



EXHIBITOR PROGRAM APPLICATION WORKSHEET

Annual Conference Exhibitor Program
April 6–8, 2019 / Chicago, Illinois

Please note: This worksheet is not an official application form and should not be submitted to HLC. Complete the online application available at hlcommission.org/conference.

Primary Contact Information *(please type or clearly print)*

This information is for HLC show management and official show vendor communications only.

Company Name: _____

First Name: _____ Last Name: _____

Title: _____

Street Address: _____

City: _____ State: _____ ZIP Code: _____

Phone: _____ Fax: _____ Email Address: _____

ON-SITE CONTACT

Please enter the details of the person HLC should contact while on-site at the Hyatt Regency Chicago.

First Name: _____ Last Name: _____

Title: _____

Mobile Phone: _____ Email Address: _____

Official Company Information *(please type or clearly print)*

This information will be publicly posted in the conference mobile app and program book.

Company Name: _____

Street Address: _____

City: _____ State: _____ ZIP Code: _____

Web Address: _____

PRODUCT/SERVICE DESCRIPTION *(50 words or fewer; text may be subject to editorial changes)*

INDICATE THE CATEGORY THAT BEST DESCRIBES YOUR COMPANY:

- | | | |
|---|---|--|
| <input type="checkbox"/> Administrative Management | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Technology/Hardware |
| <input type="checkbox"/> Assessment Instruments | <input type="checkbox"/> Higher Education Consultants | <input type="checkbox"/> Technology/Software |
| <input type="checkbox"/> Business Products/Services | <input type="checkbox"/> Library Information/Services | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Distance Education | <input type="checkbox"/> Publishing/Book Distribution | |
| <input type="checkbox"/> Executive Recruiters | <input type="checkbox"/> Site Management | |

Sponsorship Options

Select a Sponsorship Package:	<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver
Cost	\$30,000	\$20,000	\$15,000
Booth type	10' x 20'	10' x 20'	10' x 20'
Showcase presentations (60 minutes)	2	1	1
Full conference registrations	6	4	2
Logo displayed on:			
<i>Signage at headquarters hotel</i>	X	X	X
<i>HLC website</i>	X	X	X
<i>Program book</i>	X	X	X
<i>Registration area signage</i>	X	X	
Program book advertisement*	Full page, inside cover	Full page	Half page
Mobile app advertising:			
<i>Logo displayed*</i>	X	X	X
<i>Banner ad*</i>	X	X	X
<i>Enhanced listing</i>	X	X	
Dedicated push notification:			
<i>Saturday, April 6</i>	X		
<i>Sunday, April 7</i>	X	X	
<i>Monday, April 8</i>	X	X	X
<i>Tuesday, April 9</i>	X		

* See artwork specifications on Exhibitor Program website. Program book artwork specifications will be sent by HLC after the exhibitor application is accepted.

Sponsorship ad in email to registered attendees before the conference Sent by HLC.	X		
One-time use of pre-event opt-in mailing list	X		
Small meeting room for private appointments 1 private room. If desired, food and beverage must be arranged and purchased separately by sponsor.	X		
VIP seating at the opening and keynote sessions Up to 6 representatives	X		
Choice of one concession item: * Indicates item must be purchased separately by sponsor. Specifications must be approved by HLC prior to production.	<input type="checkbox"/> Branded conference lanyard* <i>1 per attendee</i> ————— <input type="checkbox"/> 2 day's sponsorship of attendee lounge in Connection Hub during General Program ————— <input type="checkbox"/> 2 giveaway distribution bowls located in Connection Hub <i>up to 4,000 pieces</i> ————— <input type="checkbox"/> Sponsor's choice <i>contact HLC for more information</i>	<input type="checkbox"/> 1 day's Wi-Fi sponsorship <i>Sunday or Monday</i> ————— <input type="checkbox"/> 1 day's sponsorship of attendee lounge in Connection Hub during Accreditation Workshop ————— <input type="checkbox"/> 1 giveaway distribution bowl located in Connection Hub <i>up to 3,000 pieces</i> ————— <input type="checkbox"/> Sunday lunch sponsorship	<input type="checkbox"/> Branded conference pen <i>1 per attendee</i> ————— <input type="checkbox"/> Branded webcam cover <i>1 per attendee</i> ————— <input type="checkbox"/> 1 giveaway distribution bowl located in Connection Hub <i>up to 2,000 pieces</i> —————
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 .		

Exhibitor Kiosk Package Pricing

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.

Kiosk Type	Early Bird Rate (by Dec. 10)	Standard Rate (by Jan. 23)	Late Rate (after Jan. 24)
<input type="checkbox"/> Standard	\$3,000	\$3,500	\$4,250
<input type="checkbox"/> Premium* (limited quantity)	\$3,500	\$4,000	Not available

*Premium kiosks are the first two kiosks in every row, closest to the central aisle.

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 for a showcase presentation includes meeting space, a presentation computer, a standard audiovisual setup, 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 exhibiting 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	Times (subject to change)
\$2,000	Sunday, 10:30 a.m.–4:45 p.m. Monday, 10:00 a.m.–5:15 p.m.

SHOWCASE PRESENTATION INFORMATION

Title

Provide a brief title (no more than 10 words) that clearly describes the primary focus of your presentation.

Presenters (limit: 3)

Name	Title	Organization
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Description

Provide a brief statement (no more than 75 words) that clearly and accurately communicates the purpose of your showcase presentation to attendees.

Program Book Advertising Options

Ad Size	Price
<input type="checkbox"/> Half page	\$775
<input type="checkbox"/> Quarter page	\$550

ARTWORK

Program book ads should be provided as CMYK, high-resolution (300 dpi) EPS or PDF images. Ads should not include bleeds. HLC reserves the right to return artwork to the company if it does not meet requested specifications.

Artwork is attached (upload to registration site). Artwork will be sent separately (due by January 16, 2019).

If sent separately, please provide contact person:

Full name: _____

Phone: _____ Email Address: _____

Contact person for logo artwork for conference website, mobile app and on-site signage (*sponsors only*):

Full name: _____

Phone: _____ Email Address: _____

CERTIFICATE OF LIABILITY INSURANCE

All exhibitors must submit their certificate of liability insurance prior to move-in. See Section 27, Insurance, in the [Exhibitor Program Rules and Regulations](#).

Attached (upload to registration site) Will be sent separately by January 16, 2019

Will be purchased from HLC's insurance partner, RainProtection (details to be sent via email)

Payment Options

Submitted applications must be accompanied by full payment via the Exhibitor Program website to hold each booth space. Fees paid by credit card will be charged upon acceptance of the application. Fees paid by check will be invoiced upon acceptance of the application. Payment is due upon receipt of invoice.

HLC accepts Visa, MasterCard, American Express and Discover cards. Checks should be made payable to:

Higher Learning Commission
Attn.: Annual Conference Team
230 S. LaSalle St., Suite 7-500
Chicago, IL 60604

WORKSHEET

