

# 2021 NASPA STRATEGIES CONFERENCES EXHIBITOR & SPONSOR APPLICATION

January 12-15, 2021 ■ Exhibitor & Sponsor Application ■ Deadline is December 11, 2020



The Strategies Conferences combine the NASPA Well-being and Health Promotion Leadership Conference, NASPA Sexual Violence Prevention and Response Conference, NASPA Alcohol, Other Drug, and Violence Prevention Conference, and the NASPA Mental Health Conference. The four conferences, through a virtual experience, give student affairs practitioners and administrators the tools to effectively address: alcohol and drug abuse prevention, mental health, sexual violence prevention and response, and well-being and health promotion on their campuses through a variety of integrated approaches. All of this comes directly to attendees - no travel needed - through our engaging online platform!

In addition to a robust selection of educational programming, the virtual conference will offer multiple dynamic keynotes from across multiple disciplines, a combination of live and on-demand learning for flexible scheduling, a bustling virtual exhibit hall, and dedicated time with sponsors and exhibitors with real-time networking through chat and video conferencing. The exhibit space will also allow you to provide a video or slides to be displayed when you are not present.

The 2021 NASPA Strategies Conferences are your opportunity to take a cross-functional approach to student success when it has never been more important.

## BENEFITS OF ATTENDING THIS VIRTUAL EVENT:

- We predict the strategies conferences will be well attended. With the decreased cost to attend, it provides an opportunity for a wider audience to attend without the cost of food or travel.
- Engage and network with attendees in the virtual exhibit space and during dedicated sponsorship time face to face (via video chat).
- Multiple days of curated content facilitated by subject matter experts from all four conference tracks.
- An intuitive online conference platform offering 200+ educational sessions and opportunities, connections to presenters and attendees, and access to resources.
- Thoughtful presentations from featured speakers to strengthen your knowledge base.
- Opportunity to present relevant content in a 60, 30 or 10 minute session.

## WHO WILL BE ATTENDING?

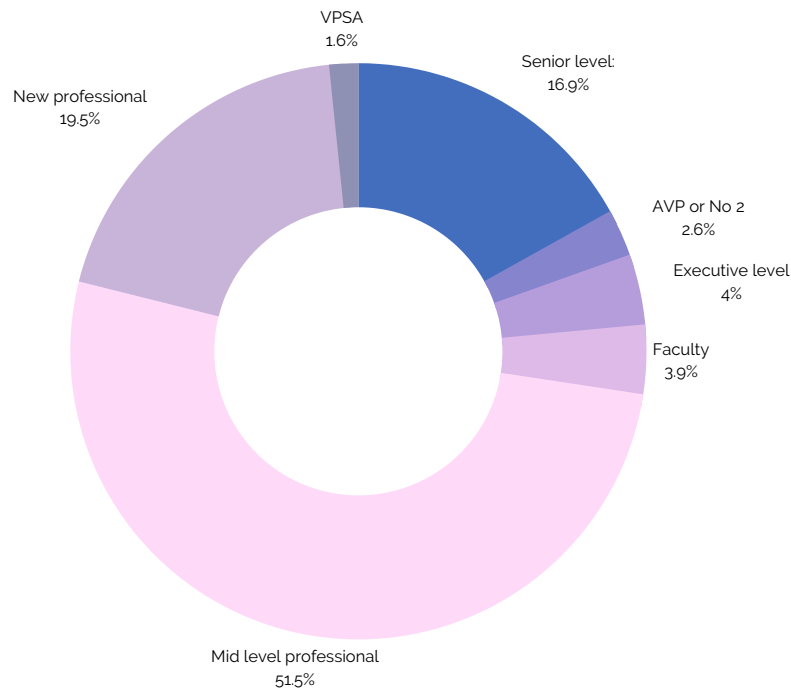
- New Student Affairs Professionals
- Mid-Level Student Affairs Professionals
- Senior Level Student Affairs Professionals

