



## 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 March 2023, we will be hosting AEP in Orlando, Florida. The conference, now in its 16<sup>th</sup> year, takes place Sunday, March 26 to Tuesday, March 28, 2023, at our host school, Rosen College of Hospitality Management at the University of Central Florida and at The Special Event Conference (TSE) at the nearby Orange County Convention Center. Attendees will be given discounted passes to attend the full TSE Conference, and TSE attendees may attend the AEP sessions given at TSE.

*For an 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 feel free to contact Steve, or Marcus, 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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Academic Event Professionals  
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**Marcus Jones II, CSEP**  
Chief of Staff & Protocol Officer  
Watts College of Public Service and Community Solutions  
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## Levels, Benefits, and Naming Opportunities

### Platinum “Presenting” Sponsor – \$25,000

- Sponsor of the attendee reception on Monday
- Verbal recognition from stage during the AEP 2023 Welcome and Opening Remarks
- Five (5) minute presentation, General Session, at Rosen School of Hospitality Management
- Company name and logo on Platinum Sponsor banner (at conference and receptions)
- Sponsor table in sponsor exhibit area at Rosen School of Hospitality Management
- Platinum Sponsor listing on screens throughout the day
- Company name and logo under Platinum Sponsor listing on AEP 2023 website
- Option to place promotional materials in attendee packs
- Option to host a breakout session on an agreed-upon topic
- Four (4) complimentary attendee spots for the AEP 2023 Conference (includes meals). Additional staff members, please inquire for rate.
- Two (2) complimentary hotel rooms at the Conference Hotel for Saturday and Sunday evenings, March 25 & 26
- Full list of AEP 2023 Conference participants (to be available in March 2023 prior to start of conference) – Name, Institution and Title only due to data privacy law

### Diamond Sponsor – \$15,000

- Verbal recognition from stage during the AEP 2023 Welcome and Opening Remarks
- Sponsor name and logo on Diamond Sponsor banner
- Sponsor table in sponsor exhibit area at Rosen School of Hospitality Management
- Diamond Sponsor listing on screens throughout the day
- Company name and logo under Diamond Sponsor listing on AEP 2023 website
- Option to place promotional materials in attendee packs
- Two (2) complimentary attendee spots for the AEP 2023 Conference (includes meals). Additional staff members, please inquire for rate.
- Two (2) complimentary hotel rooms at Conference Hotel for Saturday and Sunday evenings, March 25 & 26
- Full list of AEP 2023 Conference participants (to be available in March 2023 prior to start of conference) – Name, Institution and Title only due to data privacy law
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
  - Official Padfolio Sponsor
  - Official Luncheon Sponsor
  - Official Sunday Welcome Reception Sponsor

## Partner Sponsor – \$5,000

- Verbal recognition from stage during the AEP 2023 Welcome and Opening Remarks
- Sponsor name and logo on Partner Sponsor banner
- Sponsor table in sponsor exhibit area at Rosen School of Hospitality Management
- Option to place promotional materials in attendee packs
- Partner Sponsor listing on screens throughout the day
- Company name under Partner Sponsor listing on AEP 2023 website
- Two (2) complimentary attendee spots for the AEP 2023 Conference (includes meals). Additional staff members, please inquire for rate.
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
  - Official Rentals and Décor Sponsor
  - Official Conference Bag/Messenger Bag Sponsor
  - Official Conference T-Shirt Sponsor

## Supporting Sponsor – \$2,500

- Verbal recognition from stage during the AEP 2023 Welcome and Opening Remarks
- Sponsor table in sponsor exhibit area at Rosen School of Hospitality Management
- Supporting Sponsor listing on screens throughout the day
- Company name under Supporting Sponsor listing on AEP 2023 website
- One (1) complimentary attendee spot for the AEP 2023 Conference (includes meals). Additional staff members, please inquire for rate.
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
  - Official Pen Sponsor
  - Official Board Member Recognition Gift Sponsor
  - Official Notepad Sponsor
  - Official Water Bottle Sponsor

## Exhibiting Sponsor – \$1,500

- Sponsor table in sponsor exhibit area at Rosen School of Hospitality Management
- Company name under Exhibitor listing in AEP 2023 Conference Program
- One (1) complimentary attendee spot for the AEP 2023 Conference (includes meals). Additional staff members, please inquire for rate.



# 2023 Conference Schedule

Below is a basic outline of the schedule for March 2023. As we continue to build the program, you can visit our website ([www.aep-edu.com](http://www.aep-edu.com)) for updates.

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

## (SUN) MARCH 26

**Rosen College of Hospitality Management**

**Exhibitor Registration/Set-up**  
9:00am–12:00pm

**Exhibitors & Idea Gallery**  
**Soft Opening**  
12:00-1:00pm

**Lunch**  
1:00–2:00pm

**Program**  
2:00–6:00pm

- Welcome from Sally Webb Berry of The Special Event Company
- Table Topics Session
- Break & Meet with Exhibitors (30 min)
- Panel Discussion

**Attendee Welcome Reception**  
6:15-7:30 pm

**Dinner on your own**

## (MON) MARCH 27

**Rosen College of Hospitality Management**

**Program**  
8:30am-6:00 pm

- Welcome and Opening Remarks from UCF Dean
- Breakfast
- Idea Gallery Presentations
- Break & Meet with Exhibitors (30 min)
- Breakout Session 1
- Break
- Breakout Session 2
- Break
- Lunch & Keynote
- Break & Meet with Exhibitors (30 min)
- Breakout Session 3
- Break
- Breakout Session 4
- Break & Meet with Exhibitors (30 min)
- General Session

**Attendee Reception**  
6:00 pm-7:30 pm

**Dinner on your own**

## (TUE) MARCH 28

**AEP Sessions held at The Special Event Show (TSE), Orange County Convention Center West**

**Program**  
9:00am-12:30 pm

- Breakout Session 5
- Breakout Session 6
- Closing Session and Remarks

**Lunch on Your Own**  
12:30 pm

**AEP Attendees to receive discounted pass if they wish to attend Full TSE Conference, March 28 - 30**



# Participating Institutions

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

## By Office, Department, School/College

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