

# 2018 Leadership Educators Institute Exhibitor & Sponsor Application

December 9-11, 2018 ❖ Orlando, Florida

Exhibitor Registration Deadline: **November 1, 2018**

The Leadership Educators Institute provides an opportunity for leadership practitioners and scholars to engage in active learning and dialogue to assist with program and leadership course development.

Leadership is an integral competency for our profession. The leadership development of our institutions' students is an important and ongoing process that requires commitment from both students and staff. Student affairs professionals and other university administrators play an essential role in coordinating, shaping, and evaluating the leadership development of their students by designing leadership courses and programs, creating co-curricular opportunities, and utilizing emerging technologies. The Leadership Educators Institute (LEI) has a rich history of convening professionals committed to leadership development for nearly 10 years.

A partnership between NASPA - Student Affairs Administrators in Higher Education, ACPA-College Student Educators International, and the National Clearinghouse for Leadership Programs (NCLP), LEI provides a unique opportunity for all professional levels within our field to engage in critical dialogue to support leadership development.

Visit <https://www.naspa.org/events/2018LEI> for more information



LEADERSHIP  
EDUCATORS  
INSTITUTE



## Why Become a Leadership Educators Institute Exhibitor/Sponsor?

- Share information about your company with over 500 attendees
- Increase brand awareness and recognition
- Help support student affairs practitioners as they come together to hone their craft

## Target Attendees:

New Professional  
Mid-Level  
Graduate

FOR MORE INFORMATION CONTACT:  
**Kristie Jacobsen Jerde**  
Advertising and Exhibits Coordinator, NASPA  
218-280-7578 / [Kjerde@naspa.org](mailto:Kjerde@naspa.org)

## Exhibit Packages (Select One or See Sponsor Packages)

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

<input type="checkbox"/> <b>Gold Sponsor</b> <b>\$5,000</b> <ul style="list-style-type: none"> <li>➤ Exhibit space</li> <li>➤ Registration fee for up to four (4) people</li> <li>➤ Company logo and hyperlink on the conference website</li> <li>➤ Recognition as a Gold Conference Sponsor in the program guide</li> <li>➤ Sign and verbal recognition as a Gold Conference Sponsor at the event</li> <li>➤ Full-page grayscale ad in the printed program guide</li> <li>➤ Gold level includes verbal recognition at opening welcome or opening reception at event.</li> <li>➤ Banner ad in Guidebook mobile program</li> </ul>	<input type="checkbox"/> <b>Silver Sponsor</b> <b>\$2,500</b> <ul style="list-style-type: none"> <li>➤ Exhibit Space</li> <li>➤ Registration fee for up to three (3) people</li> <li>➤ Company logo and hyperlink on conference website</li> <li>➤ Recognition as a Silver Conference Sponsor in the program guide</li> <li>➤ Sign and verbal recognition as a Silver Conference Sponsor at the event</li> <li>➤ 1/2 page grayscale ad in the printed program guide</li> <li>➤ Banner ad in Guidebook mobile program</li> </ul> <div style="background-color: #1a3d4d; color: white; padding: 10px; border-radius: 15px; margin-top: 10px;"> <p style="text-align: center;">All exhibit and sponsorship packages include an exhibit space with: One 8' or 6' table; two chairs, one program book and a registration mailing list.</p> </div>
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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
- \$200 – Half-page grayscale printed program guide ad
- \$400 – Banner ad in Guidebook mobile app

## Ad Specifications

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**

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

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

**JPG or PNG files accepted**

## Additional Information

### Registration List

A registration list is available to companies participating as sponsors or exhibiting. The registration list will be emailed two weeks before the conference. Registration mailing lists will be sent in Microsoft Excel format.

*Please note that this will be an attendee mailing list only. E-mails and phone numbers of attendees are not included on this excel list.*

### 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, ACPA, and NCLP and their agents are not responsible for losses incurred, theft, or damage.**

### Exhibit Dates

#### Exhibits, Day 1

Sunday, December 9: 12:00 pm – 4:30 pm

#### Exhibits, Day 2 (Optional)

Monday, December 10: 8:00 am – 5:30 pm

*\*Please note that the exhibit hours are subject to change.*

### Conference Registration Information

Your conference badge is your admission ticket to other conference events and sessions that do not charge special fees. Other individuals who wish to attend the conference will need to register at the appropriate rate. Conference registration deadline is November 5, 2018.



## Organization and Payment Information

No refunds will be made after November 1, 2018

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:
Payment type:	<input type="checkbox"/> Credit card <input type="checkbox"/> Check (made payable to NASPA) Please send to: NASPA; 111 K Street NE, 10 <sup>th</sup> Floor; Washington, DC 20002
<b>Total amount:</b>	\$
Cardholder name:	
Cardholder address:	
Credit card number:	
Expiration date:	
CVV:	
Cardholder signature:	

Please fill out the registration form and e-mail to [kjerde@naspa.org](mailto:kjerde@naspa.org) or fax to 202-204-8443

### Next Step

Please submit your ad (if applicable) along with a 50 word or less company description by **November 9, 2018** to ensure inclusion in the event program guide. Once we have processed your payment we will send you an email with instructions to register for the conference and other important details.

## Thank you for your support!

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