Exhibitor/Sponsor Information
October 31 – November 3, 2016
Norfolk, Virginia

The Consortium for Student Retention Data Exchange (CSRDE) at the University of Oklahoma invites you to participate in the 12th Annual National Symposium on Student Retention in Norfolk, Virginia.

Well-attended and well-reviewed, the Symposium provides multiple levels of access to key decision-makers in the higher education community. Develop relationships beyond the exhibit space with networking opportunities including a welcome reception, awards luncheon, concurrent sessions, continental breakfasts and refreshment breaks throughout the conference.

**Important Dates**

- Session proposal submission (optional for registered sponsors) – **July 15, 2016**
- Booth space registration – **August 10, 2016**
- Company logo, contact information for each representative, prize donation (if participating) and ad – **September 8, 2016**
- Payment of balance – **October 1, 2016**

**Exhibitor**

Each Exhibitor receives the following: an exhibit booth with one representative; company name, logo and contact information listed in the conference program; recognition on the conference website; one printed copy of the program; one printed copy of the attendee list; and one copy of the Conference Proceedings (one per organization).

- Exhibit Booth - $1,000 *(required, includes one representative and one 10’ exhibit space)*
- Additional Representative - $425 per person through September 1, 2016 (**$525 per person after September 1**)
- Representatives will have full access to all conference activities

**Booth Selection Process:** The process for selecting booth space will take place in September after we know how many exhibitors will be attending and we can determine our space needs. Selection will be first-come, first-served based on registration date. We will email all of the exhibitors to let them know the process as we get closer to the time. Exhibitors will be in the same area as food breaks and the poster presentations to help ensure as much traffic as possible.

**Exhibitor and Sponsor**

Exhibitors have the opportunity to sponsor an event at the National Symposium on Student Retention. As a sponsor you will receive all of the above benefits, plus signage and acknowledgment during the sponsored event, a quarter page advertisement in the conference program (with the opportunity to upgrade), and two electronic attendee lists: a list before the conference which includes all participants who have signed up through the Early Bird Registration deadline and a final post-conference attendee list.

Sponsorship opportunities include:

<table>
<thead>
<tr>
<th>Best Practices Awards Luncheon - $4,000</th>
<th>Poster Session and Beverage Break - $1,500</th>
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<tbody>
<tr>
<td>Conference Mobile App - $4,000</td>
<td>Name Badges and Holders – $1,400</td>
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<tr>
<td>Welcome Reception - $2,600</td>
<td>Ice Cream Social - $1,400</td>
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<tr>
<td>Continental Breakfast <em>(4 available)</em> - $1,600</td>
<td>Networking Break <em>(3 available)</em> - $1,400</td>
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<tr>
<td>Conference Bags - $1,600</td>
<td>Networking Break <em>(2 available during pre-conference workshops)</em> - $1,000</td>
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<tr>
<td>Plenary Session <em>(2 available)</em> - $1,500</td>
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Additional Exhibitor Opportunities

Prizes

We encourage attendees to visit each exhibitor booth through our Exhibitor Visits Prize Raffle. When attendees visit each booth, exhibitors will sticker their form (stickers provided by us). Once they have visited all of the booths, they will be eligible to receive a prize, donated by the exhibitors. The drawing will be held at the Poster Session on Wednesday, November 2, 2016. Previous prizes have included a Kindle, Fit Bit, and gift cards from Starbucks and Amazon gift cards. Each prize announcement will include the name of the company donating. If you would like to participate, please respond as soon as possible. All prizes donated by September 8 will be listed in the program.

Vendor Presentation Option - Due July 15, 2016

Company representatives may apply for a Presentation Time Block to occur during the concurrent sessions.

New in 2016: Presentation spaces are available exclusively to exhibitors who also sponsor an event at the conference.

In order to be eligible to present at the conference the Exhibitor must do two things:

Step 1: Register as an Exhibitor, choose a sponsorship opportunity, and make the payment online

Whether you are presenting with a team from your organization or with a customer from a college or university, each person presenting in the concurrent session must be a paid conference registrant. If your co-presenter is a client from an institution, that person should register as an attendee, not an exhibitor.

Step 2: Email the abstract for your presentation, including the following information:

- Title of the Presentation
- Abstract (200 word maximum) that provides a brief description on the case study or subject to be discussed. If possible, identify what your audience will take away from the session (lessons learned, strategies, etc.).
- Names, job titles and contact information (including e-mail addresses) for the presenters, including clients.
- Email should be directed to:
  - csrde@ou.edu
  - Subject: Abstract for Vendor Presentation

We want your presentation to be well-received. Our audience will be expecting a presentation that highlights your services and products, but also has an educational focus.

