



2015 ASSESSMENT CONFERENCE

**ASSESSMENT FOR STUDENT SUCCESS**

BUILDING ACADEMIC INNOVATION & RENEWAL

**Drexel**  
UNIVERSITY

# Sponsorship 2015

**Sponsorships and Advertising Opportunities**  
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## **Add Power to Your Drexel University Conference Sponsorship**

Drexel University: September 9 - 11, 2015 • Philadelphia, PA



*As a potential sponsor at the 2015 Drexel University Conference, you recognize the importance of face-to-face marketing. Now discover the power of a sponsorship to maximize your company's brand recognition at the conference.*

*Sponsorship opportunities exist for sponsors of all sizes and budgets. Whether you are looking to increase*

*brand recognition, reinforce your reputation as an industry leader, or establish a new business, a Drexel University Conference sponsorship will help you achieve your goals.*

*Looking for something different? Contact us for a customized program that fits your needs and budget.*

*Jim Buckley  
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**MAKE DREXEL UNIVERSITY CONFERENCE ATTENDEES TAKE NOTICE EVEN BEFORE THEY REACH THE CONFERENCE ROOMS**

**MAIN LOBBY HANGING BANNERS - TWO SIDED**  
**\$2,000 (big and bold)**

Put your message on a banner strategically placed in the multi-story atriums of either the Papadakis Building or the Gerri C. LeBow Hall at Drexel University.

- Drexel University handles the hanging and dismantling as part of the fee. There is a limit of 10 opportunities, 5 locations available in each building.
- All banners **must** be 5' W x 10' H **double sided vertical** lobby banners.
- All banners must have pole pockets. Pole pockets must be stitched 4" from the top and bottom.
- *Additional cost if you want banner to be produced by Drexel University. **Artwork Deadline: July 31, 2015.***

**BADGE LANYARDS - EXCLUSIVE OPPORTUNITY**  
**\$3,000 (everyone has one)**

Let Drexel University attendees do the advertising for you. Drexel University will produce approximately 500 lanyards printed with your company logo.

- One (1) color logo recognition on the lanyard.
- Exposure to all Drexel University conference attendees – lanyards will be distributed with badge holders at registration.  
**Artwork Deadline: May 29, 2015.**

**OFFICIAL DREXEL UNIVERSITY ATTENDEE TOTE BAG**  
**\$500 per sponsor logo (only 12 opportunities available)**  
**Exclusive sponsorship is \$5,000 (be seen)**

Always in high demand, the official Drexel University Tote Bag is distributed to each of the 500 expected attendees at the Drexel University 2015 conference. As a Tote Bag sponsor, your logo will be printed on one side of each bag, giving your company tremendous exposure and identifying you as a proud sponsor of Drexel University 2015, both during and after the conference.  
**Artwork Deadline: May 29, 2015.**

- One (1) color logo recognition on one side of the attendee bag.
- Drexel University will produce and distribute bags to all conference attendees.

**NOTEPAD ORGANIZER - EXCLUSIVE OPPORTUNITY**  
**\$2,500 (write on me)**

Attendees will write on notepads with your logo pre-printed on each sheet and then use the pads to pass along information to their colleagues back at the office long after the show closes!

- Notepads will be distributed at the registration counters and the conference rooms.

- Drexel University will produce the notepads with a one-color logo.

**Artwork Deadline: July 10, 2015.**

**CHOICE OF REGISTRATION DESK PENS OR HIGHLIGHTERS**  
**\$1,500 - EXCLUSIVE OPPORTUNITY (sign here)**

Every attendee will receive a pen or highlighter, using it every day at the conference, then taking it home and carrying it around as a constant reminder of your company all year long. This is the "take-away" that you will WANT people to steal!

- Pens or highlighters will be placed in the registration area, in the show bag, as well as in the conference rooms for all attendees to use.

**WIFI AND CHARGING SPONSOR**  
**\$1,500 - EXCLUSIVE OPPORTUNITY (plug and go)**

As the sponsor of this opportunity, your company name will be prominently displayed in signage throughout all three buildings of the conference to promote the sponsorship.

The entire conference will have wifi throughout all three buildings, as well as numerous places for attendees to charge their mobile devices.

