:	
Cardholder address:	
Credit card number:	
Expiration date:	
CVV:	
Cardholder signature:	

Please fill out and send the application form along with a 50 word or less company description by October 19, 2017.

Planning to Exhibit at the Strategies Conferences in January?

The Strategies Conferences focus on giving student affairs practitioners the tools to effectively address collegiate alcohol and drug abuse, mental health, and violence. Check out more information below:

Alcohol, Other Drug, and Violence Prevention Conference: <http://www.naspa.org/events/2018scaod>

Mental Health Conference: <http://www.naspa.org/events/2018scmh>

Sexual Violence Prevention and Response Conference: <http://www.naspa.org/events/2018scsvpr>

Well-being and Health Promotion Leadership Conference: <https://www.naspa.org/events/2018scwhpl>

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