Abstracts for presentations will be selected based on the appropriateness of the subject to the objectives of the conference, space availability and history of participation in previous National Symposium on Student Retention events.

Program Advertisement

The NSSR program is a comprehensive guide to all activities and functions at the conference and is distributed to all NSSR attendees. Purchasing program advertising ensures maximum exposure for your products and services.

<table>
<thead>
<tr>
<th>Quarter (¼) page ad</th>
<th>6.5” wide by 2.25” high</th>
<th>Black and white</th>
<th>$200</th>
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<tbody>
<tr>
<td>Half (½) page ad</td>
<td>6.5” wide by 4.75” high</td>
<td>Black and white</td>
<td>$325</td>
</tr>
<tr>
<td>Full page ad</td>
<td>7.5” wide by 10.5” high</td>
<td>Black and white</td>
<td>$500</td>
</tr>
<tr>
<td>Full page - inside cover (front)</td>
<td>7.5” wide by 10.5” high</td>
<td>Color</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full page outside back cover</td>
<td>8.5” wide by 11” tall</td>
<td>Color, full bleed</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

Complete ads should be provided by September 8 as electronic files using the specified dimensions and be in print-quality (300 dpi) PDF, TIF or JPG file format.
Exhibitor/Sponsor Registration

To ensure your Booth space, all registrations for exhibits at the National Symposium on Student Retention must be received by August 10, 2016 and accompanied by a $500 deposit. Payment of the balance is due no later than October 1, 2016.

Register Online Here

In addition, you must sign and return the Rules and Regulations to the CSRDE office at csrde@ou.edu or fax to 405-325-7309.

Payment Terms: A $500 U.S. deposit must accompany your registration by August 10, 2016. Payment of the balance is due no later than October 1, 2016. Upon receipt of both the completed registration and deposit, the information for Exhibitors/Sponsors will be reviewed for acceptance by the Center for Institutional Data Exchange and Analysis at the University of Oklahoma (C-IDEA), coordinator of the CSRDE and host of the National Symposium on Student Retention. Priority will be given to long-term exhibitors and sponsors. Registrations are reviewed for acceptance on a first-paid, first-come, first-reviewed basis. Acceptance of the registration as an Exhibitor/Sponsor is at the sole discretion of the C-IDEA. Exhibitors/Sponsors will be notified of the status of their registration and those not accepted will receive refunds of their deposits.

Notice of Cancellation: The CSRDE office must receive notification of cancellation of approved Exhibitor/Sponsor space or participation in writing by September 8, 2016 in order to receive a refund of the initial deposit or full payment, less a $200 processing fee. No refunds will be granted after September 8, 2016.

Summary of Exhibitor/Sponsor Benefits

<table>
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<tr>
<th>Benefits Description</th>
<th>Exhibitor</th>
<th>Exhibitor and Sponsor</th>
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</thead>
<tbody>
<tr>
<td>6' table, table cloth, 2 chairs, waste bin, and signage-maximum amount of booth space is 10’ wide*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Name, logo and contact information listed in the conference program</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on conference website</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Hard copy of attendee list</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>One copy of Conference Proceedings per company</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Admission to reception, luncheon, breaks, and concurrent sessions</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Signage and acknowledgement during sponsored event</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>1/4 page advertisement in conference program (with upgrade option)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Vendor presentation session (optional)</td>
<td></td>
<td>X</td>
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<tr>
<td>Electronic attendee lists (Early bird registration list and final attendee list)</td>
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<td>X</td>
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*Exhibitors interested in having electricity and table skirting at their booth must contact the hotel directly.

Company Logo

Your company logo will be displayed on our website with a link to your site. It will also be included in the conference program with your contact information and that of each representative. The logo file should be in print quality pdf, eps, jpeg, or tif format and should be a minimum of 50 kb; 100 kb or more is preferred.

