

STAMATS

Promises kept.

Stamats 2011 Conference Sponsorship Prospectus

Boston, MA July 6-8

Chicago, IL July 25-27

Jacksonville, FL November 2-4



Stamats Integrated Marketing
Graduate School Conference



Stamats Integrated
Marketing Conference



Stamats Integrated Marketing
Technology Conference

STAMATS IS THE LEADER IN HIGHER EDUCATION MARKETING WITH OVER 50 YEARS OF EXPERIENCE VIA INDUSTRY RESEARCH, PUBLICATIONS, DIGITAL MEDIA, INTEGRATED MARKETING STRATEGIES, AND BRAND MARKETING EFFORTS.

Stamats has designed our conference packages to provide maximum exposure and ROI for our sponsors—choose the package that best aligns with your needs.

For more information about sponsorship opportunities, contact:
Saba Fiala, Strategic Marketing Consultant, Stamats 319-364-6167 ext. 5054

615 Fifth Street SE • P.O. Box 1888
Cedar Rapids, IA 52406-1888
800.553.8878 • fax: 319.365.5421
www.stamats.com/events

© 2011 Stamats, Inc. • Page 1

DID YOU KNOW...?

- Each year Stamats provides four major conferences across the country, attracting high-level executives and decision makers in higher education. Our Stamats Integrated Marketing Conferences include the adult student marketing conference, graduate school marketing conference, integrated marketing conference, and technology conference.
- We value expertise and partnerships which complement our core services and commitment to higher education.
- Stamats focuses solely on higher education. Thanks to this dedication and singular focus, we've not only become the premier marketing firm for higher education but also a tremendous industry resource. At the core of everything we do is a sincere commitment to help colleges and universities better themselves and keep their promises.
- Each year we participate in over 25 industry conferences and presentations on such topics as market research, strategic planning, digital marketing, and major trends affecting higher education.
- We develop, promote, and produce monthly webinars with an average of 75 attendees.
- We publish *QuickTakes*, a newsletter on higher education marketing and student recruiting. This free newsletter, with a readership of more than 17,000, provides colleges and universities with action-oriented marketing strategies and tactics to effectively contend in today's competitive marketplace.
- We contribute to current literature in our areas of expertise. Over the years, we have written dozens of articles, papers, and blogs on strategic planning, marketing, market research, digital marketing, branding, and other topics.
- We conduct ongoing research. Each year we administer several key research studies to keep us up-to-date on higher education issues and provide our clients with important industry data for comparison. This includes our national *TeensTALK*[®] survey, *ParentsTALK*[®] survey, *LawTALK*[®] survey, and *AdultStudentsTALK*[™] survey.

VALUE OF SPONSORSHIP

Why sponsor?

Put simply, the answer is maximum return on your investment. That's more than just a goal, it's the promise Stamats makes to sponsors. Your name, product, or service will be seen by key decision makers from institutions both big and small throughout the United States. Stamats' conferences present a truly unique opportunity for sponsors to leverage their investment by:

- Recognition via pre-event electronic and online promotions
- Promotion, visual and spoken, during the event
- Solidifying relationships with your current clients and introducing yourself to prospective new customers
- Partnering with the premier higher education marketing firm in the United States
- Distributing your materials in electronic format on the event flash drive to all participants (platinum and gold sponsors only)

Who attends our conferences?

These events are attended by higher education marketing professionals from throughout the nation working to attract every level of students to their institutions. Attendees include professionals from admissions and enrollment, recruitment, marketing, vice presidents, presidents, webmasters, and deans.

Profile of past Stamats conference attendees

- 65% are decision makers (director level and above)
- 24% are in a senior leadership position
- At least 64% perform a marketing, enrollment/admissions, or web development role

DEPARTMENTS REPRESENTED



- Web Development - 11%
- Admissions/Enrollment - 45%
- Marketing - 28%
- Executive - 24%
- Other - 12%

POSITIONS REPRESENTED



- Directors -43%
- Managers - 6%
- Deans & VPs - 16%
- Assistants & Other -34%

WHAT DID LAST YEAR'S ATTENDEES THINK?

"I really enjoyed the conference. I found the topics, suggestions, and advice practical and useful. I learned many things that help my grad school colleagues reassess processes in place and add to our current efforts."

"Absolutely one of the best SIMTECH conferences I've attended. All the sessions offered fantastic ideas, learning opportunities, best practices. Really well done. Worth my five days and 24 hours of flying (to and from)."

"Great information. When I go to a conference I like it when I can go back to campus with 'how tos' that I picked up. I've only attended this conference once before about six years ago, and I thought it was excellent then."

Sponsor two conferences in 2011	Receive 5% off total cost of sponsorship
Sponsor three conferences in 2011	Receive 10% off total cost of sponsorship
Sponsor all four conferences in 2011	Receive 15% off total cost of sponsorship

SPONSORSHIP OPPORTUNITIES

Platinum Package Components (one package available) \$5,000 investment

- Unlimited conference registrations to your clients at 25% off
- Inclusion of two electronic files (PDFs) on event flash drive and insertion of one handout* into attendee packet
- Company logo in mailed brochure, with dedicated sidebar column (written by Stamats)
- Company logo (with hot linked URL) and 75- to 100-word description of company on conference web page
- Company logo on all e-mail promotions
- Company logo on postcard
- Your company logo on your conference name badge, along with ribbon designating your sponsorship level
- Mentions during conference program by conference emcee and face-to-face interaction with potential clients
- Inclusion in our sponsor sticker giveaway
- List of attendees' names, institutions, and titles (upon arrival at the conference)
- Three complimentary conference registrations and unlimited additional registrations at 20% off price of conference at time of contract signing
- Full quarter-page logo included on the back cover of the conference program