# SNAPSHOT OF 2020 NASPA STRATEGIES CONFERENCES

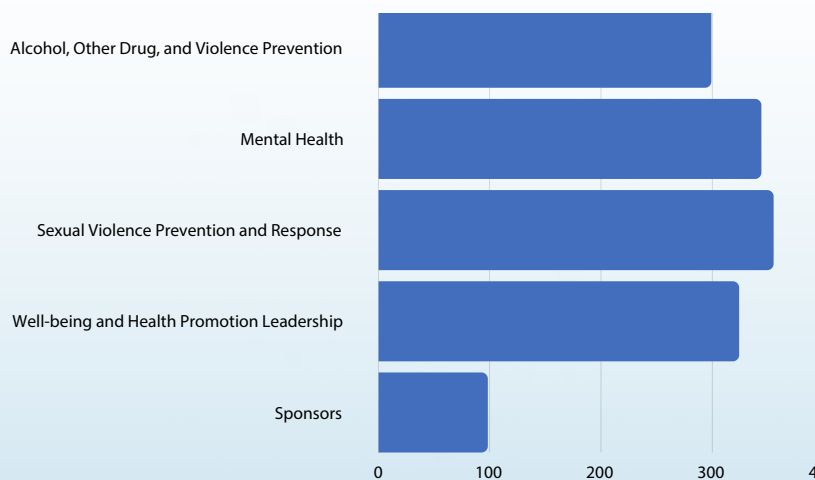
## TOTAL ATTENDEES IN 2020:

- 1,420 attendees
- Representing nearly 550 unique institutions

## ATTENDEE BREAKDOWN BY PROFESSIONAL LEVEL



## ATTENDEE BREAKDOWN BY CONFERENCES



# SPONSOR AND EXHIBIT PACKAGES

TIMELINE	BENEFITS	GOLD \$7500	SILVER \$4000	BRONZE \$2000	EXHIBIT \$900
Pre-event	Attendee list (2 weeks prior to the event) <sup>6</sup>	X	X	X	X
During conference	<ul style="list-style-type: none"> <li>▪ Exhibit space video chat</li> <li>▪ Connect with attendees</li> <li>▪ Showcase a video</li> <li>▪ Collect contact information</li> </ul>	X	X	X	X
Post-event	Exhibit space analytics	X	X	X	X
Post-event	Attendee list <sup>6</sup>	X	X	X	X
Post-event	▪ Basic listing in the 2021 solutions center (365 days/year product guide)	X	X	X	X
Pre-event	Recognition in pre-event email	X	X	X	
Pre-event	▪ Conference website- Company logo and hyperlink on conference website	X	X	X	
Pre-event	▪ Banner ad in pre-event email (limited #)	X	X		
Pre-event	<ul style="list-style-type: none"> <li>▪ Ad in the program guide</li> <li>Gold-Full page</li> <li>Silver-Half page</li> <li>Bronze-Half page</li> </ul>	X	X	X	
Post-event	Banner ad in post-event email (limited #)	X	X		
During conference	Verbal recognition as a conference sponsor	X	X		
Pre-event	Landing page logo & link (priority position based on sponsor level)	X			
Pre-event	Social media promotion (pre-event)	X			
During conference	Sponsored plenary session <sup>4</sup>	X			
During conference	Optional 60 minute sponsored social (limited #)	X			
During conference	Sponsored session 60 minute (limited #) <sup>1</sup>	X			
During conference	Sponsored engagement session 30 minute (limited #) <sup>2</sup>		X		
During conference	Sponsored happy hour showcase 10 minute session (limited #) <sup>3</sup>			X	
During conference	Exhibit space sizing	Large	Medium	Small	Small
During conference	Exhibit space prioritization	High	Mid	Mid	Low
Access	Complimentary registration <sup>7</sup>	4	3	2	1

<sup>1</sup> Sponsored Session: This is a 60-minute content session where sponsors present relevant student affairs content. It is recommended to present with a partner school.

<sup>2</sup> Engagement Session: This is a 30-minute session is best for a case study focused on sharing best practices of their products in the student affairs field.

