



**LEADING THE WAY  
FOR A DECADE**

10 Years of Academic Event Excellence

## **AEP Sponsorship Opportunities**

### **What is AEP?**

The Academic Event Professional (AEP) conference is designed to meet the professional development needs of special event planners from the academic community. AEP provides a forum for sharing best practices and exchanging ideas where both seasoned planners and newcomers alike can learn from their academic peers.

In January 2016, we will be celebrating 10 Years of Academic Event Excellence in Orlando, Florida. AEP 2016 takes place (Sun) January 10 at our host school, The Rosen College of Hospitality Management, and on (Mon) January 11 at our host hotel, Wyndham Orlando Resort on International Drive. AEP 2016 will precede The Special Event Show (Tu-Th) January 12-14 at the Orlando Convention Center.

*For a basic outline of the program, please see the conference schedule listed below.*

### **What AEP can offer you?**

AEP offers a high level, targeted marketing opportunity for suppliers in academia. Our conference is planned by academic event professionals for academic event professionals, all of whom are looking for quality service and product from vendors who understand the needs of professionals in an academic environment.

AEP provides a target audience of 200+ purchasers with influence and decision-making power from leading academic institutions across the U.S. and abroad. AEP attendees come from a wide range of institutions, both in size and type, and represent an equally large number of offices, from the Provost and President down to individual department event services.

*For a sample of titles and institutions represented at past AEP conferences, please see the lists below.*

### **How can you become involved?**

AEP offers a number of sponsorship levels, benefits and naming opportunities described in detail below.

If you are interested in becoming a conference sponsor or have any questions regarding AEP, please feel free to contact Steve, Terry or Kathy, or you can visit our webpage ([www.aep-edu.com](http://www.aep-edu.com)) for more information.

We thank you for your interest and look forward to hearing from you.

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# 2016 AEP Sponsorship

## Levels, Benefits and Naming Opportunities

### Platinum Sponsor (1) - \$15,000

- Exclusive Sponsor of the Attendee Reception at the Wyndham Orlando Resort (Day 1)
- Verbal recognition from stage during the AEP 2016 Welcome and Opening Remarks (Day 1 and Day 2)
- Five (5) minute presentation at the Rosen College of Hospitality Management (Day 1)
- Sponsor name and logo on Platinum Sponsor banner (Day 1 and Day 2)
- Sponsor Table at Rosen College (Day 1)
- Sponsor Table in sponsor exhibit area at the Wyndham Orlando Resort (Day 2)
- Platinum Sponsor listing on screens throughout the day (Day 1 and Day 2)
- Company Name and Logo under Platinum Sponsor listing on AEP 2016 website
- Full-page color advertisement for front or back cover of the program
- Option to place promotional materials in attendee packs
- Four (4) complimentary attendee spots for the AEP 2016 Conference (includes Day 1 luncheon, Attendee Reception, and Day 2 breakfast and luncheon)
- Two (2) complimentary hotel rooms for Sunday evening, January 10, at Wyndham Orlando Resort
- Full list of AEP 2016 Conference participants (to be available in January 2016 prior to start of conference)

### Diamond Sponsor (3) - \$10,000

- Verbal recognition from stage during the AEP 2016 Welcome and Opening Remarks (Day 1 and Day 2)
- Sponsor name and logo on Diamond Sponsor banner (Day 1 and Day 2)
- Sponsor Table at Rosen College (Day 1)
- Sponsor Table in sponsor exhibit area at the Wyndham Orlando Resort (Day 2)
- Diamond Sponsor listing on screens throughout the day (Day 1 and 2)
- Company Name and Logo under Diamond Sponsor listing on AEP 2016 website
- Full-page color advertisement with prime placement in attendee program
- Option to place promotional materials in attendee packs
- Four (4) complimentary attendee spots for the AEP 2016 Conference (includes Day 1 luncheon, Attendee Reception, and Day 2 breakfast and luncheon)
- Two (2) complimentary hotel rooms for Sunday evening, January 10, at Wyndham Orlando Resort
- Full list of AEP 2016 Conference participants (to be available in January 2016 prior to start of conference)

