



AEP Sponsorship Opportunities

What is AEP?

The Academic Event Professional (AEP) conference provides a rare opportunity for event planners in academe to receive tailored professional development, network with one another, and visit with vendors that specialize in products for academic environments. Attracting both seasoned planners and industry newcomers, the conference focuses on topics unique to higher education events and helps them share best practices for the field.

In January 2019, we will be hosting AEP in San Diego, CA. The conference takes place (Monday) January 7 at our host school, University of California San Diego. AEP 2019 will precede The Special Event Show, held (Tuesday-Thursday) January 8-10 at the San Diego Convention Center.

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

What AEP can offer you?

AEP offers a high-level, targeted marketing opportunity for suppliers to 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 contact Steve, Terry or Brady or visit our webpage (www.aep-edu.com) for more information.

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

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AEP Program Director
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2019 AEP Sponsorship

Levels, Benefits and Naming Opportunities

Platinum Sponsor – \$25,000

- Sponsor of the attendee reception
- Option to host a breakout session on an agreed-upon topic
- Five (5) minute presentation at UCSD
- Verbal recognition from stage during the AEP 2019 Welcome and Opening Remarks
- Company name and logo on Platinum Sponsor banner (at conference and reception)
- Sponsor table in sponsor exhibit area at UCSD
- Platinum Sponsor listing on screens throughout the day
- Company name and logo under Platinum Sponsor listing on AEP 2019 website
- Full-page color advertisement for back cover of the program
- Option to place promotional materials in attendee packs
- Four (4) complimentary attendee spots for the AEP 2019 Conference (includes luncheon and attendee reception)
- Two (2) complimentary hotel rooms at Embassy Suites for Sunday evening, January 6
- Full list of AEP 2019 Conference participants (available in January 2019 prior to start of conference)

Diamond Sponsor – \$15,000

- Verbal recognition from stage during the AEP 2019 Welcome and Opening Remarks
- Sponsor name and logo on Diamond Sponsor banner
- Sponsor table in sponsor exhibit area at UCSD
- Diamond Sponsor listing on screens throughout the day
- Company name and logo under Diamond Sponsor listing on AEP 2019 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 2019 Conference (includes luncheon and attendee reception)
- Two (2) complimentary hotel rooms at Embassy Suites for Sunday evening, January 6
- Full list of AEP 2019 Conference participants (available in January 2019 prior to start of conference)
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
 - Official Padfolio Sponsor
 - Official Luncheon Sponsor
 - Official Registration Sponsor

Partner Sponsor – \$5,000

- Verbal recognition from stage during the AEP 2019 Welcome and Opening Remarks
- Sponsor name and logo on Partner Sponsor banner
- Sponsor table in sponsor exhibit area at UCSD
- Option to place promotional materials in attendee packs
- Partner Sponsor listing on screens throughout the day
- Company name under Partner Sponsor listing on AEP 2019 website
- Half-page color advertisement in attendee program
- Two (2) complimentary attendee spots for the AEP 2019 Conference (includes luncheon and attendee reception)
- One (1) complimentary hotel room at Embassy Suites on Sunday evening, January 6
- Full list of AEP 2019 Conference participants (available in January 2019 prior to start of conference)
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
 - Official Venue Sponsor
 - Official Rentals and Décor Sponsor
 - Official Conference Bag/Messenger Bag Sponsor
 - Official Transportation Sponsor
 - Official AEP Recognition Certificate Sponsor (distributed to every attendee)
 - Official Break Sponsor
 - Official Production Sponsor
 - Official Attendee Lounge Sponsor

Supporting Sponsor – \$2,500

- Verbal recognition from stage during the AEP 2019 Welcome and Opening Remarks
- Sponsor table in sponsor exhibit area at UCSD
- Supporting Sponsor listing on screens throughout the day
- Quarter-page advertisement in attendee program
- Company name under Supporting Sponsor listing on AEP 2019 website
- One (1) complimentary attendee spot for the AEP 2019 Conference (includes attendee reception)
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
 - Official Name Badge Sponsor
 - Official Lanyard Sponsor
 - Official Pen Sponsor
 - Official Notepad Sponsor
 - Official Conference T-Shirt Sponsor
 - Official Board Member Recognition Gift Sponsor
 - Official Linens Sponsor
 - Official Water Bottle Sponsor

Exhibiting Sponsor – \$1,500

- Sponsor table in sponsor exhibit area at UCSD
- Company name under Exhibitor listing in AEP 2019 Conference Program



AEP 2019 Conference Schedule

Below is a basic outline of the schedule for January 2019. As we continue to build the program, you can visit our website (www.aep-edu.com) for updates.

