



NACCE 7th Annual Conference

Entrepreneurship:

Finding Your Opportunity in Today's Economy

Chicago, IL October 11-14, 2009

Sponsor & Exhibitor Prospectus



Questions? Call 413-306-3131 x300 or Montoya@nacce.com

Dear Colleague,

I invite you to join us as a conference sponsor or exhibitor at our 7th Annual National Association for Community College Entrepreneurship (NACCE) Conference.

NACCE conference sponsors and exhibitors will be exposed to hundreds of decision makers and leaders impacting the future of entrepreneurial businesses everywhere.

The spirit and pursuit of entrepreneurship has never been more critical than now. The recent and dramatic increase in community college enrollment is a fitting testimony from thousands of individuals who are seeking to improve their situation through education and workforce development programs. Community Colleges everywhere are working feverishly to implement and improve entrepreneurship education programs in order to meet this overwhelming demand.

“The spirit and pursuit of entrepreneurship has never been more critical than now.”

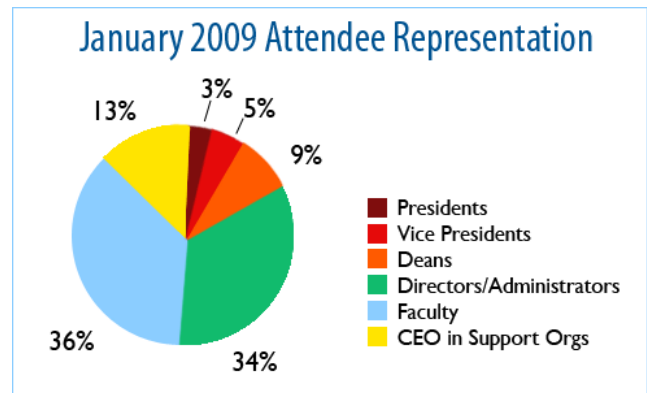
The 7th Annual NACCE Conference is where hundreds of community college leaders and professionals gather together each year to share ideas, identify opportunities and create a positive organizational and community change. Leadership, expertise and tools that work are some of the components our attendees are seeking and have asked for.

Conference sponsorship demonstrates and positions a company’s leadership as an expert and partner in shaping the future of entrepreneurial business leaders everywhere. Products and services introduced through educational programs are proven to be one of the most effective and lasting marketing approaches that impact future customers. The NACCE conference is a tremendous opportunity to position your company as a foundation for successful businesses everywhere.

I look forward to seeing you at the conference!

Very truly yours,

Heather Van Sickle
Executive Director



Sponsorship Opportunities..... Page 3

Exhibiting Opportunities..... Page 4

À La Carte Conference Sponsorships..... Page 5

Advertising Opportunities..... Page 6

Application/Contract..... Page 7



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Sponsorship Opportunities

Benefits	Platinum Level \$8,000 Investment	Gold Level \$5,000 Investment	Silver Level \$3,000 Investment
Company profile in NACCE's <i>Partners in Entrepreneurship Online Directory</i> on NACCE web site	Highest	High	√
Company listing on NACCE's conference page (in descending order by level of investment)	Top placement logo & link	√	√
Company logo and website address on NACCE tri-fold conference brochure mass mailing	√	√	√
Recognition of sponsor level at conference via prominent banner signage	√	√	√
Complimentary full conference registrations	Six (6)	Four (4)	Two (2)
Complimentary exhibit space	2 tables	1 table	1 table
45-second speaking opportunity in front of entire conference audience	√	√	√
One (1) promotional piece in attendee bags	√	√	√
One time use of post-conference attendee list (USPS mailing addresses)	Incl. email addresses	√	√
Listing in <i>Annual Program Conference Guide</i> with 70-word description	√	√	√
Ad in <i>Annual Program Conference Guide</i>	Full page	Half page	Quarter page
Ad in one (1) issue of <i>Community College Entrepreneurship</i>	Full page	Half page	Quarter page
Spotlight in <i>Community College Entrepreneurship</i>	√	√	
Company logo and link on NACCE's home page	Top placement	√	
Company logo and message on screen during plenary session	√	√	
Option for receiving meeting space for focus groups at conference	As available	As available	
Complimentary read-only password subscription to <i>EshipExchange</i> , a comprehensive digital resource center for members only	√		
One NACCE listserv posting	√		
Company logo placed on conference beverage ticket	√		
One time use of pre-conference attendee list (USPS mailing addresses)	Incl. email addresses		
Opportunity for 5-minute introduction of keynote speaker (limited availability on a first come, first serve basis)	√		



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Exhibiting Opportunities

The NACCE Exhibit Hall offers a unique opportunity to connect with 500 innovative leaders from 200+ community colleges that make purchasing and curriculum implementation decisions for career and entrepreneurship programs. The exhibit area will be the social hub of the conference and include full breakfasts and lunches, evening reception and will be located right next to the general session ballroom. Reserve your space today!

