

Austin 2024



Conference Sponsorship Opportunities

Dear Partner,

It's an exciting time as the Academic Event Professional (AEP) Conference looks forward to our 17th year! For nearly two decades, the AEP Conference has offered a forum for sharing best practices and exchanging ideas to help develop and hone professional event skills in an educational environment. The AEP Conference provides an invaluable experience where both seasoned planners and newcomers alike can learn from their academic peers.

We're thrilled to announce that The University of Texas at Austin will host the AEP Conference from February 11 - 13, 2024! We are again aligning our event dates with Catersource + The Special Event Conference and Tradeshow (TSE)! As many of you know, this is where AEP first started as a specialized workshop for academic planners by The Special Event Company CEO, Sally Webb. It was after that session that Webb and her team founded the AEP Conference in 2006 (and The Special Event Company remains the owner and operator of the conference to this day). We're honored to continue the partnership with TSE and provide our attendees with the opportunity to attend two conferences within one week and at an incredible value.

This conference provides a rare opportunity for event planners in academe to receive tailored professional development, network with one another, and visit 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 - and create - best practices for the field.

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

The AEP Conference provides a target audience of purchasers with influence and decision-making power from leading academic institutions across the U.S. and abroad. AEP conference 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. At no other time will you have this targeted chance to instant access to this audience of decision-makers in one place.

In this document, we've included information about the sponsorship opportunities available for the 2024 conference. Please review this packet and reach out if you have any questions or would like to secure a sponsorship.

We look forward to seeing you in Austin!

Best Regards,

The AEP Conference Advisory Board

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The History of AEP

The Academic Event Professional Conference (AEP) began as a specialized workshop by The Special Event Company CEO, Sally Webb, at The Special Event Show (TSE), the annual industry trade event. The popular session was first produced as a stand-alone event when Webb and her team founded the AEP conference in 2006. The Special Event Company remains the official event planning company for the conference.

In 2024, we will be hosting AEP in Austin, Texas. The conference, now in its 17th year, will take place February 11 - 13, 2024 at our host school, The University of Texas at Austin and at the Catersource + The Special Event Conference (TSE) at the nearby Austin Convention Center. AEP conference attendees will be given discounted passes to attend the full TSE Conference.

For an outline of the AEP program, please see the tentative conference schedule listed on page 12.

Who, What, When & Where

Who: Attendees are event planners in academe, Sponsors are vendors and/or suppliers who have services or products that benefit those in the higher education industry.

What: The AEP Conference offers a forum for sharing best practices and exchanging ideas to help develop and hone professional event skills, receive professional development, network and meet sponsors that specialize in products or services for academic environments.

When: February 11 - 13, 2024

Where: University of Texas at Austin

Media Promotion : Website, Social Media and Email Advertising



Sponsorship Opportunities

	Presenting	Platinum	Diamond	Gold	Exhibit
• Official Presenting Sponsor of the AEP 2024 Conference	X				
• Verbal recognition from stage during the AEP 2024 Welcome and Opening Remarks	X	X	X	X	
• Sponsor table in exhibit area	X	X	X	X	X
• Ten minute presentation at the Opening General Session	X				
• Five minute presentation at Lunch on February 11		X			
• Company name and logo on screen at conference	X				
• Recognition at the Saturday Reception	X				
• Company logo listed on the AEP 2024 Website as a sponsor	X	X	X	X	
• Company name and logo on all print and digital collateral for AEP 2024	X	X	X		
• Option to provide promotional materials in attendee packs	X	X	X		
• Lunch with the attendees on both days, February 11 and 12	X	X	X	X	X
• AEP 2024 conference complimentary registrations (includes meals & receptions)	4	2	2	1	1
• Complimentary hotel rooms at the Conference Hotel for Saturday and Sunday evenings, February 10-11th	4	2	1		
• Full list of AEP 2024 Conference attendees, subject to data privacy laws	X	X	X		

Presenting Sponsor

\$20,000

Sponsor Level Benefits

- Official Presenting Sponsor of the AEP 2024 Conference - 17th Annual AEP Conference Presented by {Your Company Name}
- Verbal recognition from stage during the AEP 2024 Welcome and Opening Remarks
- 2 Sponsor tables in sponsor exhibit area
- Ten (10) minute on-stage introduction during General Session
- Company name and logo on sponsor signage (at conference and receptions)
- Recognition at the Saturday Reception
- Company name and logo on screen at conference
- Company logo will be listed as Presenting Sponsor on the AEP 2024 website
- Company logo on all print and digital collateral as the Presenting Sponsor for AEP 2024
- Option to provide promotional materials in attendee packs
- Lunch with the attendees on both days, February 11 and 12
- Four (4) AEP 2024 conference complimentary registrations (includes meals & receptions). Additional registrations can be purchased; please inquire about the rate.
- Four (4) complimentary hotel rooms at the Conference Hotel for Saturday and Sunday evenings, February 10-11
- Full list of AEP 2024 Conference attendees (to be available in February 2024 just prior to start of conference), subject to data privacy laws

