



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.

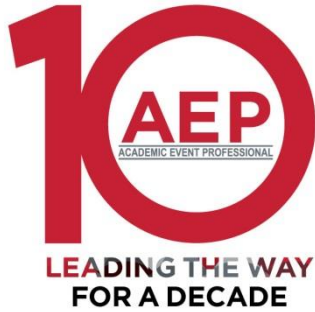
If you are interested in becoming a conference sponsor or have any questions regarding AEP, please feel free to contact Steve, Terry or Kathy, or you can visit our webpage (www.aep-edu.com) for more information.

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

Steve Whyte
AEP Sponsorship Committee
swhyte@pacific.edu
(209) 946-2753

Terry Wiesehan
AEP Sponsorship Committee
twiesaha@iue.edu
(765) 973-8221

Kathy Kay
AEP Program Manager
kathy@aep-edu.com
(919) 381-7979



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 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):

<input type="checkbox"/> Official Name Badge Sponsor	<input type="checkbox"/> Official Conference T-Shirt Sponsor
<input type="checkbox"/> Official Conference Lanyard Sponsor	<input type="checkbox"/> Official Board Member Recognition Gift Sponsor
<input type="checkbox"/> Official Pen Sponsor	<input type="checkbox"/> Official 10 Year Anniversary Pin Sponsor
<input type="checkbox"/> Official Conference Program Sponsor	<input type="checkbox"/> 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) 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

(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

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

(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

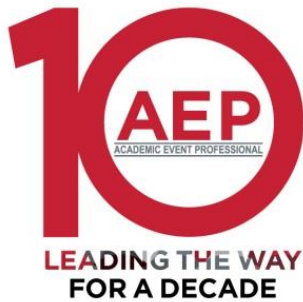
Visit Sponsor Tables and Idea Gallery

Afternoon Keynote Presentation & Wine Tasting

Break

Open Forum

AEP 2016 Wrap Up



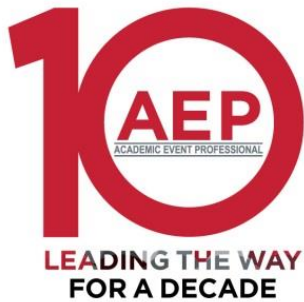
Participating Institutions

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/Manger/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	