



SPONSORED BY THE WASC ACCREDITING COMMISSION FOR SENIOR COLLEGES AND UNIVERSITIES

April 18-20, 2012 Hilton Orange County 2012 ARC Sponsorship Opportunities

The Western Association of Schools and Colleges, the regional accrediting organization for colleges and universities in California, Hawaii, Guam and the Pacific Basin, will hold its annual Academic Resource Conference April 18-20, 2012, at the Hilton Orange County in Costa Mesa, California. WASC invites companies that support and serve the higher education community to participate as sponsors of the ARC.

Sponsor booths (10’x10’) will be located in the “Learning Commons Lounge,” a transformed ballroom where scheduled snack breaks, receptions, and special events will take place. With ample tables, seating, and free wireless, this is the perfect gathering place for attendees to network, exchange information, and visit exhibitors.

ARC sponsorship and advertising opportunities can be designed to suit your organization’s budget and serve your target audience. The ARC attracted a rich mix of top administrators, faculty, student affairs personnel, institutional researchers, and others. Organizations that can address the needs of conference attendees are ideal sponsors of the ARC.

Exhibitor Move-in:	Exhibit Hours:	Exhibitor Move-out:
Wednesday, April 18, 2012 Noon – 5:00 pm	Wednesday, April 18, 2012 5:00 pm – 7:30 pm (coincides with opening reception) Thursday, April 19, 2012 7:30 am – 7:30 pm	Thursday, April 19, 2012 7:30 pm

SPONSORSHIP LEVELS

\$20,000 _PLATINUM SPONSOR

Complimentary ‘Special Opportunity’ to host a 2 hour lunch at which you may promote/present your product or service

Company logo w/ hyperlink on “Call for Proposals” email (sent to 20K+ unique addresses)

Company logo w/ hyperlink on ALL ARC marketing emails (15+emails sent to 20K+ unique addresses)

Company logo w/ hyperlink on ARC website and registration site

Pre & Post conference registrant list in excel format

Recognition as sole sponsor of the CEO Lunch, Opening Plenary, and Opening Reception

4 tickets to CEO lunch

Company signage in prominent location at CEO Lunch, Opening Plenary and Opening Reception

Recognition as the ARC Platinum Sponsor on all conference signage/materials

Full color/full-page ad on back cover of ARC program

Opportunity to place company literature directly in attendee registration packets (1000 attendees)

Company Logo on ARC 2012 promotional give-a-way (bag, portfolio, etc)

20’x10’ (Double-sized) exhibitor booth in premium location

6 complimentary registrations for the ARC & pre/post conference workshops of choice

First right of refusal for platinum Sponsor of ARC 2013

BONUS – Full page/full color ad in ALL WASC educational programming workshop programs



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\$15,000__ GOLD SPONSOR

Complimentary 45 minute Sponsor Demo Session

Company logo with hyperlink on 6 ARC marketing emails (sent to 20K+ unique addresses)

Company logo w/ hyperlink on ARC website and registration site

Pre & Post conference registrant list in excel format

Recognition as the sole sponsor of Thursday breakfast plenary

Recognition as an ARC 2012 Gold Sponsor on all conference signage/materials

Full color/full-page ad on inside cover of ARC program

Company Logo on name badge lanyard

Exhibitor booth in a prime location

4 complimentary registrations for the ARC & pre/post conference workshops of choice

BONUS – Full page/full color ad in ALL WASC educational programming workshop programs

\$10,000__ SILVER SPONSOR

Company logo with hyperlink on 3 ARC marketing emails (sent to 20K+ unique addresses)

Post-conference registration list in excel format

Co-Sponsor of the Thursday evening reception

Recognition as a Silver Sponsor on all conference signage

Full-page black & white ad in ARC program

Company Logo with hyperlink on ARC website

Exhibitor booth in a prime location

3 complimentary registrations for the ARC & pre/post conference workshops of choice

\$5,000__ BRONZE SPONSOR

Co-Sponsor of the Friday breakfast

Recognition as an ARC 2012 Bronze Sponsor on all conference signage

Half-page black & white ad in ARC program

Company logo on ARC website

Exhibitor booth in prime location

2 complimentary registrations for the ARC & pre/post conference workshops of choice

