

# 2020 Virtual General Assembly Exhibitor & Sponsor Application

November 4-7, 2020 ◊ Virtual Experience



## 2020 NASPA Virtual General Assembly

The NASPA General Assembly is the premier educational and networking opportunity for peer educators and advisors.

This event aims to help peer educators and their advisors build exceptional programs in health, safety, and student leadership. Conference sessions suggest new ideas and strategies for peer education programming while allowing advisors to learn how to make prevention efforts stronger on their campuses. Sessions focus on alcohol and other drug prevention, sexual assault prevention and response, nutrition, fitness, mental health, and student leadership development.

Visit <https://www.naspa.org/events/naspa-virtual-general-assembly> for event details.

### Why Become a General Assembly Virtual Exhibitor/Sponsor?

- ✓ Share information about your company or graduate school program with all 550 plus of our attendees!
- ✓ Increase brand/school awareness and recognition
- ✓ Help support undergraduate peer educators as they come together to hone their craft
- ✓ Build or develop your relationship with the Health, Safety and Well-being Initiatives and NASPA

### In the virtual platform sponsors have the opportunity to:

- Present a session
- Host a virtual social
- Participate in the virtual Exhibit Space which will feature:
  - Request a Demo button on your profile
  - Option to attach or link brochures
  - A link to your session in your virtual exhibit booth
  - Ability to collect analytics on your embedded links
  - Unlimited links to video or other digital content
  - A banner ad on the landing page for constant brand awareness and the ability to hyperlink to draw more traffic to your site.



### Attendee Information

Annually, over 550 students and their professional staff and faculty advisors attend General Assembly from more than 110 different institutions of higher education from 34 states.

- |   |                                  |
|---|----------------------------------|
| ○ 73% undergraduate students<br>(most attendees are juniors or seniors) | ○ 20% staff and faculty advisors |
| ○ 6% graduate students  | ○ Average student age: 20.8      |
|   | ○ Average group size: 4.9        |

## Sponsor Packages (Select One)

**Gold Package  
\$4,000**

SELECT ONE OF THE OPPORTUNITIES LISTED BELOW:

- **Keynote, Pre-conference or Plenary Session Sponsorship**
  - Option to provide a 2 minute plug prior to your sponsored event
  - Live display of logo prior to sponsored event
- **Host a Virtual Social**
- Option to present a conference 60 minute session (2 available)
- Mobile App
  - Splash page ad on mobile app which links to sponsor website or landing. (limited to 1)
- Unique organization's logo on platform

ALL GOLD SPONSORS ALSO RECEIVE:

- Recognition as a Gold sponsor on conference website and the virtual platform
- Banner ad with link to your preferred web address
- Complimentary registration for up to three (3) attendees; reduced sponsor registration available for additional attendees
- Plus Bronze benefits

**Silver Package  
\$2,000**

SELECT ONE OF THE OPPORTUNITIES LISTED BELOW:

- **Session**
  - Opportunity to present a conference 30 minute session (2 available)

ALL SILVER SPONSORS ALSO RECEIVE:

- Recognition as a Silver sponsor on conference website and the virtual platform
- Banner ad with link to your preferred web address
- Complimentary registration for up to two(2) attendees; reduced sponsor registration available for additional attendees
- Plus Bronze benefits

**Exhibitor Package  
\$650**

- Recognition as a exhibitor on conference website and virtual platform
- Complimentary registration for one (1) attendee; reduced sponsor registration available for additional attendees
- A customizable space in the virtual Exhibit space for the length of the conference.
  - This includes:
    - Logo placement
    - Request a Demo button
    - Option to add scheduler invite
    - Option to links to all social media outlets
    - Option to attach brochures
    - Option to attach links to external videos

**All exhibits and sponsorship packages include an virtual exhibit space.**

### Fundraising Raffle

Assembly will host a fundraising raffle to help defray the costs of attending for students with limited resources. With your support NASPA is able to award up to a dozen students to attend the following year's General Assembly.

We appreciate any donations that help support the continued professional development of student leaders. Past donations have included a signed book, a gift card and donated training. If you are interested in donating, please contact Maureen Dechico at [bacchusadmin@naspa.org](mailto:bacchusadmin@naspa.org).

## 2020 General Assembly Exhibitor & Sponsor Registration

Application deadline is October 19th (Refunds will not be given past this date)

Organization Name: (as you would like it to appear in conference materials):	
Organization Phone:	
Website Address:	
Mailing Address:	
City, State & Zip code:	
Primary Contact Name/Title:	E-Mail Address:
Attendee Name/Title:	E-Mail Address:
Attendee Name/Title:	E-Mail Address:
Attendee 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
Additional Registrations	Number of extra registrations: _____ x \$99 =
<b>Total amount:</b>	\$ _____
Those paying with credit card will receive an invoice and link to process payment	

Please fill out and send the application form by October 19, 2020  
 Conference Registration Deadline: October 29, 2020.

### Planning to Exhibit at the Strategies Conferences in January?

The Strategies Conferences focus on giving student affairs practitioners the tools to effectively address collegiate alcohol and drug abuse, mental health, and violence. Check out more information below:

<https://www.naspa.org/events/strategies>  
**Alcohol, Other Drug, and Violence Prevention**  
**Mental Health**  
**Sexual Violence Prevention and Response**  
**Well-Being and Health Promotion Leadership**

For More on the virtual platform we are using, click [here](#).