Sponsor logos will be printed on large, high quality posters for the events they are sponsoring, so their logos should be significantly larger.
Exhibitor/Sponsor Rules & Regulations

<table>
<thead>
<tr>
<th>Exhibitor Showcase Set Up:</th>
<th>Exhibitor Showcase Hours:</th>
<th>Exhibitor Showcase Tear Down:</th>
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<tbody>
<tr>
<td>Monday, October 31, 2016:</td>
<td>Tuesday, November 1, 2016:</td>
<td>Thursday, November 3, 2016:</td>
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<tr>
<td>12:00 p.m. – 10:00 p.m.</td>
<td>9:30 a.m. – 4:30 p.m.</td>
<td>12:00 p.m. – 3:00 p.m.</td>
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<tr>
<td>Wednesday, November 2, 2016:</td>
<td>9:30 a.m. – 5:00 p.m.</td>
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<tr>
<td>Thursday, November 3, 2016:</td>
<td>9:00 a.m. – 12:00 p.m.</td>
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Unless other arrangements are approved by the conference organizer, the exhibitor agrees to have exhibits in place no later than 10:00 p.m. Monday, October 31, 2016. Please note: the Welcome Reception will begin at 5:00 p.m. and all exhibit representatives are invited to join us. All exhibit materials must be removed by 3:00 p.m. on Thursday, November 3, 2016. These times are subject to change with notification.

1. At all times during the term of this Agreement or any extensions thereof, Exhibitor, at its own expense, shall maintain such insurance as is reasonably necessary to safeguard the parties from any liability or loss that may occur as a result of the work performed under this Agreement.

2. The exhibitor agrees to accept responsibility for moving in, setting up, dismantling, and removing his/her own exhibit.

3. The exhibitor agrees not to affix any tape, staples, thumbtacks, nails, or other items to walls of the conference hotel or in any other way deface hotel property for which the Center for Institutional Data Exchange and Analysis might be held responsible.

4. The Exhibitor agrees to provide any a/v equipment needed for the exhibit and to keep a/v or video presentations with sound adjusted to low volumes. Exhibitor further agrees that music will not be played in and around exhibit area, unless exhibitor is selling music or musical instruments.

5. The exhibitor agrees to have at least one attendant present representing the exhibitor at said exhibit during all exhibit hours. Special arrangements with the Center for Institutional Data Exchange and Analysis will be necessary in order to exhibit equipment, supplies, processes, or services without an attendant present.

6. The exhibitor agrees to accept full responsibility for compliance with local, city, and state, fire, safety, and health ordinances regarding the installation and operation of equipment. This includes use of safety guards and devices where necessary to prevent personal accident to spectators. Only fireproof materials should be used in displays. Any necessary fire precautions will be a responsibility of the exhibitor.

7. The exhibitor agrees to make no claim, for any reason whatsoever, against the conference sponsors, or other contractors for loss, theft, damage, or destruction of goods, or for any injury to the exhibitor or employees. The property of the exhibitors shall at all times remain in the sole possession and custody of the exhibitor and shall be the sole responsibility of the exhibitor.

8. In the event that the conference and/or exhibit is cancelled by the University of Oklahoma, a full refund of exhibit rental fees will be made. The University of Oklahoma’s liability is limited to refunding the rental fees, and University shall not be liable for any damages by reason of failure to provide space for the exhibit, or for removal of the exhibit, or for failure to hold the conference as scheduled.

9. Further, exhibitor agrees to indemnify, defend and hold harmless the University of Oklahoma, its agents, representatives, and employees, from any and all liability for damages, fees, claims, and expenses (including attorney fees) for bodily injury, including death, and property damage arising out of exhibitor's attendance, participation, or exhibition at the National Symposium on Student Retention.

10. The exhibitor agrees that exhibit space will be assigned by The Center for Institutional Data Exchange and Analysis. Information regarding the nature of the equipment, supplies, processes or services to be exhibited is requested on the Exhibitor Application form and is used to determine appropriate space assignment. Although every effort will be made to accommodate exhibitors' needs, The Center for Institutional Data Exchange and Analysis reserves the right to assign exhibit location and approve exhibition materials.
11. If applicable, with respect to the Americans with Disabilities Act of 1990 (Public Law -101-336) and all amendments thereto ("ADA"), Exhibitor acknowledges and agrees that it is responsible for the readily achievable removal of physical barriers to access the premises such as, but not limited to, wheelchair ramps, elevator standards, door width standards and restroom accessibility, the provision of auxiliary aids and services where necessary in the common areas of the premises, and the modification of Exhibitor’s policies, practices and procedures as necessary to provide goods and services to disabled individuals. The Exhibitor assures that it is compliant with the ADA and all requirements imposed by the regulations issued pursuant to the ADA.

Exhibitor/Sponsor Company Name:  

Authorized Representative Name (printed):  

Representative Signature:  Date:  

Shipping Information

When sending boxes please include the name of the conference (National Symposium on Student Retention) and the name of the guest that will sign for the package.

No receiving/handling charges for boxes shipped to conference within 2 days of start & end date.

Send to:
Norfolk Waterside Marriott
235 East Main Street
Norfolk, VA 23510