Deliverables you will receive as a Platinum Sponsor only

- Sponsorship of networking reception
 - Company logo included on registration sign at conference, designated as platinum sponsor
 - Company logo in attendee program, designated as platinum sponsor
- Premiere location in tabletop exhibition area at conference—six- or eight-foot display table
- Sponsorship of one 2011 or 2012 Stamats webinar

*Handout materials must be 6"x9" or smaller

Gold Package Components (two packages available) \$3,500 investment (estimate)

- Inclusion of one electronic file (PDF) on event flash drive
- Two complimentary conference registrations
- Unlimited additional registrations at 10% discount off registration price at time of contract signing and sponsor designation for all staff attending
- Company logo (with hot linked URL) and 75- to 100-word description of company on conference web page
- Company logo on all e-mail promotions
- Company logo included on any postal mail promotions sent by Stamats (brochures and postcards)
- Company logo included on all conference signage (except reception signage)
- Company logo included on the back cover of the conference program
- Six- or eight-foot display table at conference to show company materials
- Inclusion in our sponsor sticker giveaway
- List of attendees' names, institutions, and titles (upon arrival at the conference)
- Mentions during conference program by conference emcee and face-to-face interaction with potential clients
- Your company logo on your conference name badge, along with a ribbon designating your sponsorship level

Deliverables you will receive as a Gold Sponsor only

- Designated sponsor of breakfast one day of the conference (mentioned in program and on breakfast sign)

Silver Package Components (six packages available) \$1,500 investment

- Company logo (with hot link URL) posted on conference web page
- Company logo on the back cover of the conference program
- Company logo included on any postal mail conference promotions sent by Stamats (brochures, postcards)
- Company logo included on all conference signage (with the exception of reception signage)

- Six- or eight-foot display table at conference to show company materials
- List of attendees' names, institutions, and titles (upon arrival at the conference)
- Your company logo on your conference name badge, along with a ribbon designating your sponsorship level
- Mentions during conference program by conference emcee and face-to-face interaction with potential clients
- One complimentary conference registration
- Inclusion in our sponsor sticker giveaway

Ghost Sponsorship: \$750

- Company logo (with hot linked URL) posted on conference web page
- Company logo on the back cover of the conference program
- Company logo included on all conference signage (with the exception of reception signage)
- Display table at conference to show tabletop materials including books, handouts, business cards, pens, notebooks, other collateral, etc. (This is a table, as opposed to a booth. Large floor signs/stands are not included in this package. All materials should sit atop the table. These materials should be sent to the attention of Brandy Huseman at the hotel. Specific information will be provided.)

UPGRADE OPPORTUNITIES AVAILABLE

- Lanyard sponsorship--\$1,000
 - Attendee lanyards will contain your company's logo
- Wireless Internet Sponsorship--\$2,000
 - E-mail to all attendees prior to conference features your company's name and logo as our wireless sponsor
 - The wireless network at the conference will include your company's name

SET-UP TIME WILL BE THE DAY OF THE PRE-CONFERENCES STARTING AT NOON.

EXHIBITING TIME WILL BE THE TWO MAIN DAYS OF THE CONFERENCE, STARTING AT 8 A.M.

"Stamats conferences have provided an ideal platform for us to network with new clients, helping us both increase our visibility in the marketplace and sell new business."

--Piero Tintori, CEO and founder of web content management company TERMINALFOUR

"As a past sponsor of various Stamats conferences, I have found that the attendees are eager to learn about new products/services that will make their recruitment programs more efficient. They are also ready to buy when they find a product/service that meets their needs."

--David Fant, owner, Market Mapping plus LLC

"Our sponsorship of Stamats conferences has provided us with key networking opportunities with potential clients, allowing us to connect with the decision makers who can benefit most from our products and services."

--Lance Merker, President and CEO, OmniUpdate

SPONSOR AGREEMENT

- (1) Complete the sponsor agreement in full. Sign and return with payment to: Stamats, Inc., 615 Fifth Street SE, Cedar Rapids, IA 52401, Attention: Brandy Huseman. Or fax to 319-364-4278 or e-mail brandy.huseman@stamats.com.
- (2) Full payment by check or credit card is required to reserve your sponsorship package and be included in pre-event promotions. If you do not wish to submit payment via this form, please call Brandy Huseman at 319-861-5032 to provide credit card payment.
- (3) Send your logo to brandy.huseman@stamats.com. Note that your company will not start to reap the benefit of event promotion until payment and your logo information is received.

Contact Information

Company: (indicate exactly how your company name should appear in promotional materials)

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____

E-mail: _____

Indicate which Conference(s)

- | | | |
|---|---|--|
| <i>Boston, July 6-8</i> | <i>Chicago, July 25-27</i> | <i>Jacksonville, Nov. 2-4</i> |
| <input type="checkbox"/> Graduate Conference | <input type="checkbox"/> Marketing Conference | <input type="checkbox"/> Technology Conference |
| <input type="checkbox"/> Platinum <input type="checkbox"/> Gold | <input type="checkbox"/> Platinum <input type="checkbox"/> Gold | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Silver <input type="checkbox"/> Ghost | <input type="checkbox"/> Silver <input type="checkbox"/> Ghost | <input type="checkbox"/> Silver <input type="checkbox"/> Ghost |

Sign and Return this Agreement

Applied Discount: _____ % **Total Payment:** Amt. \$ _____ Check Credit Card

VISA MC AmEx # _____ Exp. date _____

Signature: _____

Print name: _____ Date: _____

Mail to:

Stamats, Inc.
 Attn: Brandy Huseman
 615 Fifth Street SE, P.O. Box 1888, Cedar Rapids, IA 52406
 Phone: 800-553-8878 | Fax: 319-365-5421