

Stamats Integrated Marketing: Technology Conference

October 20–22, 2010

Las Vegas, NV

Sponsorship Prospectus



DID YOU KNOW

- The share of adult internet users on social networks quadrupled in the past four years—from 8% in 2005 to 35% now. Also, 96% of adult students would turn to an institutional site for information on enrolling in college (2009 Adult Student Marketing Conference).
- 55% of all teens go online to get information about colleges and/or universities (Feb 2008 Pew).
- 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: September 1, 2010

www.stamats.com/simtech2010

For more information about sponsorship opportunities contact:

Brandy Huseman, Seminar Producer

319-364-6167 ext. 5032

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)

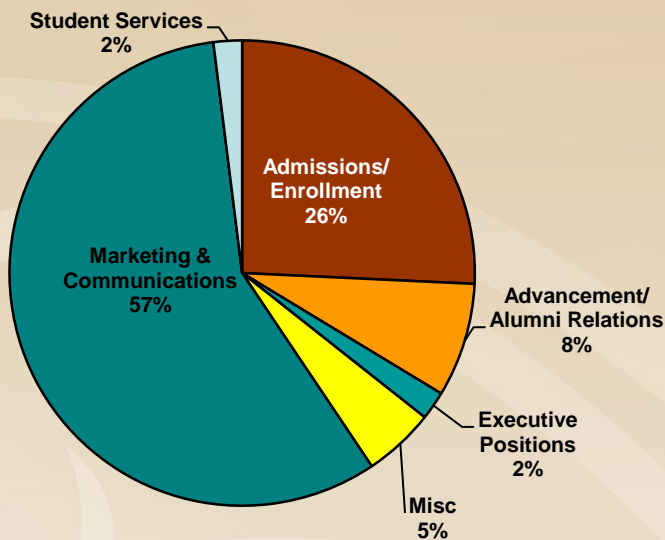
Who attends our conference?

This year will mark our 15th technology conference. It is attended by higher education marketing professionals from throughout the nation. Enrollment and admissions directors, digital media strategists, marketing and communications directors, web developers, and media relations personnel make up the bulk of our attendees.

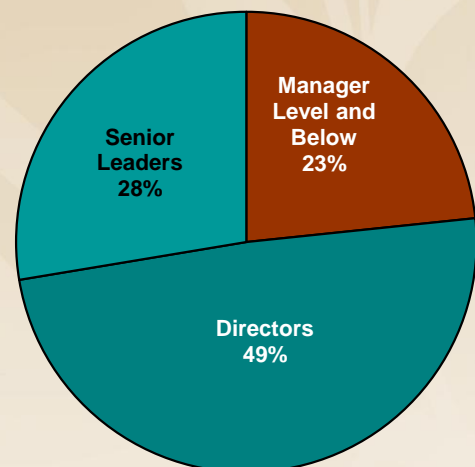
Profile of past Stamats conference attendees

- 80% are decision makers (director level and above)
- Nearly 30% are in a senior leadership position
- 57% perform a marketing, enrollment, or public relations role

Departments Represented



Positions Represented



SPONSORSHIP OPPORTUNITIES

Platinum Package Components (One package available) \$5,000 investment; estimated value=\$60,000

- Full ¼ page logo included on the back cover of the conference program
- Sponsorship of two 2011 Stamats Webinars (of your choice)
 - Logo included in Webinar promotion
 - Logo included in lower left-hand corner of every slide in presentation
- Inclusion of 25-second audio sponsor promotion in one conference e-mail promotion
- 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/simtech2010) and in all e-mail promotions
- Logo included on any postal mail promotions sent by Stamats (brochures and postcards)
- Logo included on registration sign at conference
- 6' or 8' display table at conference (rear of general session room or in foyer/registration area) to display company materials
- Exclusive sponsorship of the networking reception
 - Company logo on reception signage, designated as platinum sponsor
 - Company designated as sponsor of reception in attendee program
- Three complimentary conference registrations
- Unlimited additional registrations at 20% discount off registration price at time of contract signing
- Sponsor designation for all staff attending
- Mentions during conference program by conference emcee and face-to-face interaction with potential clients

Gold Package Components (Two packages available) \$2,500 investment; estimated value=\$23,500

- Logo on the back cover of the conference program
- Logo (with URL) posted on conference website (www.stamats.com/simtech2010) and in all e-mail promotions
- Logo included on any postal mail promotions sent by Stamats (brochures, postcards)
- Logo included on all conference signage with the exception of reception signage
- Inclusion of one electronic file (PDF) on event flash drive
- 6' or 8' display table at conference (rear of general session room or in foyer/registration area) to display company materials
- Two complimentary conference registrations
- Unlimited additional registrations at 10% discount off registration price at time of contract signing
- Sponsor designation for all staff attending
- Mentions during conference program by conference emcee and face-to-face interaction with potential clients

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

- Logo (with URL) posted on conference website (www.stamats.com/simtech2010) 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)
- 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
- 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 September 17, 2010

SPONSOR AGREEMENT

Deadline: September 1, 2010

- (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: _____

Person to whom all sponsorship materials should be mailed:
(include address if different than above) _____

Indicate Sponsorship Option

Platinum: \$5,000 Gold: \$2,500 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