

2019 Adult Student Marketing Conference by Stamats

San Diego, California
February 12-14, 2019

Sponsorship Prospectus



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Your Audiences—All In One Place

The 2019 Adult Student Marketing Conference will feature topics tailored to the interests, concerns, and priorities of higher education professionals from across the nation. This premier event targets decision-makers who plan and implement marketing, recruiting, and programming directed at adult undergraduate and graduate students. This includes:

- Adult undergraduate/degree completion programs
- Graduate programs
- Continuing education programs
- Certificate and professional programs
- Online and hybrid degree programs

[Explore the Event](#)

Who Attends?

Each year, the conference attracts professionals from public and private colleges and universities. A majority of attendees are decision-makers—directly responsible for managing and promoting specific programs or an entire institution.

Departments and Roles Represented

- Marketing and Public Relations
- Enrollment and Admissions
- Executive Leadership (President, VP, Officer)
- Academic and Provost
- Student Services
- Advancement

Why Sponsor?

This one-of-a-kind conference gives you direct access to higher education leaders and influencers. As a sponsor, you'll benefit from:

- **Targeted Reach:** Skip the gatekeepers. Meet face-to-face with professionals who are thirsty for information about customer relationship management (CRM) tools and technology, social media services, retention strategies, online learning platforms, email marketing, and much more!
- **Engaged Audiences:** Timing matters. Attendees are tuned in and ready to learn about new software, innovative recruitment strategies, and effective communication methods.
- **The "Halo Effect":** Participants rely on Stamats to showcase only the very best vendors. Join a select lineup of vetted, proven, and trustworthy companies.
- **Brand Impressions:** Exposure begins long before the conference. Your company logo will appear on multiple pre-conference promotional mailings sent to more than 17,000 higher education professionals.
- **Immediate Leads:** At the prestige and super sponsor levels, you'll have advance access to our attendee list. Use it to showcase your services early and drive interest.
- **Limited Competition:** With only five to six other exhibitors, your brand will be front and center.
- **Visibility:** Exhibitor booths are located in high-traffic areas where sessions, events, and breaks take place.
- **Time:** Two full days of exhibition time gives you the chance to form new relationships. Attendees can visit your booth, discuss, and return for follow-up.
- **Stamats Mobile App:** Our app is a favorite among SASMC attendees. They use it to set appointments with vendors, share information in real-time, and drive traffic to companies they connect with.

Sponsorship Opportunities Chart

PACKAGE FEATURES	Prestige Partner	Super Sponsor	Expert Exhibitor
	\$6,000	\$3,500	\$1,500
Exhibitor space with a 6ft table	✓	✓	✓
Sponsor general session Logo on dual big screens Elevator pitch to all attendees	✓		
Logo w/ link on website event page	✓	✓	✓
Logo in pre-event emails	✓	✓	✓
Logo on event signage	✓	✓	
Attendee list*	✓	✓	
Conference passes	4	2	1
Additional staff registrations (\$350 ea.)	✓	✓	✓
Discount registrations for your clients	✓	✓	
Blog post in Stamats Insights newsletter	3	1	
Promo item in attendee promo bag	✓	✓	
Logo included on "thank you" email	✓	✓	
A La Carte Options			
Wifi/recharge sponsorship (logo on signage/slides) \$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking reception sponsor (logo on signage/slides) \$2,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lunch sponsorship (logo on table-tents & 10 minutes presentation) \$2,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activity sponsor \$2,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee break sponsor \$2,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event lanyards with your logo/name** \$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>

*Attendee name, title, and institution (two weeks prior to event)

**Lanyards purchased by Stamats

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Sponsorship

1. All sponsors will be reviewed by Stamats to ensure we're working with trusted partners and companies that will add value to the conference for our attendees.
2. Full payment by check or credit card is required to reserve your sponsorship package and to be included in pre-event promotions.
3. Send your company logo to tami.vandeweerd@stamats.com to be included in event promotional materials. Logo provided should be a high resolution image, preferably in vector format.
4. Note that your company will not be included in event promotional materials until payment and logo are received.
5. Each exhibiting sponsor will receive a skirted eight-foot display table with no backdrop.
6. Electricity and other audio/visual needs may be contracted directly with the hotel.
7. Set-up is from 6:00 p.m. - 9:00 p.m. on Monday, February 11, 2019.
8. Exhibitors must remove all booth materials between 5:00 p.m. - 9:00 p.m. on Wednesday, February 13, 2019.

Exhibitor Materials Shipping

Exhibitors may ship exhibiting materials to the following address to arrive between Thursday, February 7, and Monday, February 11, 2019.

InterContinental San Diego

Attention: Stamats, [Exhibitor name]

[Guest name], February 11, 2019

901 Bayfront Court

San Diego, CA 92101

Hotel phone: 619.501.9400

Quick Stats

The proof is in the numbers. While SASMC 2019 promises to be bigger and better than ever, here's what to expect based on previous years:

- 145–155 attendees from 18 states
- 90–100 institutions represented
- 47% are private institutions, 53% are public
- 46% of attendees are director-level, 31% are assistant-level, 16% are deans and VPs, and 7% are managers

Need help or have questions?

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