



Sponsor **Prospectus**

2024 Annual Conference

April 13–16 | Chicago



Higher Ground

The future
of higher
education



#HLC2024

2024 HLC Annual Conference



The HLC Annual Conference brings the higher ed community together in Chicago to share ideas and insights on the latest in the field. Attendees learn from HLC staff and leading thinkers, researchers and advocates. Opportunities abound to network with attendees from institutions of every classification and size from across the country.

This year's conference will explore the ways colleges and universities rise up to meet the needs of their students and society. Whether through imparting the skills and knowledge needed for today's workforce, fueling innovation, or exploring solutions to our most pressing problems, higher education is the force that propels us all to **Higher Ground**.

Why HLC

Our 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.



How You Fit

The conference brings together administrators, faculty, and staff of higher ed institutions to gather information and learn promising practices. We offer the sponsorship program to provide the members of the higher ed community an opportunity to engage with your products and services in a meaningful and mutually beneficial way.

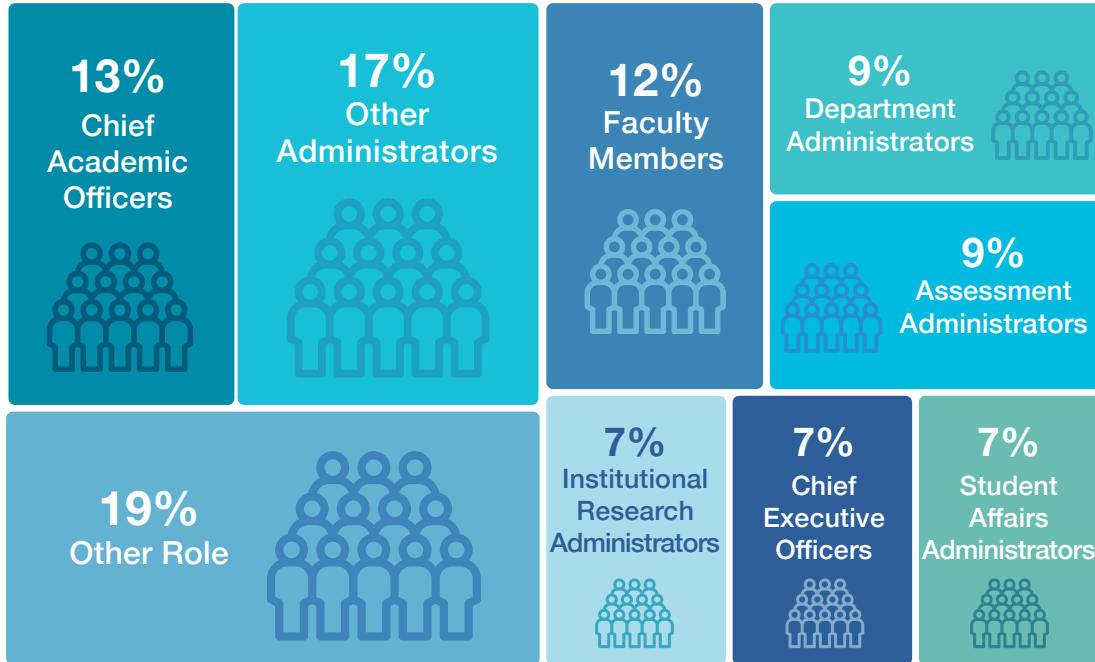
What to Expect

In lieu of the sales-style experience of a traditional exhibit hall, you'll have a tabletop exhibit with nearby food and beverage for better connection with attendees.