## **Partner Sponsor (7) - \$5,000**

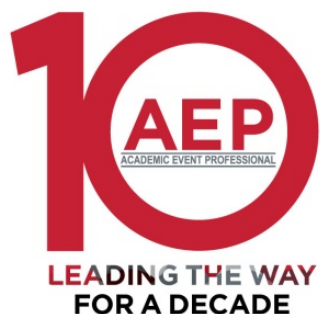
- Verbal recognition from stage during the AEP 2016 Welcome and Opening Remarks (Day 2)
- Sponsor name and logo on Partner Sponsor banner (Day 2)
- Sponsor Table in sponsor exhibit area at the Wyndham Orlando Resort (Day 2)
- Option to place promotional materials in attendee packs
- Partner Sponsor listing on screens throughout the day (Day 2)
- Company Name under Partner Sponsor listing on AEP 2016 website
- Half-page color advertisement in attendee program
- Two (2) complimentary attendee spots for the AEP 2016 Conference (includes Attendee reception, Day 2 breakfast and luncheon)
- One (1) complimentary hotel room on Sunday evening, January 10, at Wyndham Orlando Resort
- Full list of AEP 2016 Conference participants (to be available in January 2016 prior to start of conference)
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
  - Official Registration Sponsor
  - Official Conference Bag/Messenger Bag Sponsor
  - Official Conference Shirt Sponsor
  - Official Transportation Sponsor
  - Official AEP Recognition Certificate Sponsor
  - Official Water Bottle Sponsor

## **Supporting Sponsor (8) - \$2,500**

- Verbal recognition from stage during the AEP 2016 Welcome and Opening Remarks (Day 2)
- Sponsor Table in sponsor exhibit area at the Wyndham Orlando Resort (Day 2)
- Supporting Sponsor listing on screens throughout the day (Day 2)
- Quarter-page advertisement in attendee program
- Company Name under Supporting Sponsor listing on AEP 2016 website
- One (1) complimentary attendee spot for the AEP 2016 Conference (includes Attendee Reception, Day 2 breakfast and luncheon)
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
  - Official Name Badge Sponsor
  - Official Conference Lanyard Sponsor
  - Official Pen Sponsor
  - Official Conference Program Sponsor
  - Official Board Member Recognition Gift Sponsor
  - Official 10 Year Anniversary Pin Sponsor
  - Official AEP Educational Wine Tasting Sponsor

## **Exhibiting Sponsor - \$1,500**

- Sponsor Table in sponsor exhibit area at the Wyndham Orlando Resort (Day 2)
- Company name under Exhibitor listing in AEP 2016 Conference Program



# AEP 2016 Conference Schedule

**Below is a basic outline of the schedule for January 2016. As we continue to build the program, you can visit our website ([www.aep.edu](http://www.aep.edu)) for updates throughout the year.**

*Please note that schedule is still a work in progress; times are approximated and subject to change.*

## **(SAT) JANUARY 9**

### **Wyndham Orlando Resort**

#### **Registration & Check-In**

12:00-7:00 pm

#### **AEP Meet-Up for Self Dining (optional)**

6:00-6:30 pm

*Gatorville Pool Bar & Restaurant*

#### **Platinum Sponsor Attendee Reception**

5:30-6:30 pm

*Wyndham Orlando Resort*

#### **AEP Meet-Up for Self Dining (optional)**

6:30-6:45 pm

*Gatorville Pool Bar & Restaurant*

## **(SUN) JANUARY 10**

### **Rosen College of Hospitality Management**

#### **Registration & Check-In**

7:00-8:30 am

*Wyndham Orlando Resort*

#### **Program Day 1**

9:00 am-4:30 pm

*Rosen College of Hospitality Management*

Conference Welcome

Platinum/Diamond Sponsor Recognition

Host School Welcome and Remarks

Platinum Sponsor Presentation

Keynote Presentation

Break

Speed Dating Breakout Session (by Inst Size)

Informal Networking Lunch (by Inst Type)

Visit Platinum/Diamond Sponsor Tables

Breakout Sessions 1

Break

Academic Panel Discussion

## **(MON) JANUARY 11**

### **Wyndham Resort Conference Center**

#### **Breakfast/Sponsor Tables/Idea Gallery**

7:00-8:00 am

#### **Program Day 2**

8:00 am-4:30 pm

Welcome and Sponsor Recognition

Morning Keynote Presentation

Break

Breakout Sessions 2

Break

Breakout Sessions 3

Lunch

Visit Sponsor Tables and Idea Gallery

Afternoon Keynote Presentation & Wine Tasting

Break

Open Forum

AEP 2016 Wrap Up



# Participating Institutions

**Over the past nine years, more than 385 organizations from the U.S. and abroad have been represented at Academic Event Professional conferences. Below is a list of those most frequently represented.**

