For more information contact:
Kristie Jacobsen Jerde
Advertising and Exhibits Coordinator, NASPA
218-280-7578 / Kjerde@naspa.org

2018 Assessment and Persistence Conference
Exhibitor & Sponsor Application
June 14 – 16, 2018  •  Baltimore, Maryland

Registration Deadline: May 18, 2018

Institutional leadership must create an environment which builds capacity, as well as encourage an organizational culture that includes comprehensive assessment as part of strategic planning. Similarly, institutional leaders have a unique role to play in providing an environment and education that encourages student persistence, especially for underserved, low-income, adult, part-time, and minority students.

The 2018 NASPA Assessment & Persistence Conference has been designed to address these important issues in assessment and persistence, as well as to provide a forum for experienced professionals to advance their skills by discussing assessment and persistence with practitioners and policy-makers. The conference programs will promote student learning and success by educating on strategies for strengthening assessment, improving educational quality, and developing intentional persistence programming.

Visit https://www.naspa.org/events/2018APC for more information.

Why become an Assessment and Persistence Conference Exhibitor/Sponsor?

➢ Share information about your company or organization with over 300 of our attendees!
➢ Increase your brand awareness and recognition
➢ Support our attendees as they come together to promote student learning and success
➢ Build or develop your relationship with NASPA, the premier higher education student affairs association

Target Attendees:

➢ Vice Presidents of Student Affairs
➢ Assistant Vice Presidents
➢ New, Mid, and Senior-Level Professionals

FOR MORE INFORMATION CONTACT:
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# 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>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000</td>
<td>$1,600</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

- Table top
- Registration fee for up to three (3)
- Full-page grayscale ad in printed program guide
- Banner ad in Guidebook mobile program
- Exhibitor listing in the program book
- Pre and post conference attendee list

- Table top
- Registration fee for up to two (2)
- Half-page grayscale ad in printed program guide
- Banner ad in Guidebook mobile program
- Exhibitor listing in the program book
- Pre and post conference attendee list

- Table top
- Registration fee for one (1)
- Half-page grayscale ad in printed program guide
- Exhibitor listing in the program book
- Pre and post conference attendee list

- Table top
- Registration fee for one (1)
- Exhibitor listing in the program book
- Pre and post conference attendee list

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# Sponsor Packages (Select One)

- **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

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*We also offer customized exhibit/sponsor packages*

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$700</td>
<td>Inside front cover full-page color printed program 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>
</tr>
<tr>
<td>$200</td>
<td>Half-page grayscale printed program guide ad</td>
</tr>
</tbody>
</table>

#### 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

#### Pre-Registration List

A pre-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

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibits, Day 1</strong></td>
<td>12:30 PM to 7:00 PM</td>
</tr>
<tr>
<td><strong>Exhibits, Day 2</strong></td>
<td>7:15 AM to 5:15 PM</td>
</tr>
</tbody>
</table>

**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 Assessment and Persistence Conference
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Registration deadline is May 18, 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: |
| Onsite Contact Name/Title: | E-Mail Address: |
| Payment type:              |  |
| Credit card |  |
| Check (made payable to NASPA) |  |

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 May 1, 2018.

Please fill out the registration form and e-mail to kjerde@naspa.org or fax 202-204-8443
Questions? Contact Kristie Jacobsen Jerde at 202-903-0657 or via e-mail at kjerde@naspa.org

Next Step

Once we have processed your payment we will send you an email with important details.

Thank you for your support!