**WINDOW GRAPHIC ADVERTISEMENTS**  
**\$600 (always popular)**

These "indoor printed signs" are sure to attract the eye of participants as they walk through all three buildings of the conference. Size 36" x 72".

- Drexel University produces, installs, and dismantles signage (*sponsor provides artwork; exact location to be determined by Drexel University*).  
**Artwork Deadline: July 31, 2015.**





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**PUT YOUR SPONSORSHIP AT THE TOP OF THE ATTENDEES' MUST SEE LIST**

**PLATINUM SPONSORSHIP - EXCLUSIVE OPPORTUNITY**  
**\$10,000**

Become a Platinum sponsor of the Drexel University 2015 Event. This Platinum sponsorship has a total value of \$13,775, if items purchased separately.

*Exclusive Platinum Sponsor* will receive:

- Premium Sponsor Banner Listing
- 5 Conferences Passes
- Mobile App Sponsorship - **EXCLUSIVE**
- Luncheon Sponsorship - **EXCLUSIVE**
- Hanging Banner Sponsorship
- Tote bag Sponsorship - one space
- Full Page Advertisement
- Window Graphics Sponsorship
- Company Logo in Conference Brochure

**GOLD SPONSORSHIP - EXCLUSIVE OPPORTUNITY**  
**\$7,500**

Become a Gold sponsor of the Drexel University 2015 Event. This Gold sponsorship has a total value of \$10,625, if items purchased separately.

*Exclusive Gold Sponsor* will receive:

- Premium Sponsor Banner Listing

- 3 Conferences Passes
- Notepad Organizer Sponsorship - **EXCLUSIVE**
- Luncheon Sponsorship - **EXCLUSIVE**
- Hanging Banner Sponsorship
- Tote bag Sponsorship - one space
- Full Page Advertisement
- Window Graphic Sponsorship
- Company Logo in Conference Brochure

**SILVER SPONSORSHIP**  
**\$5,000**

Become a Silver sponsor of the Drexel University 2015 Event. This Silver sponsorship has a total value of \$6,975, if items purchased separately.

*Exclusive Silver Sponsor* will receive:

- Premium Sponsor Banner Listing
- 1 Conferences Pass
- Registration Desk Pens - **EXCLUSIVE**
- Box Luncheon Sponsorship - **EXCLUSIVE**
- Hanging Banner Sponsorship
- Tote bag Sponsorship - one space
- Full Page Advertisement
- Window Graphic Sponsorship
- Company Logo in Conference Brochure

**SOLD**

**DURING THE DREXEL UNIVERSITY CONFERENCE:**  
 Put Your Company Brand at Locations Where Attendees Will Notice You

**OPENING GENERAL SESSION**  
**\$1,500 (get noticed when the conference opens) - EXCLUSIVE OPPORTUNITY**

As the sponsor of the opening general session, your company will take center stage by having your company logo and brand prominently displayed on the stage and in the program. Your company will also be mentioned in the opening remarks by the speaker. **Keynote speaker: Francisco Marmolejo.**

*Exclusive Opening General Session Sponsor* will receive:

- Recognition in numerous promotions.
- Opportunity to make a short presentation to the attendees of the event.
- Recognition as sole sponsor, as announced in a press release, Drexel University website, and through other media such as e-mail blasts.

**CONFERENCE BREAKS**  
**\$1,000 - one sponsor per day (excellent social networking opportunity) - EXCLUSIVE OPPORTUNITY FOR ALL 3 DAYS - \$2,500**

Each day the conference attendees will be breaking for coffee and refreshments. Your company can promote its brand by sponsoring one or all of these highly visible networking opportunities.

*Exclusive Conference Breaks Sponsor* will receive:

- Recognition in numerous promotions.
- Recognition as sole sponsor, as announced in a press release, Drexel University website, and through other media such as e-mail blasts.





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**CONFERENCE BREAKFASTS AND LUNCHES**  
**\$2,500 (per breakfast) and \$3,500 (per lunch)**  
**Box Lunch (Friday) \$1,500 (dine with us)**

Your company can get its message out to a captive (and hungry) audience by sponsoring one of the many breakfasts or lunches at Drexel University Conference 2015. During your sponsored function, your company will be prominently mentioned by the opening speaker. Breakfast sponsorships are available Thursday and Friday, September 10 & 11 ; a lunch sponsorship is available Thursday, September 10, and a box lunch on Friday, September 11.

