



THE NATIONAL SYMPOSIUM ON STUDENT RETENTION

Sponsored by the Consortium for Student Retention Data Exchange at the University of Oklahoma

September 30-October 2, 2009

Buffalo, New York

Exhibitor and Sponsor Prospectus

The Consortium for Student Retention Data Exchange (CSRDE) at the University of Oklahoma invites you to participate in our 5th Annual National Symposium on Student Retention at the Adam's Mark Hotel in Buffalo, New York.

This symposium offers many opportunities for exhibitors and sponsors to connect with motivated and on-target prospects while also demonstrating support for higher education's efforts to improve student success.

We have several options for participation in this year's symposium, each with different marketing opportunities and benefits. Please review the following options and identify the approach that makes the most sense for your organization. If we can help answer any questions please contact Dr. Rosemary Hayes, Executive Director of the CSRDE at 405-325-2158 or csrde@ou.edu.

Exhibitor Option

Benefits Description	Costs	Comments
<p>Dedicated space with a 6' table, table cloth, two chairs, a waste bin, and signage.</p> <p>Includes two Exhibitor Badges with admission to the opening reception, luncheon, and breaks.</p> <p>Hard copy – post conference contact information on conference participants</p> <p>Contact information will be included in the conference program.</p>	<p>\$800/booth with two Exhibitor Badges included.</p>	<p>Electrical and internet services for the booth are not provided. However, the exhibitor can make arrangements for these services with the Adam's Mark Hotel at their fee schedule.</p> <p>Does not include admission to sessions or ability to present at sessions.</p>
<p>Exhibitor Upgrades and Add-ons (one paid exhibitor booth required)</p> <p>Add Additional Representative: Add an additional Exhibitor Badge with admission to opening reception, breaks, and luncheon for \$200.</p> <p>Upgrade from Exhibitor Badge to Full Conference Admit Badge.</p> <p>Individual exhibitors seeking more opportunities to interact with participants may upgrade their badges. By upgrading an Exhibitor Badge to a Full Conference Admit Badge the representative will be able to attend the plenary and concurrent sessions in addition to the opening reception, breaks, and luncheon.</p>	<p>Add a representative: \$200</p> <p>Upgrade per representative: \$200</p>	<p>Remember: Two table reps are already included with the booth. This is for a third, fourth, etc.</p> <p>This upgrade gives the representative access to the plenary and concurrent sessions.</p>

Note: *Exhibitor options do not include the ability to present during a concurrent session.*

Please Note: Because of the volume of proposals we received from researchers, session slots are at a premium. See opportunities for Vendor Presentations in the Sponsor Opportunities.

Event Sponsorship

There are two (2) sponsorship options: **Event Sponsorship** and **Symposium Sponsorship**. These two types of sponsorships are distinguished by their benefits and level of support.

Event Sponsor Benefits Description	Costs	Comments
<p>Your organization's name and logo printed in the conference program and on event signage, informing participants of your support.</p> <p>Notification on the conference website of your sponsorship of the specific event with a link back to your website.</p> <p>Hard-copy - post-conference contact information on conference participants.</p> <p>Chair will recognize your organization immediately before your event and provide you with an opportunity to greet the participants.</p> <p>Two Full Conference Registrations are included.</p> <p>Contact information will be included in the conference program.</p> <p>See the Attached Benefits table for full details on benefits.</p>	<p>Event sponsorships range from \$3000-\$8000.</p>	<p>Additional Optional Benefit:</p> <p>Event Sponsors are eligible for consideration for presenting in a 50 minute time block during the concurrent sessions.</p> <p>See full information in Event and Sponsor Options for presentations section of the prospectus.</p>

Event Sponsorship	Cost	Number available
Welcome Reception	\$5,000	1
Keynote/Plenary Session	\$6,500	3
Continental Breakfasts	\$4,500	3
Networking Luncheon	\$8,000	1
Poster Sessions	\$3,000	1
Coffee Breaks	\$3,500	4
Special Event	\$7,000	1
Best Practice Award	\$4,000	1
Optional Add-ons for Event Sponsors:	Cost	Comment
<p>Event Sponsor's Booth:</p> <p>Dedicated space with a 6' table, table cloth, two chairs, a waste bin, and signage.</p>	<p>\$400 with paid Event Sponsorship (above)</p>	<p>Electrical and internet services for the booth are not provided. However, the exhibitor can make arrangements for these services with the Adam's Mark Hotel at their fee schedule.</p>
<p>Additional Event Sponsor's Booth Representative - Full Conference Admit Badge</p>	<p>\$200</p>	<p>Valid only with paid Event Sponsorship and Event Booth.</p>

Symposium Sponsorship

There are three (3) types of Symposium Sponsorships: **Silver, Gold, and Platinum.**