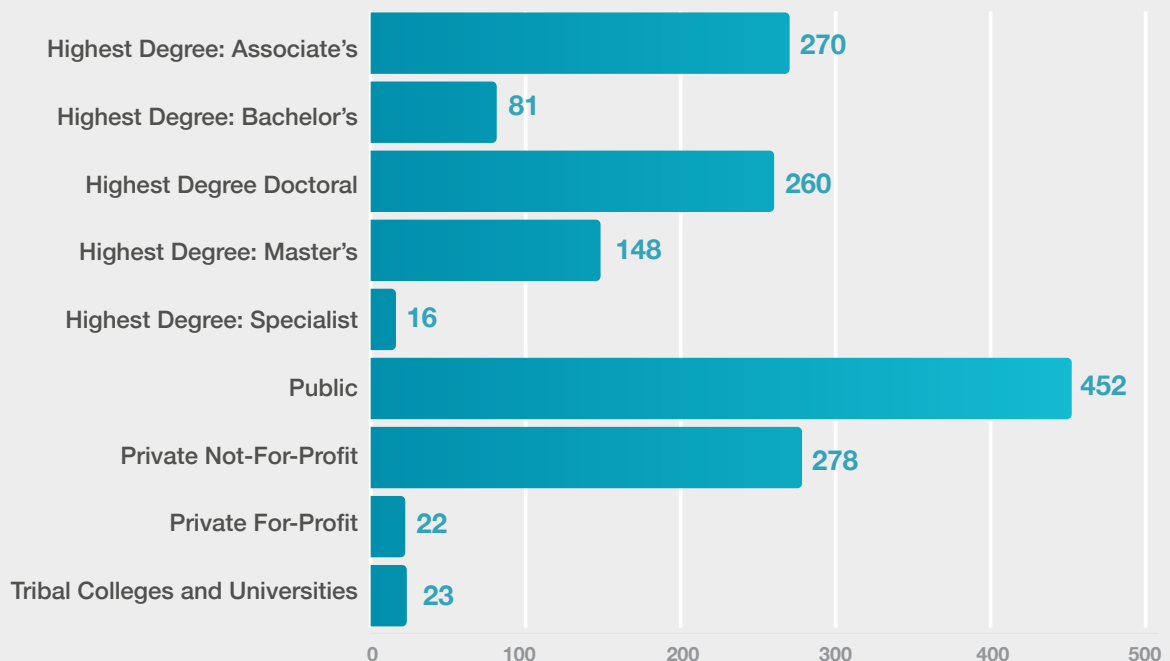
Build your network
#HLC2024

Meet the Attendees

Primary Attendee Roles



Institutional Profile



What They're Saying

EXCEPTIONAL customer service! Above and beyond!
The conference was a success for us — I was able to connect with a number of current clients and walked away with a handful of leads as well.

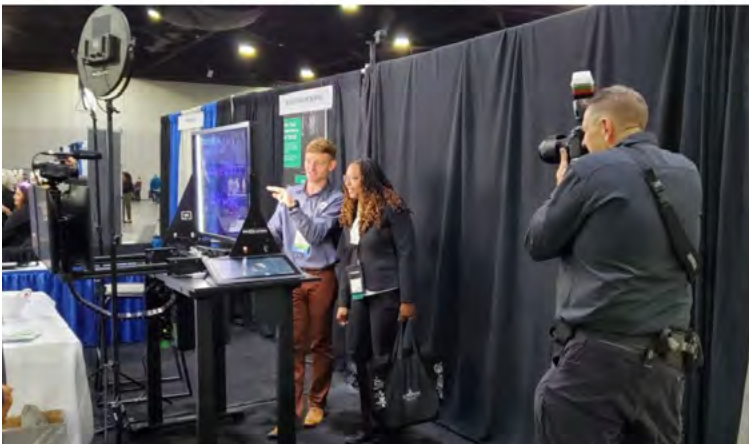
– 2023 Conference Sponsor

Revolution Lightboards
138 followers
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It doesn't get much better than reconnecting with friends & meeting new customers at expos - next up is the HLC Annual Conference with [Higher Learning Commission](#) in Chicago. See you there!

#lightboard #edtech #edutech #hlcommission



Rey Rivera • 3rd+
President at Estrella Mountain Community College
6mo • Edited • 🌐

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Great time attending the [Higher Learning Commission](#) in Chicago! Always an informative conference and had a chance to sightsee with my [Estrella Mountain Community College](#) work peeps. #work #learning #hlc



Jamie Loftin
@JamieLoftin

...

Learn - Lead - Luminate - Enjoying learning and connecting at the [@hlcommission](#) Annual Conference #HLC2023



Simple Truth
2,568 followers
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Thanks to [Higher Learning Commission](#) for having us at your annual higher ed conference! What a learning experience. So many great speakers and important conversations around innovating to meet the expectations of today's students. #HLC2023

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Sponsorship & Exhibit Opportunities

There are plenty of unique and attractive deliverables available for sponsors of the 2024 conference. From complimentary registrations and program book advertising to attendee lists and showcase sessions, there is something for your brand to benefit from the conference.

