SPONSOR & EXHIBITOR PROSPECTUS

Annual Conference | April 5–9, 2019 | Hyatt Regency Chicago
Exhibitor Program | April 6–8
hlcommission.org/conference
NEW!

BE A PART OF THE NEW AND IMPROVED EXHIBITOR PROGRAM AT THE 2019 HLC ANNUAL CONFERENCE

NEW LOCATION
The exhibit area is moving up! All exhibitors will be located in the Connection Hub, an attendee lounge and resource area featuring charging stations, a bookstore with book-signing events, sponsored coffee breaks, and dedicated spaces for attendees to connect with HLC and exhibiting organizations. The Connection Hub is in Columbus Hall, directly across from the Grand Ballroom and central to conference sessions. Exhibitors will be visible to over 4,000 attendees starting at 7:00 a.m. on Saturday, April 6, through 5:00 p.m. on Monday, April 8.

NEW CONCEPT
Standard 10’ x 10’ exhibitor booths have been replaced by HLC-provided turnkey kiosks. Set in a prime location, the kiosks provide increased visibility for exhibitors in an environment conducive to quick chats and networking. Turnkey kiosks eliminate the need to ship costly booth materials to the show site and reduce the cost of labor. Just walk in and start connecting!

Meet the Attendees*

Primary Attendee Roles

- 24% Faculty Members
- 11% Institutional Research Administrators
- 3% Finance Administrators
- 9% Department Administrators
- 17% Chief Executive Officers
- 14% Chief Academic Officers
- 13% Assessment Administrators
- 9% Division/Program Administrators

Institutional Profile

- Highest Degree: Specialist - 18
- Tribal Colleges and Universities - 25
- Private, For-profit Institutions - 26
- Highest Degree: Bachelor’s - 104
- Highest Degree: Master’s - 188
- Highest Degree: Doctoral - 261
- Highest Degree: Associate’s - 295
- Private, Not-for-profit Institutions - 349
- Public Institutions - 466

Representing 19 States
Arizona, Arkansas, Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Mexico, North Dakota, Ohio, Oklahoma, South Dakota, West Virginia, Wisconsin, Wyoming

*Based on a survey of attendees at the 2018 HLC Annual Conference
# EXHIBITOR KIOSK PACKAGE

<table>
<thead>
<tr>
<th></th>
<th>STANDARD KIOSK</th>
<th>PREMIUM KIOSK* (limited quantity)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Bird Rate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>by December 10, 2018</td>
<td>$3,000</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Standard Rate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 11, 2018–January 23, 2019</td>
<td>$3,500</td>
<td>$4,000</td>
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<tr>
<td><strong>Late Rate</strong></td>
<td></td>
<td></td>
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<tr>
<td>January 24, 2019, or later</td>
<td>$4,250</td>
<td>Not available</td>
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</table>

*Premium kiosks are the first two kiosks in every row, closest to the central aisle. These kiosks are very limited and are available on a first-come, first-served basis.

## BENEFITS OF EXHIBITING

- Centralized, premier location
- Over 25 hours of networking and exhibition time
- Company listing in conference program book and mobile app
- Discounted General Program registrations for two kiosk representatives
- Complimentary wireless internet service (additional fee for hard line)
- High attendee traffic in Connection Hub for refreshment breaks, lounge seating and ice cream social

**Note:** Each organization must purchase at least one kiosk in order to participate in the program and be eligible to host a showcase presentation or purchase an advertisement. The final kiosk design may vary from the example shown.

## EXHIBIT KIOSK FEATURES

### EACH KIOSK INCLUDES

- Standard white 8’ tall x 3’ wide back wall with company logo at the top
- Circular sign indicating kiosk number
- Demo storage cabinet with counterspace
- Two standard stools
- One wastebasket
- Daily aisle cleaning; the Connection Hub is carpeted

### ITEMS NOT INCLUDED IN HLC EXHIBIT FEE

- Video monitor (can be purchased separately from Encore, the Hyatt’s audiovisual vendor)
- Hard-wired internet lines and electricity (can be ordered from Encore)

## GUIDELINES

1. All kiosks must be staffed and ready when the show floor opens on Saturday, April 6, at 7:00 a.m.
2. Tear-down cannot begin until 5:00 p.m. on Monday, April 8.
3. Marketing materials and giveaways must fit within the counterspace provided. Pop-up signs are not permitted.
4. All exhibitors must read, agree to and abide by the Exhibitor Rules and Regulations.

**SEE PAGE 6 FOR ADDITIONAL OPPORTUNITIES FOR OUTREACH AND VISIBILITY**

Apply at hlcommission.org/conference
TAKE YOUR ENGAGEMENT TO A HIGHER LEVEL
BECOME A CONFERENCE SPONSOR

This year’s conference theme of Roadmaps for Student Success provides an ideal context for companies to highlight how their products and services can support institutions’ student success initiatives. Attendees are eager to learn best practices and to find solutions they can take back to their institutions and start using right away. With a forecasted attendance of more than 4,000 higher education professionals, the HLC annual conference offers sponsors a unique opportunity to extend their reach beyond the tradeshow kiosk.

Sponsors receive a variety of additional opportunities for visibility, including the ability to use their own booths in a 10’ x 20’ area. Sponsorship allows companies to enhance strategic partnerships and establish their branding in the eyes of all attendees, while helping HLC maintain affordable registration fees for its membership. The following chart shows benefits included with each level of sponsorship.

