The Consortium for Student Retention Data Exchange (CSRDE) at the University of Oklahoma invites you to participate in the 14th Annual National Symposium on Student Retention (NSSR) in Salt Lake City, Utah.

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 breakfast, morning and afternoon breaks, and concurrent sessions throughout the conference.

Join more than 400-500 administrators, researchers, advisors, faculty, and more from virtually every aspect of higher education who gather to discuss student success in a diverse environment.

Space is limited to 21 booths. Register early to help ensure your participation. If space is still available, a $300 late registration fee will be assessed after August 15, 2018.

### Exhibitor/Sponsor Comparison

<table>
<thead>
<tr>
<th>Benefits Description</th>
<th>Platinum*</th>
<th>Gold*</th>
<th>Silver*</th>
<th>Exhibitor Only Limit 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$4,500</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Number of reps included with registration**</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Booth selection order</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Booth includes 6' skirted table, 2 chairs, and waste bin. Maximum booth space is 10' wide</td>
<td>X</td>
<td>X</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>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on conference website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Printed attendee list at check-in</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Electronic attendee lists (pre- and post-conference)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Copy of Conference Proceedings</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Admission to all conference activities, including meals</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company listed in Guidebook mobile app</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Signage during sponsored event and recognition during general sessions</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>One hour presentation during concurrent session</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Black and white advertisement in conference program</td>
<td>Full page</td>
<td>Half page</td>
<td>Quarter page</td>
<td></td>
</tr>
<tr>
<td>One insert in conference bags (sponsor pays for item and shipping)</td>
<td>X</td>
<td>Optional***</td>
<td>Optional***</td>
<td></td>
</tr>
<tr>
<td>Private meeting space for one hour</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Cost includes booth.

**Cost for each additional representative is $500.

***Gold and silver sponsors may provide one insert for a fee. Cost is $200 plus item and shipping.
**Important Dates**

**August 15, 2018***
Booth and sponsorship registration due
Payment of balance due
Session proposal submission due (optional, see details below)
Signed agreement due
*$300 late registration fee after this date, if space available

**August 20, 2018**
Booth selection process begins

**September 5, 2018**
Company logo, contact information for each representative, and ad due
Prize for Exhibitor Visits Activity due (optional)

**Booth Selection Process**
The process for selecting booth space will begin on August 20. *Selection will be first-come, first-served based on level of sponsorship and registration date.* Balance must be paid in full in order to participate in the booth selection process. We will email all of the sponsors and exhibitors with details about the process as we get closer to the time.

**Exhibit Only ($1,000)**
Vendors may choose to exhibit only, without sponsoring an activity/event. The table on page 1 shows the benefits included with this option. There are a total of five spaces available, so act quickly.

**Sponsorship Opportunities & Descriptions**
The table on page 1 shows the benefits included with each level. See next section for presentation options available exclusively to sponsors. Contact csrde@ou.edu for more information.

**Platinum Level Options ($4,500): Choose 1**
- Best Practices Awards Breakfast
  - Co-sponsor with CSRDE (NSSR host)
  - Signage at breakfast acknowledging sponsorship
  - Verbal recognition during breakfast
  - Sponsor may distribute one item at event (sponsor is responsible for cost of item and placing them on tables)
  - Sponsor representative may give brief remarks
- Welcome Reception
  - Co-sponsor with CSRDE (NSSR host)
  - Signage at reception acknowledging sponsorship
  - Verbal recognition during reception
  - Sponsor representative may give brief remarks
- Name Badges
  - Sponsor logo (one-color) on conference name badge holders; additional colors for fee
  - Badges selected by CSRDE in collaboration with sponsor
  - Badges given to all attendees at check-in and worn throughout conference
- Conference Bags
  - Sponsor logo (one-color) and NSSR logo placed on conference bags; additional colors for fee
  - Bags selected by CSRDE in collaboration with sponsor
  - Bags given to all registrants at check-in and used throughout conference
• Plenary Session
  o Signage at plenary session acknowledging sponsorship
  o Verbal recognition before NSSR keynote speech begins
  o Sponsor may distribute one item at event (sponsor is responsible for cost and placing items on tables)
  o Sponsor representative may give brief remarks
• Poster Session
  o Signage located in Poster Session acknowledging sponsorship
  o Beverages will be provided during poster judging, with sponsor acknowledgment

**Gold Level Options ($3,500): Choose 1**
• Morning Refreshments (3 available)
  o Signage located in food area acknowledging sponsorship
  o Sponsor may provide napkins with company logo
• Networking Break (4 available)
  o Signage located in food area acknowledging sponsorship
  o Sponsor may provide napkins with company logo
• Charging Station
  o Sponsor branding at station
  o Located in highly visible space for maximum exposure

**Silver Level Options ($2,500): Choose 1**
• Goody Bags
  o Each attendee receives a bag with your logo/slogan (one-color) at check-in
  o Bags will contain a selection of snacks selected by CSRDE
  o Bags selected by CSRDE in collaboration with sponsor
• Beverage Break
  o Signage located at break acknowledging sponsorship
  o Sponsor may provide napkins with company logo
• Sponsored Shirts (3 available)
  o NSSR Staff will wear shirts with your company’s branding on designated day
  o Sponsor logo will be located on sleeve and NSSR logo on front chest
  o Shirt will be selected by CSRDE in collaboration with sponsor
• Notepads
  o Notepad with sponsor’s logo inserted in each conference tote bag
  o All attendees receive a bag with the pad to use for taking notes during sessions
  o Notepads selected by CSRDE in collaboration with sponsor
• Sports Bottles
  o Sponsor logo (one-color) placed on quality bottle; additional colors for fee
  o Distributed to all attendees
  o Sports bottles will be selected by CSRDE in collaboration with sponsor

