2018 NASPA Closing the Achievement Gap: Student Success in Higher Education
& 2018 Symposium on Collegiate Financial Well-Being
Exhibitor & Sponsor Application
May 31 – June 2, 2018 • Columbus, OH
Registration Deadline: April 27, 2018

The 2018 NASPA Closing the Achievement Gap: Student Success in Higher Education and the 2018 Symposium on Collegiate Financial Well-Being will explore the ways student affairs administrators support student success throughout and after college. As co-located events, the over 500 attendees which attend these events have an opportunity to engage with professionals and sponsors from across the country.

For more information on each event, visit the following websites:
Collegiate Financial Well-Being: https://www.naspa.org/events/2018ctag
Symposium on Collegiate Financial Well-Being: https://www.naspa.org/events/2018scfwb

Why become an Exhibitor/Sponsor?

- Share information about your company or organization with over 500 attendees
- Increase your brand awareness and recognition
- Support our attendees as they come together to promote student success
- Develop your relationship with NASPA, the premier higher education student affairs association

Target Attendees:

- Faculty
- Undergraduate Students
- College Services Professionals
- Senior-Level Professionals

FOR MORE INFORMATION CONTACT:
Kristie Jerde
Advertising and Exhibits Coordinator
218-280-7578 / kjerde@naspa.org
## Exhibit Packages (Select One or See Sponsor Packages)

<table>
<thead>
<tr>
<th>Package 1</th>
<th>Package 2</th>
<th>Package 3</th>
<th>Package 4</th>
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<tbody>
<tr>
<td>$2,000</td>
<td>$1,600</td>
<td>$1,200</td>
<td>$1,000</td>
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<td>- Table top</td>
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<td>- Registration fee for up to two (2)</td>
<td>- Registration fee for one (1)</td>
<td>- Registration fee for one (1)</td>
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<tr>
<td>- Full-page grayscale ad in printed program guide</td>
<td>- Half-page grayscale ad in printed program guide</td>
<td>- Half-page grayscale ad in printed program guide</td>
<td>- Exhibitor listing in the program book</td>
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<tr>
<td>- Banner ad in Guidebook mobile program</td>
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<td>- Banner ad in Guidebook mobile program</td>
<td>- Pre and post conference attendee list</td>
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### Gold Sponsor

- $5,000
- A sponsored program session
- Company logo and hyperlink on the conference website
- Registration fee for up to six (6)
- Table top
- 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
- Exhibitor listing in the program book
- Pre and post conference attendee list

### Silver Sponsor

- $3,000
- Company logo and hyperlink on conference website
- Registration fee for up to four (4)
- Table top
- Recognition as a Silver Conference Sponsor in the program guide
- Sign and verbal recognition as a Silver Conference Sponsor at the event
- Full-page grayscale ad in the printed program guide
- Banner ad in Guidebook mobile program
- Exhibitor listing in the program book
- Pre and post conference attendee list

### All exhibit and sponsorship packages include an exhibit space with: One 6’ table, two chairs and one program book.

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*We also offer customized exhibit/sponsor packages.*

**Contact:** Kristie Jerde, NASPA  
218-280-7578 / kjerde@naspa.org
### Program Book Advertising Options

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
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<tbody>
<tr>
<td>$700</td>
<td>Inside front cover full-page color printed guide ad (1 available)</td>
</tr>
<tr>
<td>$400</td>
<td>Full-page grayscale printed program guide ad</td>
</tr>
<tr>
<td>$400</td>
<td>Banner ad in Guidebook mobile program</td>
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<tr>
<td>$200</td>
<td>Half-page grayscale printed program guide ad</td>
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#### 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 **May 1, 2018** to ensure inclusion in the event program guide.

### Additional Information

#### Registration List

A registration list is available to all companies participating. 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.** Per NASPA policy, 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 and their agents are not responsible for losses incurred, theft, or damage.**

#### Exhibit Dates

- **Exhibits, Day 1**  
  Thursday, May 31: 12:30 PM to 6:45 PM
- **Exhibits, Day 2**  
  Friday, June 1: 8:00 AM to 5:00 PM

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

#### 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.
2018 NASPA Closing the Achievement Gap: Student Success in Higher Education

& 2018 Symposium on Collegiate Financial Well-Being

Exhibitor & Sponsor Application Deadline is April 27, 2018. No refunds will be given after this date.

<table>
<thead>
<tr>
<th>Organization Name:</th>
<th>E-Mail Address:</th>
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<tbody>
<tr>
<td>Organization Phone:</td>
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</tr>
<tr>
<td>Website Address:</td>
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<tr>
<td>Mailing Address:</td>
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<td>City, State &amp; Zip code:</td>
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<td>Payment type:</td>
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<tr>
<td>Credit card</td>
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<td>Check (made payable to NASPA)</td>
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<tr>
<td>Please send to: NASPA; 111 K Street NE, 10th Floor; Washington, DC 20002</td>
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| Total amount:                           | $                |
| Cardholder name:                        |                 |
| Cardholder address:                     |                 |
| Credit card number:                     |                 |
| Expiration date:                        |                 |
| CVV:                                    |                 |
| Cardholder signature:                   |                 |

Please submit your application along with a 50 word or less company description by May 1, 2018.
Please fill out the registration form and e-mail to kjerde@naspa.org or fax to 202-204-8443

Next Step
Once we have processed your payment we will send you an email with important details about the upcoming conference.

Thank you for your support!