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>$30,000</td>
<td>$20,000</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Booth Type</strong></td>
<td>10' X 20'</td>
<td>10' X 20'</td>
<td>10' X 20'</td>
</tr>
<tr>
<td><strong>Showcase Presentations 60 Minutes</strong></td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Full Conference Registrations</strong></td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>
| **Logo Displayed On** | • Signage at headquarters hotel  
• HLC website  
• Program book  
• Registration area signage  
• Logo displayed  
• Banner ad  
• Enhanced listing  
• Dedicated push notification on 4 days: Saturday, Sunday, Monday & Tuesday  
• Logo displayed  
• Banner ad  
• Enhanced listing  
• Dedicated push notification on 2 days: Sunday & Monday  
| **Program Book Advertisement** | Full page, inside cover | Full page | Half page |
| **Mobile App Advertising** | • Signage at headquarters hotel  
• HLC website  
• Program book  
• Registration area signage  
• Logo displayed  
• Banner ad  
• Enhanced listing  
• Dedicated push notification on 4 days: Saturday, Sunday, Monday & Tuesday  
| **Program Book Advertisement** | Full page | Half page |
| **Program Book Advertisement** | Full page | Half page |
| **Program Book Advertisement** | Full page | Half page |

SEE PAGE 5 FOR SPONSOR-LEVEL CONCESSIONS AND PLATINUM-LEVEL EXCLUSIVES!
SPONSORS RECEIVE THE CHOICE OF ONE CONCESSION

PLATINUM OPTIONS
- Branded conference lanyard* (1 per attendee)
- Sponsorship of refreshment breaks in Connection Hub during the General Program
- 2 giveaway distribution bowls located in the Connection Hub (up to 4,000 pieces*)
- Professional head shots for conference attendees, adjacent to sponsor booth location*
- Sponsor’s choice (contact HLC for more information)

GOLD OPTIONS
- 1 day’s Wi-Fi sponsorship (Sunday or Monday)
- Sponsorship of a refreshment break in the Connection Hub on Saturday
- 1 giveaway distribution bowl located in the Connection Hub (up to 3,000 pieces*)
- Sunday lunch sponsorship

SILVER OPTIONS
- Branded conference pen* (1 per attendee)
- Branded webcam cover* (1 per attendee)
- 1 giveaway distribution bowl located in the Connection Hub (up to 2,000 pieces*)

*Indicates item must be purchased separately by sponsor. Specifications must be approved by HLC prior to production.

PLATINUM EXCLUSIVES!

1 EMAIL ADVERTISEMENT
Sponsorship ad in pre-event email to registered attendees, sent by HLC.

2 ONE-TIME USE OF PRE-EVENT OPT-IN MAILING LIST
Not available to any other exhibitor or sponsor.

3 SMALL MEETING ROOM FOR PRIVATE APPOINTMENTS
One private meeting room. If desired, food and beverage must be arranged and purchased separately by the sponsor.

4 SEATING AT THE OPENING AND KEYNOTE SESSIONS
VIP reserved seating, up to 6 representatives.

OTHER BENEFITS
HLC is willing to work with sponsors to fulfill requests for other benefits not listed here. If interested, please contact Jillian Skelly, Meetings and Events Manager, at jskelly@hlcommission.org.
INCREASE YOUR VISIBILITY

SHOWCASE PRESENTATIONS

Exhibitors may offer 60-minute showcase presentations as an opportunity to get the full attention of a broad audience during the General Program. These presentations must feature creative alliances between higher education institutions and organizations that provide products and services to the higher education community.

The fee includes meeting space, a standard audiovisual setup that includes a presentation computer, wireless internet access and use of the speaker ready room. Space is limited and will be assigned on a first-come, first-served basis. Each organization may purchase one showcase presentation. To be considered for inclusion in the program, showcase presentation details must be submitted by January 16, 2019.

Price: $2,000

Times subject to change:
Sunday 10:30 a.m.–4:45 p.m.
Monday 10:00 a.m.–5:15 p.m.

ADVERTISING OPTIONS

Exhibitors may invite attendees to visit their kiosk through an advertisement in the program book. Each attendee receives the program book electronically as well as in print.

Price

<table>
<thead>
<tr>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
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<tbody>
<tr>
<td>$775</td>
<td>$550</td>
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</table>

*Ad dimensions will be provided when ad space is purchased.

GENERAL INFORMATION

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual will be sent to exhibitors after acceptance of their application. It will provide order forms for audiovisual and electrical service, quick facts related to the conference, and information on material handling. In keeping with HLC’s green initiatives, a print version of the Exhibitor Service Manual will not be provided.

2019 CONNECTION HUB SCHEDULE

Subject to change.

FRIDAY, APRIL 5
Noon–4:30 p.m.
Sponsor and Exhibitor Move-In

SATURDAY, APRIL 6
6:00–7:00 a.m.
Kiosk Setup
(Collateral Only)
7:00 a.m.–5:00 p.m.
Connection Hub Open

SUNDAY, APRIL 7
7:00 a.m.–5:00 p.m.
Connection Hub Open

MONDAY, APRIL 8
2:30–3:00 p.m.
Ice Cream Social
5:00–7:00 p.m.
Tear-down

LOCATION

HYATT REGENCY CHICAGO
151 East Wacker Drive, Chicago, IL 60601
chicago.regency.hyatt.com

CONNECTION HUB (COLUMBUS HALL)
17,628 square feet of exhibit space
Ceiling Height: 9’6”
Floor Load Capacity: 100 pounds/square foot

APPLY ONLINE

To participate, please visit the HLC website:
hlcommission.org/conference

QUESTIONS

Jillian Skelly, HLC Meetings and Events Manager
Email: jskelly@hlcommission.org
Direct Line: 312.476.1349