



## Moving from Concept to Practice

|   |                  |
|---|------------------|
| <b>Sponsorships and Advertising Opportunities</b> | <b>Pages 1-3</b> |
| <b>Index of Sponsorships by Price</b>             | <b>Page 4</b>    |
| <b>Table Top Exhibition Opportunity</b>           | <b>Page 4</b>    |

---

### Add Power to Your Drexel University Conference Sponsorship

Drexel University: September 11-13, 2019 • Philadelphia, PA



As a potential sponsor at the 2019 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.

Kathy Romero  
[kromero@pcm411.com](mailto:kromero@pcm411.com), 212-460-8090 ex. 219



## MAKE DREXEL UNIVERSITY CONFERENCE ATTENDEES TAKE NOTICE EVEN BEFORE THEY REACH THE CONFERENCE ROOMS

### MAIN LOBBY HANGING BANNERS - SINGLE-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 **single-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 26, 2019.***

### 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. Your logo will be printed continuously on both sides of the lanyard cloth.

- 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 24, 2019.**

### DREXEL UNIVERSITY ATTENDEE COOLER TOTE BAG

**Exclusive sponsorship is \$7,500 (be seen)**

Always in high demand, the official Drexel University Insulated Mesh Outdoor Cooler Tote Bag is distributed to each of the 500 expected attendees at the Drexel University 2019 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 2019, both during and after the conference. **Artwork Deadline: May 24, 2019.**

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

### REGISTRATION DESK HIGHLIGHTERS

**\$1,000 - EXCLUSIVE OPPORTUNITY (sign here)**

Every attendee will receive a 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!

- Highlighters will be placed in the registration area, in the show bag, as well as in the conference rooms for all attendees to use. **Deadline for delivery: August 30, 2019.**

### 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 SIGNS

**\$700 (always popular)**

These "indoor printed clings" are sure to attract the eye of participants as they walk through all three buildings of the conference. Size 36" x 72". Window graphics are on display in the conference headquarters building [6 story atrium - Papadakis].

- Drexel University produces, installs, and dismantles signage (*sponsor provides artwork; exact location to be determined by Drexel University*).

**Artwork Deadline: July 26, 2019.**





## 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 2019 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
- Luncheon Sponsorship Thursday - **EXCLUSIVE**
- Journal - **EXCLUSIVE**
- Hanging Banner Sponsorship
- 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 2019 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

- Breakfast Sponsorship Thursday - **EXCLUSIVE**
- Hanging Banner Sponsorship
- Full Page Advertisement
- Window Graphic Sponsorship
- Company Logo in Conference Brochure

### SILVER SPONSORSHIP \$5,000

Become a Silver sponsor of the Drexel University 2019 Event. This Silver sponsorship has a total value of \$6,975, if items purchased separately.

*Exclusive Silver Sponsor* will receive:

- Premium Sponsor Banner Listing
- Breakfast Sponsorship Friday - **EXCLUSIVE**
- 2 Conferences Passes
- Hanging Banner Sponsorship
- Full Page Advertisement
- Window Graphic Sponsorship
- Company Logo in Conference Brochure

---

## 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:** Dr. Carol Hurney, Director of the Center for Teaching and Learning (CTL) at Colby College.

*Exclusive Opening General Session 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.

### CONFERENCE BREAKS \$1,000 - one sponsor per day (excellent social networking opportunity) - EXCLUSIVE OPTION 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 blast.

### SECOND PLENARY SESSION \$1,000 (get noticed when the conference opens) - EXCLUSIVE OPPORTUNITY

As the sponsor of the second plenary 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.

**Speaker:** Dr. Stephen Hundley, PhD, a Senior Advisor to the Chancellor for Planning and Institutional Improvement at Indiana-Purdue University

*Exclusive Second Plenary 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 BREAKFASTS \$3,000 (per breakfast)

Your company can get its message out to a captive (and hungry) audience by sponsoring one of the two (2) breakfasts at Drexel University Conference 2019. During your sponsored function, your company will be prominently mentioned by the opening speaker. Breakfast sponsorships are available Thursday and Friday, September 12-13.

*Exclusive Conference Breakfasts 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)

Evening Reception this year will be held at the Museum of the American Revolution.

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 DU19 Rate \$600 (full page) (absolutely see us here)

There are three premium locations for these advertisements. Inside front cover, inside first page and inside 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)

DU19 Rate \$500 (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 \$200 (your brand here)



Your company logo can be added to your complimentary listing in the 2019 Drexel University exhibit guide. For only \$200, 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.