Benefits of Sponsoring the Annual Conference



Brand Exposure

Share your brand with thousands of bright minds in higher ed through deliverables such as sponsored items, digital content, and mentions from HLC.



Knowledge Discovery

Meet with end users to share the benefits of your products and services and receive insightful feedback from administrators about what they use and need most.



Leadership

HLC is a thought leader in higher ed. Aligning with our Annual Conference proves your leadership and innovation as a notable company in the industry.



Exclusivity

All sponsor levels are offered to only a limited number of companies, with a set number of available deliverables. Sponsorships are first come, first served, so don't wait to apply!



Exhibit Opportunity

Included for all levels of sponsorship

Exhibiting at the conference allows you to connect with attendees over tabletop style exhibits in our approachable, relaxed exhibit space. Each of our sponsors will receive a tabletop exhibit package to include the following:

- 13 hours of exhibit time on Saturday, Sunday and Monday, with dedicated break periods to promote attendee circulation through the exhibit space
- Bronze and Silver sponsors: 8'x8' standard booth space; Gold and Platinum sponsors: 10'x10' premium location booth
- Basic sponsor sign with company name and logo
- Power access, wastebasket

Table locations will be selected on a first-come, first-serve basis. While the space is intimate with ideal locations for all tables, securing your spot early will help you get the selection of your choice. Sponsors will attend a virtual orientation that will provide an overview of the conference and tips for engaging with our membership.



Sponsorship Level Benefits

Level Cost Available	BRONZE	SILVER	GOLD	PLATINUM
	\$3,500 20	\$9,000 8	\$17,500 4	\$30,000 2
Complimentary registration <i>(includes Welcome Reception and Sunday lunch)</i>	1	2	3	4
Sponsorship recognition on website/mobile app	X	X	X	X
Pre-conference sponsorship announcement email	X	X	X	X
Social media mention			X	X
Exhibitor tabletop	Standard	Standard	Premium	Premium
Mobile app banner ad	Available for purchase (\$1,500)	X	X	X
Opt-in registrant email list	Available for purchase (\$2,000)	X	X	X
Program book ad	Available for purchase at 50% discount (depends on size)	Quarter-page Ad	Half-page Ad	Full-page Ad
Showcase sessions			1	2
Brochure or ad bag insert			Available for purchase at 50% discount (\$500)	X
Reserved meeting space for up to two hours*				X
Sponsored item, service, space or session of choice**		Choice of: · Charging Station · Break Service · Attendee Breakfast	Choice of: · Conference WiFi · Welcome Reception · Featured Speaker · ALO Coffee Hour	Choice of: · Keynote And Choice of: · Pen · Notepad · Lanyard

* Can be used for invitation-only demo or reception. Date and time to be approved by HLC. Reception food/beverage can be coordinated, but at an additional cost.

** Available on a first-come, first-served basis. Sponsored items will be provided by HLC. Session includes logo/name on associated signage and listing in the mobile app. For keynotes, includes verbal recognition during the hosted event and on title slide.

Please note: If item deliverable is not provided by the published deadline, sponsor forfeits item.

Additional Opportunities

Looking for a specific benefit, or want to enhance your sponsorship?
These options are available a la carte or as an add-on to your sponsorship package:



- **Opt-in attendee email list** (\$2,000)
Included in Silver, Gold, and Platinum sponsorships



- **Mobile app banner ad** (\$1,500)
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 attendee bag insert** (paper) (\$1,000)
Included in Platinum sponsorship

- » Vendor to provide collateral

- **Additional registrations** (\$725 each)



Apply Today!

To apply to be a sponsor or to ask questions about customizing a package that works for you, contact:

Destiny M. Quintero

HLC Vice President of Education, Training & Events
(312) 476-1343

dquintero@hlcommission.org

Apply by January 18, 2024.

Please review HLC's Sponsor Rules and Regulations before applying.

Learn more at hlcommission.org/conference