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

(SUN) JANUARY 6

Embassy Suites La Jolla

Registration & Check-In

12:00-7:00 pm

Embassy Suites La Jolla

AEP Meet-Up for Self-Dining (optional)

6:00-6:30 pm

TBD

(MON) JANUARY 7

UC San Diego

Registration & Check-In

7:00-8:30 am

Transportation to UCSD

Program

8:15 am-5:00 pm

UCSD

- Welcome and Opening Remarks
- Sponsor Recognition
- Opening Keynote
- Break
- Conference Activity
- Break
- Breakouts 1
- Luncheon / Roundtables
- Afternoon Keynote
- Conference Activity
- Breakouts 2
- Open Forum
- Closing Remarks

Attendee Reception

5:30 pm-7:00 pm

Location TBD

Transportation to Hotel

AEP Meet-Up for Self-Dining (optional)

7:30 pm

TBD



Participating Institutions

Over eleven 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	Iowa State University	Tufts University
Auburn University	James Madison University	Tulane University
Augustana College	Johns Hopkins University	UC Berkeley, Davis, Irvine, Los Angeles, Merced, Riverside, San Diego, Santa Barbara
Babson College	Johnson & Wales University	University of Alabama
Baylor College of Medicine	Kansas State University	University of Arizona
Belmont University	La Salle University	University of Alberta
Biola University	Lamar University	University of British Columbia
Boise State University	La Sierra University	University of Central Florida
Boston College	Louisiana State University	University of Chicago
Boston University	Loyola University Chicago	University of Georgia
Bowling Green State University	Mayo Clinic	University of Guelph
California Institute of Technology	McGill University	University of Illinois
CSU at Bakersfield, Fullerton, San Bernardino, Stanislaus	Michigan State University	University of Iowa
Charleston School of Law	National University of Singapore	University of Kansas Medical Center
Christopher Newport University	Northwestern University	University of Maryland
Colorado State University	Occidental College	University of Michigan
Dartmouth College	Ohio State University	University of Missouri
Davidson College	Oregon Health & Science University	University of Nebraska Medical Center
Doane College	Penn State University	University of North Carolina, Charlotte
Dordt College	Princeton University	University of Notre Dame
Drake University	Purdue University	University of Texas at Arlington, Tyler
Duke University Medical Center	Queen Margaret University	University of Toledo
Eastern Kentucky University	Rensselaer Polytechnic	University of the Pacific
Eastern Virginia Medical School	Rice University	University of Virginia
Elon University	Rochester Institute of Technology	Utah State University
Ferris State University	Salem State University	Vanderbilt University
Florida International University	Scripps College	West Island College
George Regents University	Seton Hall University	Whitworth University
Georgia Southern University	Smith College	Wichita State University
Georgia Tech	South Texas College of Law	Wilfrid Laurier University
Gonzaga University	Southern Illinois University	Xavier University
Haas School of Business, UC Berkeley	Spelman College	Yale University
Hampden-Sydney College	St. Edward's University	
Illinois Institute of Technology	St. Louis University	
Indiana University	Stanford 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 Academic Events	Executive Director of University Programs
Director of Advancement Events	Executive Director of Special Events
Director of Alumni Relations & Events	Outreach Coordinator
Director of Campus/College Events	Protocol Coordinator
Director of Ceremonies & Events	Public Events Manager
Director of Community Relations & Events	Reunions Coordinator
Director of Conferences	Senior Events Coordinator
Director of Donor & Campaign Events	Senior Events Manager
Director of Procurement and Special Events	Senior Events 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 Global Engagement
Alumni Relations & Development	Office of the President
Athletic Foundation	Office of the Senior Vice Chancellor
Chancellor's Office	Office of the Vice President for Development & Alumni Relations
College of Business	Public Events
College of Liberal Arts & Sciences	School of Engineering
Donor Relations	School of Law
External Affairs Office	Student & Alumni Outreach
Foundation	University Relations & Development
Medical School	