**Exhibitor Visits Activity**
We encourage attendees to stop by each exhibitor booth throughout the conference. In addition, we have a time reserved for attendees and exhibitors to interact. The special Exhibitor Visits will take place Tuesday morning. Exhibitor participation in this activity is optional. Attendees will visit each participating booth where exhibitors will sticker their form (stickers provided by us). Once they have visited all of these booths, they will be eligible to receive a prize, donated by the exhibitors. The drawing will be held during the networking break on Wednesday afternoon.

*If you would like to participate in the optional sticker activity during the Exhibitor Visits, please respond as soon as possible. Also, if you choose to donate a prize it must be received by September 5. Donations will be noted in the conference program and each prize announcement will include the name of the company donating. Previous prizes have included a Kindle, iPad Mini, Fire tablet, Fit Bit, fleece pull-over, leather padfolios, books, and gift cards from Starbucks and Amazon.*
**Presentation Options for Sponsors**

Sponsors will have the opportunity to present during a one-hour concurrent session.

Partnering with a client to show how your company can help meet the needs of students is the audience preferred format.

After registering, sponsors interested in presenting will email their abstract proposal to include the following:

- Title of the Presentation
- Abstract (150 word maximum) that provides a clear and concise description of the presentation, including purpose, focus, and plan for engaging audience. This will be used in the conference program.
- 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

Proposals 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.

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 will register as a regular attendee, not an additional representative from your organization. Regular attendee registration will open in June.

**Program Advertisement**

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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Print Quality</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter (¼) page</td>
<td>7.25” wide by 2.25” high</td>
<td>Black and white</td>
<td>$200</td>
</tr>
<tr>
<td>Half (½) page</td>
<td>7.25” wide by 4.75” high</td>
<td>Black and white</td>
<td>$325</td>
</tr>
<tr>
<td>Full page</td>
<td>7.5” wide by 10” high</td>
<td>Black and white</td>
<td>$500</td>
</tr>
<tr>
<td>Full page – inside front cover</td>
<td>8.5” wide by 11” high</td>
<td>Color, full bleed</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full page – outside back cover</td>
<td>8.5” wide by 11” high</td>
<td>Color, full bleed</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

Complete ads should be provided by September 5 as electronic files using the specified dimensions and be in print-quality (300 dpi) PDF, TIF or JPG file format.

**Exhibitor/Sponsor Registration**

Due to space limitations, we encourage you to register early!

To ensure your booth space, all registrations for exhibits at the National Symposium on Student Retention must be received by August 15, 2018 and accompanied by a $500 deposit. All balances must be paid in full by August 15, 2018 in order to participate in the booth selection process.

Prior to August 15, if you prefer to pay only the deposit rather than the full amount due, select “pay later” on the payment verification page of the registration site. Call our Registration office at 405-325-6034 to make your deposit and subsequent payments. The system does not allow you to return and make changes or follow-up payments.

To make changes to your registration or representatives at any time, please email the CSRDE office at csrde@ou.edu.

**Register Online Here**

If space is available after August 15, a $300 late fee will be added.
Payment Terms
A $500 deposit must accompany your registration. The deadline to register and pay in full is August 15, 2018. Registrations received after this date will be assessed a $300 late fee and the balance will be due when registering. Balance must be paid in full in order to participate in the booth selection process. 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. 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 1, 2018 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 1, 2018.
### Exhibitor/Sponsor Rules & Regulations

<table>
<thead>
<tr>
<th>Exhibitor Showcase Set Up and Registration Check-In:</th>
<th>Exhibitor Showcase Hours:</th>
<th>Exhibitor Showcase Tear Down:</th>
</tr>
</thead>
</table>
| Monday, November 5, 2018: 8:00 a.m. – 6:00 p.m. | Tuesday, November 6, 2018: 8:00 a.m. – 4:00 p.m.  
Please Note: 11:00 – 11:45 a.m. designated exhibitor visits | Wednesday, November 7, 2018: 8:00 a.m. – 3:30 p.m.  
After 3:00 p.m. |

Unless other arrangements are approved by the conference organizer, the exhibitor agrees to have exhibits in place no later than 6:00 p.m. Monday, November 5, 2018 and stay in place through 3:00 p.m. Wednesday, November 6, 2018. All representatives must check in at the conference registration desk by 6:00 p.m. Monday, November 5. Please note: the Welcome Reception will begin at 5:00 p.m. on Monday, November 5, and all exhibit representatives are invited to join us. 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 selected based on participation level and registration date. 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, Electrical, and Internet**

Exhibitors will work directly with the hotel for their shipping, electrical, and internet needs.

For shipping materials to the hotel use the following format:

LITTLE AMERICA HOTEL
500 S. Main Street
Salt Lake City, UT 84101
National Symposium on Student Retention
(Company/Exhibitor Name)
Attn: (Guest Name)/Bailee Isaacson
Phone: 801-258-6761

Boxes delivered more than 3 days prior to the event will have a $3.00 storage fee per box per day and pallets will have a $50.00 per pallet per day. There is an inbound box handling fee of $10.00 per box and $50.00 per pallet.