### **TUMBLER** **\$6,500**

10 oz Neo Vacuum Insulated Cup  
You'll love the size and smooth feel of this 10 oz hot and cold tumbler.

- A 10 oz vacuum insulated tumbler with double-wall construction.
- Comes with a press-on lid; perfect for wine, hot or iced coffee and other beverages.
- Keeps drinks hot for 5 hours or cold for 15 hours.
- Care instructions included; hand wash only.



### **MESH OUTDOOR COOLER TOTE BAG** **\$7,500**

Bring the fun to the beach with this branded cooler tote!

- Tote is made of polycanvas with 30" handles.
- Main compartment closes with hook and loop.
- Bottom is zippered and insulated for cooler storage.
- Top compartment is made of breathable mesh weave.
- Large front slash pocket.



### **JOURNAL** **\$4,000**

5" x 7" Canvas Pocket Refillable Notebook

Canvas notebook has pockets in the front and back covers for storing business cards, notes and your smartphone.

- Notebooks comes with 50 sheets of white lined paper and is refillable.
- Includes an elastic strap to hold the notebook closed, pen loop and ribbon page marker.





### TABLE TOP EXHIBITS

**\$500 with a \$2,000 sponsorship**  
**\$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. A speaking opportunity is included with all table tops.





## SPONSORSHIP INDEX

| <u>Sponsorship Name and Cost</u>   | <u>Page</u> |
|--|-------------|
| Platinum Sponsorship - \$10,000  | 2           |
| Gold Sponsorship - \$7,500   | 2           |
| Silver Sponsorship - \$5,000   | 2           |
| Cooler Tote Bag Sponsorship (only your logo on bag) - \$7,500 - <b>exclusive</b> | 4           |
| Tumbler - \$6,500 - <b>exclusive</b>   | 4           |
| Journal - \$4,000 - <b>exclusive</b>   | 4           |
| Conference Breakfast - \$3,000 (available after August 14)                       | 3           |
| Evening Reception - \$3,000  | 3           |
| Badge Lanyards - \$3,000   | 1           |
| Conference Breaks (Exclusive) - \$2,500  | 2           |
| Main Lobby Hanging Banner - \$2,000  | 1           |
| Opening General Session - \$1,500  | 2           |
| WiFi and Charging Sponsor - \$1,500  | 1           |
| Conference Breaks - 1 day - \$1,000  | 2           |
| Second Plenary Session - \$1,000   | 2           |
| Registration Highlighters - \$1,000  | 1           |
| Conference Guide Ad (full page premium) - \$600                                  | 3           |
| Conference Guide Ad (full page run of book) - \$500                              | 3           |
| Window Graphics - \$700  | 1           |
| Conference Guide Ad (half page) - \$250  | 3           |
| Conference Guide Logo - \$200  | 3           |

Table Top Exhibit space - see page 5



## 2019 ASSESSMENT SPONSORSHIP AND ADVERTISING CONTRACT

[www.drexel.edu/aconf](http://www.drexel.edu/aconf)

**PAYMENT TERMS ARE:** Payment for sponsorship is due upon receipt of contract. Payment is non-refundable and failure to make payment does not release the contractual or financial obligation on part of the Sponsor. **Please make checks payable to Drexel University Assessment Conference or provide credit card information at the bottom of the page.**

**Sign and return contract and payment to:**

Danielle Rocco, Advertising Coordinator  
411 Lafayette Street, Suite 201  
New York, New York 10003  
drocco@pcm411.com

**SPONSORSHIP AGREED TO:** \_\_\_\_\_

\_\_\_\_\_

**TOTAL COST OF SPONSORSHIP:** \$ \_\_\_\_\_

**ACCEPTANCE AS BINDING CONTRACT:**

**COMPANY/ORGANIZATION:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY/STATE/ZIP:** \_\_\_\_\_

**NAME (PLEASE PRINT):** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**SIGNATURE BY AUTHORIZED REPRESENTATIVE DATE:** \_\_\_\_\_

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named sponsor.

**PAYMENT TERMS:** Payment for sponsorship is due upon receipt of contract. Payment is non-refundable and failure to make payment does not release the contractual or financial obligation on part of the Sponsor. If production is being handled by Drexel University Assessment Conference or PCM, 100% payment and artwork are due prior to order being placed. Rates are net and non-commissionable.

**Credit Card Payment Information**

Credit card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_