<sup>3</sup> Happy Hour Showcase: This 10 minute session is a product pitch! It is suggested that you provide a giveaway(s) at the end of your presentation to encourage attendance.

<sup>4</sup> Sponsored Plenary Session: Provide a two minute ad to be read by the moderator of the session.

<sup>5</sup> Host a 60 minute virtual social.

<sup>6</sup> Conference attendee list includes only those who have opted in to have their contact info shared with exhibitors/sponsors. Lists include: Name, title, school and physical mailing address and will be emailed within 2 weeks prior to the event, and final lists shared 2 weeks after.

<sup>7</sup> Registrations allow you to actively connect and set-up appointments with attendees. The more registrations, the more opportunity to connect.

# SPONSOR AND EXHIBIT PACKAGES

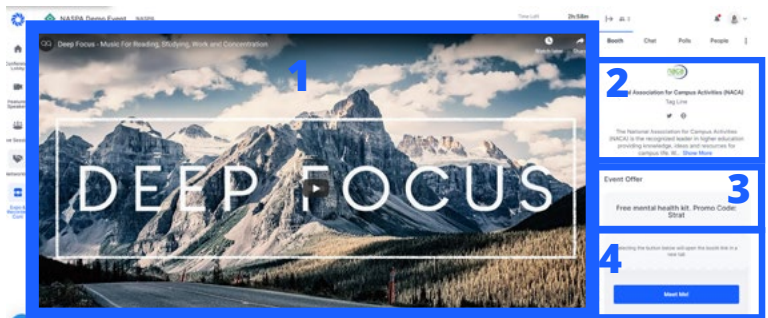
## PLANNING YOUR VIRTUAL EXPO BOOTH:

1. Your virtual expo booth can feature a live stream video chat/screen share or a pre-recorded video. Your chosen moderators can also toggle between the two options and, for example, only staff the live video chat during breaks and networking sessions.
2. Provide a clear description of your company or organization
3. Add an Event Offer- Your virtual expo booth includes the option to highlight a special offer. You can call out your existing nonprofit pricing program or offer a custom discount for AGG attendees.
4. Call to action- Your virtual expo booth includes a prominent, clickable button that will either send you the viewer's email address or redirect them to a webpage of your choosing. You get to decide.

## Exhibit Space Sizing



## Exhibit Space



## EXHIBIT HOURS

Hours will be scheduled throughout the conference Jan 12-15, 2021

## REGISTRATION INFORMATION

Your complimentary conference registration will provide you access to virtual conference events and sessions that do not require an additional fee. Once you are a confirmed exhibitor/sponsor, you will receive the code to register. Other individuals who wish to attend the conference will need to register at the conference rate.

**Interested in combining your Strategies experience with other engagement opportunities with NASPA? Let us know!**

# 2021 NASPA STRATEGIES CONFERENCES

## Organization and Payment Information

Exhibitor & Sponsor Application Deadline is December 11, 2020. No refunds will be given after this date.

**Organization Name** (As you would like to see it on your booth space and recognition):

Your Name:

Organization Phone:

Website Address:

Mailing Address:

City:

State:

Zip Code:

Attendee 1 Name/Title:

E-Mail Address:

Attendee 2 Name/Title:

E-Mail Address:

Attendee 3 Name/Title:

E-Mail Address:

Attendee 4 Name/Title:

E-Mail Address:

**Total Amount:**

Payment type:

**Check** (made payable to NASPA)

Please send to: NASPA, 111 K Street NE, 10th Floor, Washington, DC 20002

**Credit Card**

Total amount (You will receive an invoice and link to pay): \$

Cardholder name:

Cardholder address:

City:

State:

Zip Code:

Cardholder signature:

By signing here you have read and agree to all abided by all the exhibiting policies noted below (required)

# EXHIBITING POLICIES

## CANCELLATIONS AND REFUNDS

**Cancellation:** A 100% refund (minus a \$100 processing fee) will be issued if written notice is received by December 11, 2020. No refunds will be issued after December 11, 2020. (A \$100 processing fee will be applied to all refunds).