Exclusive **Conference Breakfasts and Lunches Sponsor** will receive:

- Recognition in numerous promotions.
- Recognition as sole sponsor, as announced in a press release, Drexel University website, and through other media such as e-mail blasts.

**EVENING RECEPTION (THURSDAY)**  
**\$3,000 - EXCLUSIVE OPPORTUNITY (the event to see and be seen)**

Become an exclusive sponsor of the Drexel University 2015 Evening Reception. The Evening Reception is the highlight of the conference. **Your company** will be recognized as the sponsor of a fun, high-profile function, where hundreds of Drexel University's most enthusiastic and influential attendees will be socializing and in a positive frame of mind.

During your sponsored function, your company will be prominently mentioned by the opening speaker. Your company name and logo will be placed in the reception handout for all attendees to see.

Exclusive **Evening Reception Sponsor** will receive:

- Recognition in numerous promotions.
- Recognition as sole sponsor, as announced in a press release, Drexel University website, and through other media such as e-mail blasts.

**PRINT & WEB ADVERTISEMENTS**

**CONFERENCE GUIDE ADVERTISEMENTS - PREMIUM POSITIONS - 3 EXCLUSIVE LOCATIONS**  
**DU15 Rate \$800 (full page) (absolutely see us here)**

There are three premium locations for these advertisements. Inside front cover, inside first page and back cover. Attendees consult Drexel University's Conference Guide time and again throughout the week and throughout the conference. An advertisement in the Conference Guide enables your company to stand out from the rest.

**CONFERENCE GUIDE & ADVERTISEMENTS - RUN OF THE BOOK (really see us here)**  
**DU15 Rate \$400 (full page) \$250 (half page)**

Attendees consult Drexel University's Conference Guide time and again throughout the week and after the event. An advertisement in the Conference Guide enables your company to stand out from the rest.

**CONFERENCE GUIDE COMPANY LOGO**  
**\$150 (your brand here)**



Your company logo can be added to your complimentary listing in the 2015 Drexel University exhibit guide. For only \$150, make your listing stand out with your company's unique logo placed alongside the name, address, and description of your company in the conference guide.

**SMARTER MOBILE APP - EXCLUSIVE OPPORTUNITY**  
**\$5,000 (this is hi-tech)**

The 2015 Drexel University mobile app will place everything Drexel University at the attendee's fingertips — technical sessions, event schedules, conference rooms, and more. Attendees can also use it to create their own personalized agendas. The mobile app is free to all smartphone users attending the Drexel University Conference September 9 - 11, 2015. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever the app is used. Available to conferees September 9-11.





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Silver Sponsorship - \$5,000	2
Smarter Mobile App - \$5,000	3
Exclusive Tote Bag Sponsor - \$5,000 - Unavailable	1
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Evening Reception - \$3,000	3
Badge Lanyards - \$3,000	1
Conference Breakfast - \$2,500	2
Conference Breaks (Exlcusive) - \$2,500	2
Notepad Organizer - \$2,500	2
Main Lobby Hanging Banner - \$2,000	1
Opening General Session - \$1,500 - <b>SOLD</b>	1
Registration Pens / Highlighter - \$1,500 - <b>SOLD</b>	1
WiFi and Charging Sponsor - \$1,500 - <b>SOLD</b>	1
Box Lunch - \$1,500	2
Conference Breaks - 1 day - \$1,000	2
Conference Guide Ad (full page premium) - \$800	3
Tote Bag (single) - \$500 (3 of 12 SOLD)	1
Conference Guide Ad (full page run of book) - \$400	3
Window Graphics - \$600	1
Conference Guide Ad (half page) - \$250	3
Conference Guide Logo - \$150	3

### TABLE TOP EXHIBITS

**\$500 with a \$2,000 sponsorship (6 of 12 spaces sold)**  
**\$1,000 without a sponsorship**

These 12 tables will be located next to the main lobby registration counters. Tables will be open for all 3 days of the conference. Tables and chairs provided.

