



HIGHER LEARNING COMMISSION

# 2023 Annual Conference

March 25-28, 2023

Hyatt Regency Chicago

## SPONSOR and EXHIBITOR Prospectus



LEARN — LEAD — LUMINATE

# 2023 HLC Annual Conference

The 2023 Annual Conference will **LUMINATE** the innovative ways that the U.S. higher education ecosystem has **LEARNED** from the recent dynamic change and provided **LEADERSHIP** toward the new experience that is higher education in the United States.

This year's conference will be held exclusively in-person, providing an energizing, intimate opportunity for our exhibitors and sponsors to connect with attendees face-to-face in a more personal way.



## Why HLC

### The HLC Mission

HLC's mission is to advance the common good through quality assurance of higher education as the leader in equitable, transformative and trusted accreditation in the service of students and member institutions.

### Our Mission for You

The focus of the HLC Annual conference is to bring together administrators, faculty, and staff of HLC membership institutions, along with members of the HLC Peer Corps, to gather information and learn promising practices from fellow practitioners and HLC staff. We view the exhibit hall and sponsorship opportunities as an extension of this learning experience. We believe our exhibit space and sponsorship opportunities allow for true engagement

of faculty, staff, and administrators around your products and services.

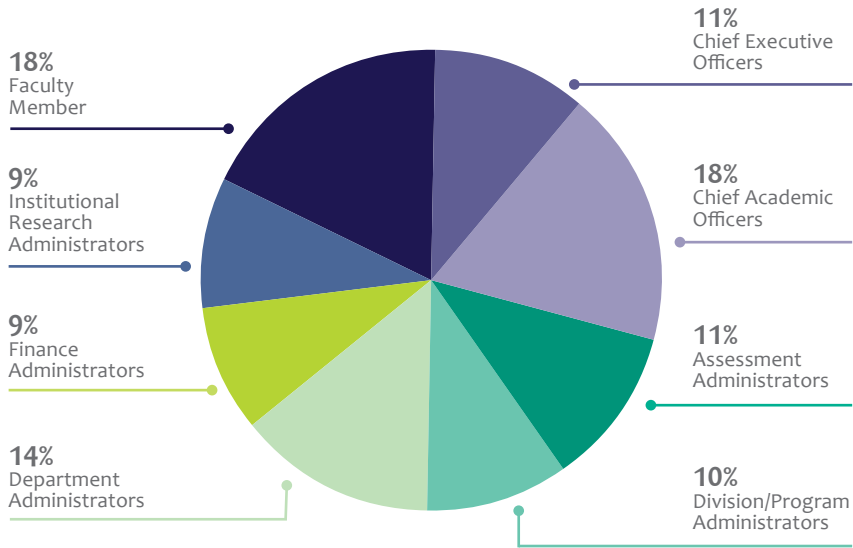
### What to Expect

In lieu of the mutually exhausting sales-style experience of a traditional exhibit hall, you'll experience a tabletop style setup with nearby food and beverage to encourage deeper, more genuine connectivity. In the nature of education, all exhibitors will have a pre-event virtual orientation, hosted in early March, to get an overview of the conference and attendee profile as well as receive instructions for logistics.

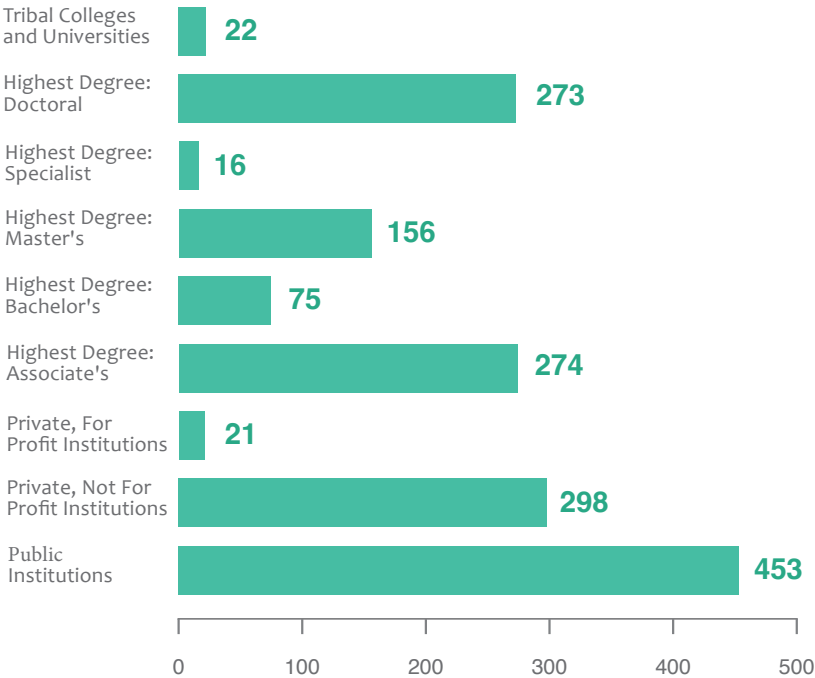
# Meet the Attendees



## PRIMARY ATTENDEE ROLES



## INSTITUTIONAL PROFILE



# What They're Saying

# #HLC2022



**Shawntel Landry, EdD** @slandry · Apr 3

Absolutely fascinating session on equity and equality. We have much learning to do before this is solved. [#HLC2022](#)



**HLC** @hlcommission · Apr 3

"Can we muster the courage and commitment to give folks what they need?"

