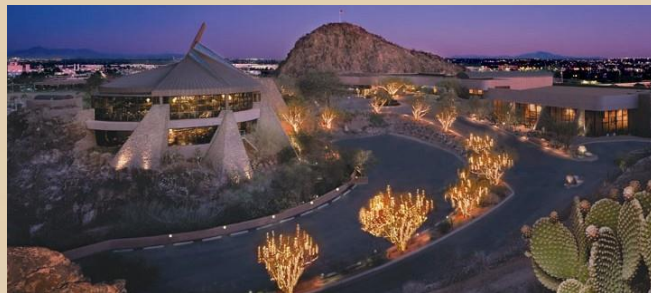


## Stamats Integrated Marketing: Adult Student Marketing Conference

February 15-17, 2011  
Tempe, AZ

### Sponsorship Prospectus



#### *DID YOU KNOW*

- In 2009, the Stamats Integrated Marketing Conference, in only its first year, attracted more than 120 attendees, followed by another 120 attendees in 2010!
- Stamats has designed our conference packages to provide maximum exposure and ROI for our sponsors—choose the package that best aligns with your needs.

*Deadline: January 14, 2011*  
[www.stamats.com/simadult2011](http://www.stamats.com/simadult2011)

For more information about sponsorship opportunities contact:  
Sabra Fiala  
319-364-6167 ext. 5054

## 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)

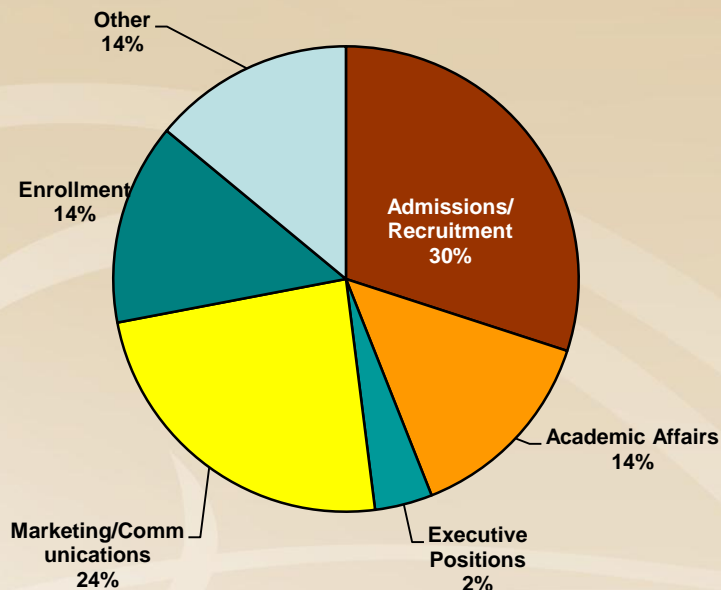
### Who attends our conference?

This year will mark our 3<sup>rd</sup> annual conference. It is attended by higher education marketing professionals from throughout the nation working to attract adult students to their institutions. Attendees include admissions and enrollment professionals, marketing and public relations experts, vice presidents, presidents, webmasters, and deans.

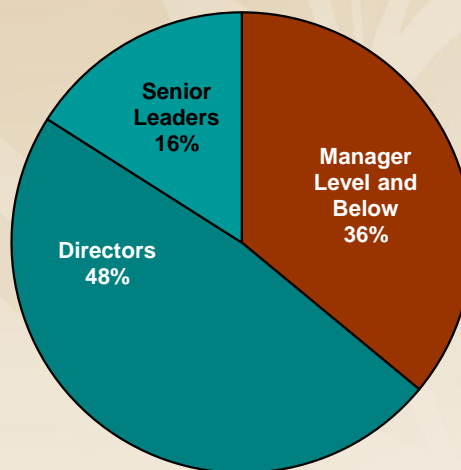
### Profile of past Stamats conference attendees

- 64% are decision makers (director level and above)
- 16% are in a senior leadership position
- At least 68% perform a marketing, enrollment, admissions, or public relations role

### Departments Represented



### Positions Represented



## WHAT DID LAST YEAR'S ATTENDEES THINK?

"Excellent conference – great networking. Sessions were relevant. I was very impressed with breadth of knowledge of the presenters."

"Excellent overall conference. Brenda Harms was an excellent facilitator and her enthusiasm and knowledge of material is great. This was my first conference and I am bringing back a lot of very good ideas and information I will use."

"Great conference. The topics were on target for me and I learned a great deal. Stamats associates were helpful and friendly. Very well done."

### SPONSORSHIP OPPORTUNITIES

#### **Gold Package Components (Two packages available) \$3,500 investment; estimated value=\$60,000**

- Full ¼ page logo included on the back cover of the conference program
- Inclusion of two electronic files (PDF) on event flash drive and insertion of one handout\* into attendee packet
- Logo (with URL) posted on conference website ([www.stamats.com/events/seminars/SIMAdult2011](http://www.stamats.com/events/seminars/SIMAdult2011)) and in all e-mail promotions
- Logo included on any postal mail promotions sent by Stamats (brochures and postcards)
- Logo included on all conference signage
- 6' or 8' display table at conference (rear of general session room or in foyer/registration area) to display company materials
- Sponsorship of the networking reception
  - Company logo on reception signage
  - Company designated as sponsor of reception in attendee program
- Two complimentary conference registrations
- Unlimited additional registrations at 20% discount off registration price at time of contract signing and sponsor designation for all staff attending
- Mentions during conference program by conference emcee and face-to-face interaction with potential clients

\*Handout materials must be 6"x9" or smaller and must be received by Stamats no later than January 15, 2011.

#### **Silver Package Components (Six packages available) \$1,500 investment; estimated value=\$15,000**

- Logo (with URL) posted on conference website ([www.stamats.com/events/seminars/SIMAdult2011](http://www.stamats.com/events/seminars/SIMAdult2011)) and in all e-mail promotions
- Logo on the back cover of the conference program
- Logo included on any postal mail conference promotions sent by Stamats (brochures, postcards) after contract is received
- Logo included on all conference signage with the exception of reception signage
- 6' or 8' display table at conference (rear of general session room or in foyer/registration area) to display company materials
- One complimentary conference registration and sponsor designation for all staff attending
- Mentions during conference program by conference emcee and face-to-face interaction with potential clients

#### **Ghost Sponsorship: \$750**

- Logo (with URL) posted on conference website ([www.stamats.com/events/seminars/SIMAdult2011](http://www.stamats.com/events/seminars/SIMAdult2011)) and in all e-mail promotions
- Logo on the back cover of the conference program

- Logo included on all conference signage with the exception of reception signage
- Display table at conference to display tabletop materials including books, handouts, business cards, pens, notebooks, and other collateral, etc. (This is a table as opposed to a booth and 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.)

**SPONSOR AGREEMENT**

**Deadline: January 14, 2011**

- (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](mailto: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](mailto: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)

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Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Indicate Sponsorship Option**

- Gold: \$3,500       Silver: \$1,500

**Sign and Return This Agreement**

**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, Cedar Rapids, IA 52401  
Phone: 800-553-8878 | Fax: 319-365-5421