Post-conference registration list

\$3,000__ BRASS SPONSOR

Recognition as an ARC 2012 Brass Sponsor on all conference signage

Quarter-page black & white ad in ARC program

Company *name* on ARC website

Exhibitor booth in key location

1 complimentary ARC registration

Post-conference registration list



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\$2,500__ SPECIAL OPPORTUNITY (must be a platinum, gold, silver, or bronze sponsor to qualify)**

2 available / First come, first served

Opportunity to host a **2 hour lunch** on Thursday, April 19, from 11:45 – 1:45 pm, at which you may promote/present your product or service

Fee includes use of meeting room and program insert announcing your event

Ability to issue invitations prior to conference or onsite

Additional costs including food, beverage, internet, and/or audio-visual will be the responsibility of the sponsor

\$1,000__ SPONSOR DEMO SESSION (must be a sponsor to participate)**

Limited availability/First come, first served/Limited to no more than 1 session per sponsor

Opportunity to present a **45 minute demonstration** of your product and/or services during concurrent sessions

Fee includes use of meeting room, listing in program, and standard a/v equipment

ARC ADVERTISING OPPORTUNITIES

Hotel Room Key\$2,000

Simple and effective, branded hotel room keys put your logo in 1000 attendees’ hands multiple times throughout the ARC. Exclusive opportunity. Sponsor is responsible for cost of key production.

Registration Bag Inserts\$1,000

Place a promotional insert of your choice in the hands of every ARC attendee. Company literature describing products and services , logo’d goodie (ie pads, pens, flash drives), DVDs etc can be distributed in the WASC registration bags – guaranteeing 1000 targeted individuals will receive your message.

Refreshment Break Sponsor.....\$500/break

Breaks provide a gathering place for ARC attendees and speakers. Sponsor receives: acknowledgement in ARC program/schedule, company logo on all coffee break signage, opportunity to place company literature in break area. Sponsor is responsible for cost of food and beverage. Limited availability.

ARC Print Advertising

Want more visibility or can’t make this year’s ARC? Advertising in the ARC Program is a great way to stand out from the crowd. Deliver your message to 1000 individuals attending the ARC and those who peruse the program online. Your message reaches the people you want to talk to at the right time and the right place!

2-Page Spread B&W	Full Page – B&W	1/2 Page – B&W	1/4 Page – B&W
\$2,000	\$1,000	\$750	\$500

We have a limited number of sponsorships available. Historically, we reach our capacity and must turn away exhibitors. If you are interested in being a sponsor, sign up early. Sponsorships help garner more exposure, more involvement, and likely, more leads! Make the most of it and register to be a sponsor today!

TO DISCUSS SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

JULIE KOTOVSKY, EDUCATIONAL EVENT MANAGER

PHONE: 510-995-3167

EMAIL: JKOTOVSKY@WASCSENIOR.ORG



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April 18-20, 2012 Hilton Orange County Sponsorship Reply Form

Please scan and email reply to Julie Kotovsky: jkotovsky@wascsenior.org or FAX to 510-995-1477
ARC sponsorships are limited and accepted on a first come, first served basis.

Company Name (as you would like to be listed in our materials)

Primary Contact Phone #

Street Address City State Zip

Email (please print clearly)

Please email the following with your reply: company logo in both eps and jpg format, and company blurb for ARC website. No more than 100 words. Email to jkotovsky@wascsenior.org

SPONSORSHIP LEVELS (please check)

- \$20,000 – PLATINUM SPONSOR*
- \$15,000 – GOLD SPONSOR*
- \$10,000 – SILVER SPONSOR*
- \$5,000 – BRONZE SPONSOR*
- \$3,000 – BRASS SPONSOR (not eligible for Bonus opportunity)
- * \$2,500 BONUS OPPORTUNITY (limited availability/must be a platinum, gold, silver, or bronze sponsor to qualify)
- * \$1,000 Sponsor Demo Session (limited availability/first come, first served, must be a sponsor to participate)

ADVERTISING OPPORTUNITIES (please check)

- Hotel Room Key (exclusive).....\$2,000
- Registration Packet Inserts\$1,000
- Refreshment Break Sponsor.....\$500/Break
- Print Advertising – Circle Choice
 - 2-Page Spread B&W\$2,000
 - Full Page B&W\$1,000
 - 1/2 Page B&W.\$750
 - 1/4 Page B&W \$500

PAYMENT METHODS (please check)

- Company check is enclosed
- Company credit card

TOTAL \$

Credit card # _____ Exp. Date _____

Please email reply to jkotovsky@wascsenior.org or FAX to 510-995-1477