Platinum Sponsor

\$10,000

Sponsor Level Benefits

- Verbal recognition from stage during the AEP 2024 Welcome and Opening Remarks
- Company name and logo on all print and digital collateral for AEP 2024
- Sponsor tables in sponsor exhibit area
- Company logo under Platinum Sponsor listing on the AEP 2024 website
- Five minute presentation at Lunch on February 11
- Option to provide promotional materials in attendee packs
- Lunch with the attendees on both days, February 11 and 12
- For Idea Gallery Sponsor - Table Display in the Idea Gallery, logo and name in Idea Gallery digital presentation and assist in the presentation of Idea Gallery Winner
- Lunch or Reception Sponsorship - 5 minutes to address and welcome the attendees
- Two (2) AEP 2024 conference complimentary registrations (includes meals & receptions). Additional registrations can be purchased; please inquire about the rate.
- Two (2) complimentary hotel rooms at Conference Hotel for Saturday and Sunday evenings, February 10-11
- Full list of AEP 2024 Conference attendees (to be available in February 2024 just prior to start of conference), subject to data privacy laws
- Sponsorship Naming and/or Branding **Opportunity for one of the following (subject to availability):**
 - Official Sunday Lunch Sponsor
 - Official Idea Gallery Sponsor
 - Official Monday Lunch Sponsor
 - Official Sunday Reception Sponsor
 - Official Audio-Visual Technology Sponsor

Diamond Sponsor

\$5,000

Sponsor Level Benefits

- Verbal recognition from stage during the AEP 2024 Welcome and Opening Remarks
- Company name and logo on all print and digital collateral for AEP 2024
- Sponsor table in sponsor exhibit area
- Option to provide promotional materials in attendee packs
- Company name under Diamond Sponsor listing on the AEP 2024 website
- Lunch with the attendees on both days, February 10-11
- Two (2) AEP 2024 conference complimentary registrations (includes meals & receptions). Additional registrations can be purchased; please inquire about the rate.
- One (1) complimentary hotel room at Conference Hotel for Saturday and Sunday evenings, February 10, 11
- Full list of AEP 2024 Conference attendees (to be available in February 2024 just prior to start of conference), subject to data privacy laws
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
 - Official Event Rentals and Décor Sponsor
 - Official Conference Bag/Messenger Bag Sponsor
 - Official Conference T-Shirt Sponsor
 - Official Padfolio (or another attendee gift) Sponsor
 - Official Transportation Sponsor

Gold Sponsor

\$3,500

Sponsor Level Benefits

- Verbal recognition from stage during the AEP 2024 Welcome and Opening Remarks
- Sponsor table in sponsor exhibit area
- Company name under Gold Sponsor listing on the AEP 2024 website
- Lunch with the attendees on both days, February 11 and 12
- One (1) AEP 2024 conference complimentary registration (includes meals & receptions). Additional registrations can be purchased; please inquire about the rate.
- Sponsorship Naming and/or Branding Opportunity for one of the following (subject to availability):
 - Official Notepad Sponsor
 - Official Board Member Recognition Gift Sponsor
 - Official Water Bottle (or another attendee gift) Sponsor

Exhibitor

\$2,000

- Booth location within exhibit area
- Company name under Exhibitor listing in AEP 2024 Conference Digital Program
- Lunch with the attendees on both days, February 11 and 12
- One (1) AEP 2024 conference complimentary registration (includes meals & receptions). Additional registrations can be purchased; please inquire about the rate.

Event Schedule

Saturday | February 10, 2024

3pm-5pm	Registration
6pm-8pm	Meet-Up Reception

Sunday | February 11, 2024

7:30am-12pm	Registration, Load In & Sponsor-Exhibitors
9am - 9:45am	General Welcome Session & Keynote
10am - 11am	Breakout (3 Sessions)
11:15am - 12:15pm	Breakout (3 Sessions)
12:15pm - 1:30pm	Lunch
1:30pm - 2:30pm	Breakout (3 Sessions)
2:45pm - 3:45pm	Breakout (3 Sessions)
4pm - 5pm	Breakout (3 Sessions)
5pm - 7pm	Reception with Sponsor-Exhibitors

Monday | February 12, 2024

8:30am - 9am	Breakfast
9:30am - 10:30am	Tabletop Sessions
10:45am - 11:45am	Breakout (3 Sessions)
12pm - 1:30pm	Lunch with Sponsor-Exhibitors
1:30pm - 2:15pm	Event War Stories
2:15pm - 2:45pm	Idea Gallery
2:45pm - 3:45pm	General Session
4pm - 5pm	Reception followed by Dine-Arounds

Tuesday | February 13, 2024

8:30am - 9am	Session #1
10am - 11am	Session #2
11am - 12pm	Session #3

AEP

ACADEMIC EVENT PROFESSIONAL

Participating Institutions

- Arizona State University
- Auburn University
- Augustana College
- Babson College
- Baylor College of Medicine
- Belmont University
- Biola University
- Boise State University
- Boston College
- Boston University
- Bowling Green State University
- California Institute of Technology
- CSU at Bakersfield, Fullerton, San Bernardino, Stanislaus
- Charleston School of Law
- Christopher Newport University
- Colorado State University
- Dartmouth College
- Davidson College
- Doane University
- 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
- 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 Chicago
- 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
- 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
- Spelman College
- St. Edward's University
- St. Louis University
- Stanford University

Over seventeen years, more than 385 organizations from the U.S. and abroad have been represented at the AEP conference. Below is a sample list of those who have attended in the past.

Participating Institutions

- Tufts University
- Tulane University
- UC Berkeley, Davis, Irvine, Los Angeles, Merced, Riverside, San Diego, Santa Barbara
- 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, 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

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.

Frequent Attendees

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

AEP

ACADEMIC EVENT PROFESSIONAL

Once you have determined your ideal Sponsorship package, please fill out the form on the next page and return it to Steve.

Sponsorships are available on a first-come, first-served basis.

AEP Conference Sponsorship Contact Information

Steve Whyte

steve@aep-edu.com





AGREEMENT FORM

Sponsor Company Name

Sponsorship Package

Phone Number

Email Address

First Name

Last Name

Date

Your Signature