Arizona State University  
Auburn University  
Augustana College  
Babson College  
Baylor College of Medicine  
Belmont University  
Biola University  
Boise State University  
Boston College  
Bowling Green State University  
California Institute of Technology  
CSU at Bakersfield, Fullerton, San Bernadino, Stanislaus  
Charleston School of Law  
Christopher Newport University  
Colorado State University  
Dartmouth College  
Davidson College  
Doane College  
Dordt College  
Drake University  
Duke University Medical Center  
Eastern Kentucky University  
Eastern Virginia Medical School  
Elon University  
Ferris State University  
Florida International University  
George Regents University  
Georgia Southern University  
Georgia Tech  
Gonzaga University  
Haas School of Business, UC Berkeley  
Hampden-Sydney College  
Illinois Institute of Technology  
Indiana University  
Iowa State University

James Madison University  
Johns Hopkins University  
Johnson & Wales University  
Kansas State University  
La Salle University  
Lamar University  
La Sierra University  
Louisiana State University  
Loyola University  
Mayo Clinic  
McGill University  
Michigan State University  
National University of Singapore  
Northwestern University  
Occidental College  
Ohio State University  
Oregon Health & Science University  
Penn State University  
Princeton University  
Purdue University  
Purdue North Central  
Queen Margaret University  
Rensselaer Polytechnic  
Rice University  
Rochester Institute of Technology  
Salem State University  
Scripps College  
Seton Hall University  
Smith College  
South Texas College of Law  
Southern Illinois University  
Spellman College  
St. Edward's University  
Stanford University  
Tufts University

Tulane University  
UC Berkeley, Davis, Irvine, Los Angeles, Merced, Riverside, San Diego, Santa Barbara  
UNC Charlotte  
University of Alabama  
University of Arizona  
University of Alberta  
University of British Columbia  
University of Central Florida  
University of Chicago  
University of Georgia  
University of Guelph  
University of Illinois  
University of Iowa  
University of Kansas Medical Center  
University of Maryland  
University of Michigan  
University of Missouri  
University of Nebraska Medical Center  
University of North Carolina, Charlotte  
University of Notre Dame  
University of Texas at Arlington, at Tyler  
University of Toledo  
University of the Pacific  
University of Virginia  
Utah State University  
Vanderbilt University  
West Island College  
Whitworth University  
Wichita State University  
Wilfrid Laurier University  
Xavier University  
Yale University



# Frequent Attendees

**AEP attendees hold a wide range of titles in a variety of campus offices, departments, and schools or colleges at their respective academic institutions. The lists below should provide a general idea of who you might expect to find at the AEP conference.**

## By Title

Alumni Programs Coordinator	Event Services Coordinator
Assistant Director of Event Management & Protocol	Events Specialist/Manager/Strategist
Associate Director of Events	Executive Coordinator to the Chancellor
Conference Manager	Executive Director of Alumni Affairs
Director of Advancement Events	Executive Director of University Programs
Director of Alumni Relations & Events	Executive Directors of Special Events
Director of Campus/College Events	Outreach Coordinator
Director of Ceremonies & Events	Protocol Coordinator
Director of Community Relations & Events	Public Events Manager
Director of Conferences	Reunions Coordinator
Director of Donor & Campaign Events	Senior Event Coordinator/Manager
Director of Procurement and Special Events	Senior Event Specialist
Director of Special Events	Special Events Coordinator
Director of Stewardship	Special Events Manager
Director of University Events	Sports, Entertainment & Event Management
	Visitor Events Coordinator

## By Office, Department, School/College

Alumni Association	Office of the President
Alumni Relations & Development	Office of the Senior Vice Chancellor
Athletic Foundation	Office of the Vice President for Development & Alumni Relations
Chancellor's Office	Public Events
College of Business	School of Engineering
College of Liberal Arts & Sciences	School of Law
Donor Relations	Student & Alumni Outreach
External Affairs Office	University Relations & Development
Medical School	
Office of Global Engagement	