Symposium Sponsor Benefits Description	Costs	Comments
<p>Includes all the benefits of the event sponsor with these upgrades:</p> <p>Electronic participant list-post conference.</p> <p>Booth space if you desire, at no additional charge.</p> <p>Silver sponsors, name and logo on symposium banners, website, and conference program.</p> <p>Gold sponsors will be provided with a 1/2 page ad in conference program, name and logo on symposium banners, website, and conference program, and VIP seating at the luncheon. Corporate brochures stuffed in conference bag.</p> <p>Platinum sponsors will be provided a full page ad in the program with all of the same benefits as Gold sponsors, along with:</p> <ul style="list-style-type: none"> • A one hour webinar hosted by CSRDE on your accepted and presented conference case study (See Optional Benefit below for details**). • An electronic list of all webinar participants. • Two conference special event tickets. 	<p>Silver: \$10,000</p> <p>Gold: \$15,000</p> <p>Platinum: \$20,000</p>	<p>Electrical and internet services for the optional booth are not provided. However, the exhibitor can make arrangements for these services with the Adam's Mark Hotel at their fee schedule.</p>

**Optional Benefit for Event and Symposium Sponsors:

Apply to Present Research in a paper, panel, or poster format during the conference.

Do you have results of current research or field trials which demonstrate how your products and services support retention efforts at colleges and universities? Are your products and services making a demonstrable impact? If so, you may find presenting a paper, poster, or panel at this year's symposium to be another interesting option for getting out your message.

All presentations made at the National Symposium on Student Retention go through a review process that begins with the submission of a brief abstract on the topic to be covered and the format that the presentation will take.

Event and Symposium Sponsors are eligible to apply for paper, panel, or poster sessions, however only one proposal will be approved for presentation. **No commercial or not for-profit vendor of products or services** will be eligible to make a presentation at the conference without also being an event or symposium sponsor and without having gone successfully through the entire presentation review process.

Steps to request to make a presentation:

1. Complete the Exhibitor or Sponsor Application.
2. Download a copy of the **Call for Proposals** at <http://csrde.ou.edu/web/symposium/>. This document will help clarify the topics and format required of presenters.
3. Submit a 200 word abstract on your presentation along with the required contact information as noted in the Call for Proposals. Send the information via e-mail to csrde@ou.edu.
4. Once your abstract is reviewed and approved you will be asked to write and submit a paper on your topic. The length of the paper will vary depending on the presentation format you have chosen.
5. The paper must be received in publishable format by May 15. It will then be reviewed for acceptance.
6. **NOTE:** All applications for presentations must have gone through the review process. Only those that have been accepted will be scheduled for presentation.
7. Sponsorship provides eligibility to submit a paper for presentation, but not a guarantee that it will be accepted. Acceptance will be based on the professional nature of the paper and a focus that is more educational than promotional. Final decisions on accepted presentations are at the sole discretion of the Executive Director of the CSRDE.

IMPORTANT: We know our audience. They will be expecting to see presentations that are evidence based. Well received proposals will be more educational than promotional. You are encouraged to use a case study approach and show specifically how your services or products assisted specific higher education institutions in measurable ways.

Summary Chart of Benefits: Level of Support					
Benefits Description	Exhibitor	Event Sponsor	Silver Symposium Sponsors	Gold Symposium Sponsor	Platinum Symposium Sponsor
6' Table, table cloth, 2 chairs, waste bin and signage	Included	<i>Optional</i> -additional fee	Booth Included if desired	Booth Included if desired	Booth Included if desired
Listed contact information in the conference program	Included	Included	Included	Included	Included
Admission to reception, luncheon and breaks with freedom to interact with participants	Included with Exhibitor's Badge	Included	Included	Included Plus VIP seats at luncheon.	Included Plus VIP seats at luncheon Plus 2 event tickets
Contact info on conference participants	Hard copy-post conference	Hard copy-post conference	Electronic-post conference	Electronic-post conference	Electronic-post conference
Conference registration for two representatives with Full Conference Admit Badge.	Upgrade available from Exhibitor Badge to Full Conference Admit for \$200 per badge	Included	Included	Included	Included
Additional Representative	Additional Exhibitor Badge: \$200/badge Additional Full Conference Admit Badge: \$400/badge	Additional Full Conference Admit Badge: \$200/badge	Additional Full Conference Admit Badge: \$200/badge	Additional Full Conference Admit Badge: \$200/badge	Additional Full Conference Admit Badge: \$200/badge
Name, logo, and acknowledgements		On Event Signage. Introduction of rep before the event. Notice on website and in program.	On all conference banners, program, conference website, and thank-you at each plenary session and luncheon.	On all conference banners, program, conference website, and thank-you at each plenary session and luncheon.	On all conference banners, program, conference website, and thank-you at each plenary session and luncheon.
Participant notification of your sponsorship in pre-conference emails with links back to your site			Included	Included	Included
Ad in conference program				1/2 Page	Full Page
Corporate brochures stuffed in conference bags				Included	Included
*One hour Webinar hosted by CSRDE on case study presented at the NSSR conference including an electronic list of participants					Included
*CSRDE marketing of the Webinar to our extensive mailing list					Included

* The webinar must be on the case study submitted, approved and presented at the NSSR conference and be primarily educational.