MEET THE ATTENDEES*

PRIMARY ATTENDEE ROLES

- 24% Faculty Members
- 14% Chief Executive Officers
- 11% Institutional Research Administrators
- 17% Chief Academic Officers
- 3% Finance Administrators
- 9% Department Administrators
- 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

WAYS TO PARTICIPATE

- Become a conference sponsor
- Purchase a booth in the Connection Hub
- Host a showcase presentation during the General Program
- Advertise in the Program Book

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

Apply at hlcommission.org/conference
EXHIBITOR BOOTH PACKAGE

<table>
<thead>
<tr>
<th></th>
<th>STANDARD BOOTH</th>
<th>PREMIUM BOOTH*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Bird Rate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>by December 15, 2019</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 16, 2019–February 10, 2020</td>
<td>$3,500</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>Late Rate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 11, 2020, or later</td>
<td>$4,250</td>
<td>Not available</td>
</tr>
</tbody>
</table>

*Limited quantity: Corner booths are very limited and available on a first-come, first-served basis.

EXHIBITOR BOOTH FEATURES

**EACH BOOTH INCLUDES**
- 8’ draped back wall, 3’ side walls
- 6’ skirted table with 2 chairs; wastebasket
- One 7” x 44” identification sign
- Daily aisle cleaning; the Connection Hub is carpeted

**ITEMS NOT INCLUDED IN HLC EXHIBIT FEE**
- Material handling by Hyatt Regency Chicago or Freeman
- Hard-wired internet lines and additional electricity (can be ordered from Encore)

GUIDELINES

1. All booths must be staffed and ready when the show floor opens on Sunday, April 19, at 7:00 a.m.
2. Tear-down cannot begin until 5:00 p.m. on Monday, April 20.
3. All exhibitors must read, agree to and abide by the Exhibitor Rules and Regulations.

SEE PAGE 6 FOR ADDITIONAL OPPORTUNITIES FOR OUTREACH AND VISIBILITY

**BENEFITS OF EXHIBITING**

- Centralized, premier location
- Over 20 hours of networking and exhibition time
- Company listing in conference program book and mobile app
- Discounted General Program registrations for two 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 booth 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.

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

This year’s conference theme of **Lead the Evolution** provides an ideal context for companies to highlight how their products and services can help institutions sit at the forefront of innovation within higher education. Attendees are eager for solutions that will foster progress for their students and educators. 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 booth.

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</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 | - Signage at headquarters hotel  
- HLC website  
- Program book  
- Registration area signage | - Signage at headquarters hotel  
- HLC website  
- Program book |
| **Program Book Advertisement** | Full page, inside cover | Full page | Half page |
| **Mobile App Advertising** | - Logo displayed  
- Banner ad  
- Enhanced listing  
- Dedicated push notifications on 3 days: Sunday, Monday & Tuesday | - Logo displayed  
- Banner ad  
- Enhanced listing  
- Dedicated push notifications on 2 days: Sunday & Monday | - Logo displayed  
- Banner ad  
- Dedicated push notification on 1 day: Monday |

SEE PAGE 6 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 Sunday
- 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, Associate Director, Meetings and Events, at jskelly@hlcommission.org.

NOTE: Each organization must purchase at least one booth in order to participate in the program and be eligible to host a showcase presentation or purchase an advertisement.

Apply at hlcommission.org/conference
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, 2020.

<table>
<thead>
<tr>
<th>PRICE</th>
<th>TIMES subject to change</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000</td>
<td>Sunday 10:30 a.m.–4:00 p.m. Monday 10:00 a.m.–4:00 p.m.</td>
</tr>
</tbody>
</table>

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.

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

2020 CONNECTION HUB SCHEDULE
Subject to change.
SATURDAY, APRIL 18
8:00 a.m.–5:00 p.m.
Exhibitor Move-In

SUNDAY, APRIL 19
7:00 a.m.–5:00 p.m.
Connection Hub Open

MONDAY, APRIL 20
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, Associate Director, Meetings and Events
Email: jskelly@hlcommission.org
Direct Line: 312.476.1349