



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 October 2022, we will be hosting AEP in Boston MA. The conference, now in its 15th year, takes place Sunday, Monday, and Tuesday, October 16, 17 and 18, 2022 at our host school, Boston University.

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 feel free to contact Steve, or Carolyn, 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.

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Carolyn Ent

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Levels, Benefits, and Naming Opportunities

Platinum “Presenting” Sponsor – \$25,000

- Sponsor of the attendee reception
- Verbal recognition from stage during the AEP 2022 Welcome and Opening Remarks
- Five (5) minute presentation at Boston University
- Company name and logo on Platinum Sponsor banner (at conference and reception)
- Sponsor table in sponsor exhibit area at Boston University
- Platinum Sponsor listing on screens throughout the day
- Company name and logo under Platinum Sponsor listing on AEP 2022 website
- Color advertisement in the Conference Digital Program
- 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 2022 Conference (includes luncheon and attendee reception)
- Two (2) complimentary hotel rooms at the Conference Hotel for Sunday & Monday evenings, October 16 & 17
- Full list of AEP 2022 Conference participants (to be available in October 2022 prior to start of conference)

Diamond Sponsor – \$15,000

- Verbal recognition from stage during the AEP 2022 Welcome and Opening Remarks
- Sponsor name and logo on Diamond Sponsor banner
- Sponsor table in sponsor exhibit area at Boston University
- Diamond Sponsor listing on screens throughout the day
- Company name and logo under Diamond Sponsor listing on AEP 2022 website
- Full-page color advertisement with prime placement in attendee program
- Option to place promotional materials in attendee packs
- Two (2) complimentary attendee spots for the AEP 2022 Conference (includes luncheon and attendee reception)
- Two (2) complimentary hotel rooms at Conference Hotel for Sunday & Monday evenings, October 16 & 17
- Full list of AEP 2022 Conference participants (to be available in October 2022 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 2022 Welcome and Opening Remarks
- Sponsor name and logo on Partner Sponsor banner
- Sponsor table in sponsor exhibit area at Boston University
- Option to place promotional materials in attendee packs
- Partner Sponsor listing on screens throughout the day
- Company name under Partner Sponsor listing on AEP 2022 website
- Half-page color advertisement in attendee program
- Two (2) complimentary attendee spots for the AEP 2022 Conference (includes luncheon and attendee reception)
- 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)

Supporting Sponsor – \$2,500

- Verbal recognition from stage during the AEP 2022 Welcome and Opening Remarks
- Sponsor table in sponsor exhibit area at Boston University
- Supporting Sponsor listing on screens throughout the day
- Quarter-page advertisement in attendee program
- Company name under Supporting Sponsor listing on AEP 2022 website
- One (1) complimentary attendee spot for the AEP 2022 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 Boston University
- Company name under Exhibitor listing in AEP 2022 Conference Program

Below is a basic outline of the schedule for October 2022. 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) OCTOBER 16

Boston University

Registration & Check-In

12:00-7:00 pm
Conference Hotel

AEP Welcome Reception

6:00-7:00 pm
Boston University Castle

Dinner on your own

(MON) OCTOBER 17

Boston University

Registration & Check-In

7:00-7:45 am
Boston University

Program

8:15 am-5:00 pm
Boston University

- Welcome and Opening Remarks
- Sponsor Tabling All Day
- Sponsor Recognition
- Opening Keynote
- Break
- Conference Activity – Tabling Session
- Break
- Breakout 1 Luncheon / Roundtables
- Afternoon Keynote
- Conference Activity
- Breakout 2
- Open Forum

Attendee Reception

5:30 pm-7:00 pm
Location TBD

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

7:30 pm
TBD

(TUE) OCTOBER 18

Boston University

Program

8:15 am-12:30 pm
Boston University

- Breakout Session 3
- Breakout Session 4
- Closing Session and Closing Remarks

Lunch on Your Own

12:30 pm



Participating Institutions

Over twelve 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.

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|---|------------------------------------|--|
| 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	