June 26 - June 29, 2022

Baltimore, Maryland

Registration Deadline: May 16, 2022
ABOUT NASPA

Founded in 1918, NASPA is a member-centered association supporting a diverse and passionate network of 15,000 professionals and 1,200 institutions across the globe.

NASPA Conferences on Student Success in Higher Education

The NASPA Conferences on Student Success in Higher Education convenes the student success-focused community to engage in important professional development, exchange innovative ideas, and network with peers. You will engage with content from the Assessment, Persistence, and Data Analytics Conference, First-generation Student Success Conference, and the Dismantling Systemic Barriers to Student Success Conference.

For more information on each event, visit the website

Sponsors and exhibitors have the opportunity to:

- Showcase your organization in our exhibit hall
- Increase brand awareness
- Network with over 1000 attendees
- Reach out to participants utilizing our opt-in attendee list
- Present relevant content in a sponsor session
- Build and develop your relationship with NASPA, the premier higher education student affairs association
SSHE Attendee Profile

Who Typically Attends?
- Graduate
- New Professional Mid-Level
- Senior Level
- Faculty
- Researchers
- AVP or number two
- Vice President for Student Affa

2021 STATS

Number of Attendees: 1465

539

Attendees who identify as First-Generation College Students

716

Attendance by Conference
- Dismantling Systemic Barriers: 25.9%
- Assessment, Persistence, and Data Analytics: 17.4%
- First-generation Student Success: 56.7%
# Sponsor and Exhibit Options

<table>
<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibit</th>
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<tbody>
<tr>
<td><strong>Sponsored Session (in collaboration with NASPA)</strong></td>
<td>• Company logo and hyperlink on the conference website</td>
<td>• Company logo and hyperlink on the conference website</td>
<td>• 1 Complimentary registration</td>
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<tr>
<td><strong>Company logo and hyperlink on the conference website</strong></td>
<td>• 3 Complimentary registrations</td>
<td>• 2 Complimentary registrations</td>
<td><strong>Exhibit Space</strong></td>
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<td><strong>4 Complimentary registrations</strong></td>
<td>• Option for gamification</td>
<td>• Option for gamification</td>
<td><strong>Exhibit Space</strong></td>
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<tr>
<td><strong>Option for gamification</strong></td>
<td>• Full Page Ad in Program Guide</td>
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<td><strong>Signage and verbal recognition as a Silver Conference Sponsor</strong></td>
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<td>• Option to sponsor a break or host a coffee and conversation</td>
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- **Gold Sponsor**
  - $7,500
  - 4 Complimentary registrations
  - Option for gamification
  - Full Page Ad in Program Guide
  - Exhibit Space
  - Two CTAs in event app booth
  - Customized logo on event app
  - Signage and verbal recognition as a Gold Conference Sponsor
  - Banner ad in the mobile app
  - Opt-in attendee list

- **Silver Sponsor**
  - $5,000
  - 3 Complimentary registrations
  - Option for gamification
  - Full Page Ad in Program Guide
  - Exhibit Space
  - Two CTAs in event app booth
  - Signage and verbal recognition as a Silver Conference Sponsor
  - Banner ad in the mobile app
  - Option to sponsor a break or host a coffee and conversation
  - Opt-in attendee list

- **Bronze Sponsor**
  - $2,500
  - 2 Complimentary registrations
  - Option for gamification
  - Half Page in the Program Guide
  - Exhibit Space
  - Email CTA in event app booth
  - Signage and verbal recognition as a Bronze Conference Sponsor
  - Opt-in attendee list

- **Exhibit**
  - $1,000
  - 1 Complimentary registration
  - Exhibit Space
  - Option for gamification
  - Opt-in attendee list

*Have questions or looking for other sponsor opportunities, keynotes, breaks, etc.? Contact Kristie Jacobsen Jerde, Associate Director of Professional Development and Sponsorship 218-280-7578 | kjerde@naspa.org*

*Term and conditions subject to change*
NASPA Conferences on Student Success in Higher Education Application to Sponsor and Exhibit

**Organization Information**

Name of Organization:
Primary Contact Person’s Name:
Email:
Mailing Address:
Phone Number:
Website:

**Package Options and Additional Registrations**

- Gold Package $7000
- Silver Package $5000
- Bronze Package $2500
- Exhibitor Package $1000

Additional Conference Registrations: x $450=

**Total:**

**Payment Options**

- Credit Card (Will invoice you and send a link to pay)
- Check (Will invoice you with the address to send payment)

By signing here, you are agreeing to terms, deadlines and pricing listed on the application X

*Cancellations for refunds must be requested no later then May 16, 2022, refer to Terms and Conditions*

Have questions or looking for other sponsor opportunities, keynotes, breaks, etc.?
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Property Responsibility/Insurance
You are responsible for ensuring 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 its agents are not responsible for losses incurred, theft, or damage to materials.

Conference Attendee List
An advance listing of conference attendees is provided to all sponsors/exhibitors to enhance their experience and promote communication and networking at the conference. The sponsor agrees to use such listing per the NASPA Attendee Mailing List Policy and NASPA Emailing List Policy. This list is a compilation of attendees who have opted-in to sharing their mailing and/or emailing addresses as per GDPR.

Registration
Complimentary registrations provided as part of your sponsor package are for your organization's staff only and cannot be shared or gifted. Your assigned conference badge is your admission ticket to all conference events and sessions that do not have an additional charge or are noted as "invite-only." All individuals who wish to attend the conference and/or exhibit will need to register and pay the conference rate.

Registration Refund/Cancellation Policy
- The cancellation deadline to receive a refund is specific to each event, less an administrative fee. No refunds will be given after the event's posted deadline.
- Programs may be canceled or postponed due to unforeseen circumstances. In this case, registration fees will be refunded; however, NASPA will not be responsible for additional costs including but not limited to cancellation/change fees assessed by airlines, hotels, and/or travel agencies. NASPA will not reimburse registration fees for weather, travel-related delays or cancellations, or other circumstances outside of NASPA's control that prevent attendees from traveling to the event.

Exhibitor Insurance
As part of your exhibit/sponsorship, you will be automatically covered by Rain Insurance. They will contact you to confirm your details and proper coverage. This coverage is included in your exhibit/sponsor cost. Discounts will not be provided for any current coverage you have.

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