**Failure to Occupy Space:** If creative assets are not provided by January 1, 2021, the virtual exhibit space will be forfeited by the exhibitor and this space may be resold, reassigned, or used by Show Management.

## ASSIGNMENT OF LOCATION

Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

## USE OF SPACE, SUBLETTING OF SPACE

No exhibitor shall assign, sublet or share the virtual exhibit space allotted with another business or firm unless approval has been obtained in writing by Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display, parent or subsidiary companies accepted. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation of demonstration of an exhibitor's display, identification of such article shall be limited to the usual or regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the virtual exhibit space.

## OPERATION OF EXHIBITS

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, displays or provides unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. All demonstrations or other promotional activities must be confined in the limits of the virtual exhibit space.

**Sales.** Exhibitors are solely responsible for collecting and paying all related taxes, compliance with local laws, acquiring all necessary licenses, security of property including cash and credit cards. Aggressive solicitation of products in the exhibit space is strictly prohibited.

**Contests, Drawings and Lotteries.** All unusual promotional activities must be approved in writing by Show Management no later than sixty (60) days prior to the opening of the exposition.

**Booth Representatives.** Booth representatives, including models or demonstrators, **must be properly registered.** Excessively revealing attire is prohibited. Exhibitor registrations are not transferable with any other type of conference registration.

## SOCIAL ACTIVITIES

Any social function or special event planned by an exhibiting company, to take place during the Show, must be pre-approved by Show Management. Exhibitors agree to withhold sponsoring functions during official conference and exposition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

## INDEMNIFICATION

Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against Show Management on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express of implied invitation or permission of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of the Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

## ATTIRE

Virtual exhibit space personnel shall wear professional attire consistent with the event decorum. Attendants, models and other employees must confine their activities to the contracted exhibit space. Neither the exhibit space nor other space in the virtual event shall be used for any improper, immoral, illegal or objectionable purpose. All personnel of the exhibitor, including

personnel retained by the exhibitor to be in or around its booth, must wear appropriate apparel at all times. The organizer reserves the right to make determinations on appropriate apparel and entertainment activities conducted by the exhibitors. Violators may have the exhibit space and registration revoked.

## OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED BY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PROCEEDING SENTENCE.**

## MAILING LISTS

The National Association of Student Personnel Administrators ("NASPA") may, at certain events, provide a NASPA Event Attendee List (the "List") to a sponsor/exhibitor of a NASPA Event, subject to the terms and conditions of this Policy.

NASPA is the sole owner of the List and all the information contained on the List is the sole and exclusive property of NASPA. NASPA will provide the List to a sponsor/exhibitor for a **ONE-TIME USE ONLY** to promote their participation in the event. To protect the privacy of our attendee's personal information, mailing lists will only include information from those who have consented to share their information with exhibitors and sponsors. A sponsor/exhibitor must: (i) use the List only to accomplish a one-time use only; (ii) not reuse the List for any purpose; (iii) not copy or electronically reproduce the List, or sell, lease, or otherwise distribute it; (iv) not make any record of the names, addresses, or other information contained in the List, download the List or incorporate the names, addresses or other information on the List in any of the sponsor's/exhibitor's databases; (v) not reference NASPA or use any NASPA trademark, logo or slogan in any way in sponsor's communications with those on the List, without NASPA's prior written consent; (vi) not make any representation, overt or implied, that NASPA endorses or guarantees a sponsor's/exhibitor's goods or services; (vii) provide to NASPA for review and approval a copy of any message sponsor/exhibitors intends to send to the List and (viii) comply with all applicable laws in connection with a sponsor's/exhibitor's use of the List, including, but not limited to, the U.S. CAN-SPAM Act and other anti-spam laws. Failure by a sponsor/exhibitor to adhere to this Policy shall be cause for, at a minimum, permanent disqualification of the sponsor/exhibitor from attending any NASPA event in the future and using any NASPA attendee or membership list in the future. Violation of this Policy may also be grounds for legal action against the sponsor/exhibitor.

**Thank you for reviewing and agreeing to the 2021 NASPA Exhibitor Rules and Regulations.**