-@JDuncanAndrade on facilitating equity within our institutions [#HLC2022](#)



**Joe Levy** @JoeBooksLevy · Apr 3

Conversation about credential and the future of higher ed - let's do it! [#HLC2022](#)



**Laurie M. Joyner** @LaurieMJoyner · Apr 2

Great day with colleague presidents and inspiring presenters at the annual conference of [#HLC2022](#)



**Dr. Paul Watson II** @PWatsonII · Apr 1

Annual walk to navy pier to stretch my legs after traveling to [@hlcommission](#) conference. Looking forward to reconnecting with peers and being equipped for [@Kellegg\\_CC](#) service. Chicago's skyline never fails to take my breath away...beautiful! [#HLC2022](#) [#WatsUpAtKCC](#) [#HigherEd](#)



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# Sponsorship Opportunities

Enjoy the highest level of attendee engagement by sponsoring the 2023 HLC Annual Conference. Unique and attractive deliverables spread across four tiers provide everything from complimentary registrations and program book advertising to attendee lists and showcase sessions.

## Benefits of Sponsoring the HLC Annual Conference



### Brand Exposure

Share your brand with thousands of brilliant, connective minds through inclusions like social media posts and website sponsorship recognition.



### Knowledge Discovery

Meet with end users of your business and facilitate two-way discussions that help attendees learn about you while you learn ways to improve and grow by hearing firsthand user accounts.



### Leadership

HLC is a thought leader in higher education accreditation. Alignment with the HLC Annual Conference proves your leadership and innovation as a company in the industry.



### Exclusivity

All sponsor levels are offered to only a limited number of companies at each level, ensuring limited access to many deliverables. Sponsorships are first-come, first-served, so we encourage you not to wait.



# Sponsorship Opportunities

Level	BRONZE	SILVER	GOLD	PLATINUM
Investment	\$3,000	\$8,000	\$20,000	\$45,000
Limited Quantity	20	8	4	2
<b>CONFERENCE ACCESS</b>				
Complimentary Full Conference Registration(s)	1	2	3	4
<b>PRE-CONFERENCE PROMOTION</b>				
Sponsorship recognition on website and mobile app	X	X	X	X
Website Ad			Available for purchase at 50% discount	X
Social media mention			X	X
Pre-conference sponsorship press release	X	X	X	X
<b>ON-SITE VISIBILITY</b>				
Exhibitor Table Top Booth	Standard	Standard	Premium	Premium
Mobile App Banner Ad	Option to purchase	X	X	X
Program Book Ad	Option to purchase at 50% reduced rate	Included Quarter-page Ad	Included Half-page Ad	Included Full-page Ad
Showcase Session			X	X
Conference bag insert (limited to 8.5" x 11" paper)*			Available for purchase at 50% discount	X
Sponsored Item Giveaway*				Choice of: Pen Notepad Lanyard
Sponsored Service, Space, or Session**		Choice of: Charging Station, Break Service or Attendee Breakfast	Choice of: Lounge, Conference WiFi, Featured Speaker or Reception	Choice of: Keynote
<b>POST-EVENT</b>				
Opt-in registrant email list	Option to purchase	X	X	X

\*Sponsorship includes opportunity to sponsor one item of choice

\*\*Available on a first come, first serve basis. Includes logo/name on associated signage and if applicable, listing in mobile app. For keynotes, includes pre-recorded 2-minute pre-roll message.

# Exhibit Opportunity

*Included for all levels of sponsorship*

The exhibit opportunity included in all levels of sponsorship allows you to connect with this year's in-person audience in one-on-one conversations over tabletop style exhibits. Forgoing the more traditional exhibit hall style booths provides a more approachable, noncommittal atmosphere for our attendees and exhibitors to converse and connect.

## Benefits of Exhibiting at the HLC Annual Conference



### Connection

Meet with end users to share the benefits of your products and services



### Insight

Receive insightful feedback from administrators about what they use and need most



### Support

Exhibitors will be asked to attend a one-hour virtual training to provide you with an overview of our conference and our attendee profile to best equip you for the experience



### Each of our exhibitors will receive a tabletop exhibit package to include the following:

- 11 hours of exhibit time on Sunday and Monday, with dedicated extended exhibitor break periods to promote attendee circulation
- Sponsor ribbons for recognition in addition to identifier on badge
- Bronze and Silver sponsors: 8'x8' standard booth space;  
Gold and Platinum sponsors: 10'x10' premium location booth
- Basic exhibitor sign with company name and logo
- Extension cord, wastebasket

Exhibit table locations will be selected on a first come, first serve basis. While the space is intimate to ensure premium locations for all tables, we recommend that you purchase your sponsorship opportunity early to get the selection of your choice.

# Additional Opportunities



Looking for individual opportunities, or want to enhance your sponsorship? The following options are available a la carte or as an add-on to your existing sponsorship package.

- **Opt-in attendee email list** (\$2,000) *Included in Silver, Gold, and Platinum sponsorships*
- **Website ad** (\$1,500) *Included in Platinum sponsorship, 50% discount for Gold sponsors*
- **Mobile app banner ad** (\$500) *Included in Silver, Gold, and Platinum sponsorships*
- **Program book ads**
  - **Full page** (\$1,500) *Included in Platinum sponsorship*
  - **Half page** (\$1,000) *Included in Gold sponsorship*
  - **Quarter page** (\$750) *Included in Silver sponsorship*
- **Conference bag insert** (paper) (\$1,000) *Included in Platinum sponsorship*
  - Vendor to provide collateral
- **Registration grants** (\$700 each)



## Thank you!

Additional details regarding HLC and the Annual Conference can be found at [hlcommission.org](http://hlcommission.org). We are looking forward to launching this year's in-person conference to learn, lead, and luminate and we hope you will join us on this journey.

### Next Steps

To review HLC's Exhibitor Rules and Regulations, [please click here](#).

Sponsorship application deadline is **January 18th, 2023**.

To purchase your sponsorship in support of HLC, or to ask questions about customizing a package that works for you, please contact:

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