Single Exhibit Space

Price before 6/12/2009: \$1,495

Price 6/12/2009 – 8/7/2009: \$1,695

Price after 8/7/2009: \$1,795

Benefits:

- One (1) 6' X 30" table w/skirting, 2 chairs, ID signage
- Company listing and web link on exhibition web page
- Listing in *Annual Program Conference Guide* with 70-word description
- Registration for one (1) attendee includes full access

Double Exhibit Space

Price before 6/12/2009: \$2,195

Price 6/12/2009 – 8/7/2009: \$2,395

Price after 8/7/2009: \$2,495

Benefits:

- Two (2) 6' X 30" tables w/skirting, 4 chairs, ID signage
- Company listing and web link on exhibition web page
- Listing in *Annual Program Conference Guide* with 70-word description
- Registration for two (2) attendees includes full access

"I attend 50-60 shows a year and really value the one on one interaction at NACCE. This is one of the few conferences that I'm able to sit with college presidents and administrators during breakfast and lunch times in the general session area."

Jim Lloyd – Spectrum Industries, Inc.

"One advantage to this conference is its fairly small size so I had a chance to talk to all of the people that stopped by. The attendees were very interested in what we had to say. NACCE did a great job of driving traffic through the exhibit hall. One of the really phenomenal aspects is that there was the internet café just outside the exhibit hall, so I could send folks away with information about our website and they could go directly over to a computer 100 feet away, go to our website, globalEDGE.msu.edu and see how great it is, right there. I met everyone from Community College Presidents to faculty, this was a really great experience and we've gotten a lot of positive feedback. This was the first conference that I ran out of brochures!"

Sarah Singer - Michigan State University International Business Center (MSU-CIBER)

Exhibit Hall Schedule*

Exhibitor Move-In		
Sunday, October 11 th	10:00 AM – 4:00 PM	
Exhibits Open		
Sunday, October 11 th	5:30 PM – 7:30 PM	Opening Reception
Monday, October 12 th	8:00 AM – 9:00 AM	Breakfast
	10:15 AM – 10:30 AM	Break
	12:45 PM – 2:15 PM	Awards Lunch/Dessert
	5:00 PM – 6:00 PM	Networking Cocktail Hour
Tuesday, October 13 th	8:00 AM – 9:00 AM	Breakfast
	10:15 AM – 10:30 AM	Break
	2:00 PM – 2:30 PM	Dessert
	5:15 PM – 6:30 PM	Networking Cocktail Hour/Poster Presentations
Exhibitor Move-Out		
Tuesday, October 13 th	6:30 PM – 8:30 PM	

**Subject to Change*



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À La Carte Conference Sponsorships

*Exclusive Opportunities

Conference Attendee Bag Insert

Price: \$350.00

- One promotional piece (flyer or brochure) in attendee bags

Conference Notepad*

Price: \$750.00

- Right to provide notepads printed with your logo and placed in attendee bags
 - Sponsor to coordinate and cover all costs associated (incl. production, shipping, etc.)
- Quarter-page ad in the *Annual Program Conference Guide*

Conference Pen*

Price: \$750.00

- Right to provide pens printed with your company logo and placed in attendee bags
 - Sponsor to coordinate and cover all costs associated (incl. production, shipping, etc.)
- Quarter-page ad in the *Annual Program Conference Guide*

Conference Lanyard*

Price: \$750.00

- Right to provide lanyards printed with your logo to be distributed to all attendees at registration
 - Sponsor to coordinate and cover all costs associated (incl. production, shipping, etc.)
- Quarter-page ad in the *Annual Program Conference Guide*

Attendee Bags*

Price: \$1,295.00

- Your company logo printed (in addition to NACCE) on all conference attendee bags distributed at registration
- Quarter page ad in the *Annual Program Conference Guide*

Internet Café*

Price: \$3,000.00

- Exclusive rights for your company's logo and web site link featured as screen saver on all laptops
- Prominent signage
- Quarter-page ad in the *Annual Program Conference Guide*



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Advertising Opportunities

Community College Entrepreneurship is published quarterly as a NACCE member benefit providing readers in higher education with the latest news on a growing trend taking place at our nation's 1,200 community colleges, entrepreneurship education. With *Community College Entrepreneurship*, you will reach an elite group of program creators and decision makers serving over 11 million students. The *Annual NACCE Conference Program Guide* will provide your organization additional exposure to first time conference attendees and new members.

Size	Number Per Year	Cost Per
Full-Page	5	\$1,056.00
Full-Page	4	\$1,122.00
Full-Page	3	\$1,188.00
Full-Page	2	\$1,254.00
Full-Page	1	\$1,320.00
Half-Page Horizontal	5	\$480.00
Half-Page Horizontal	4	\$510.00
Half-Page Horizontal	3	\$540.00
Half-Page Horizontal	2	\$570.00
Half-Page Horizontal	1	\$600.00
Half-Page Vertical	5	\$528.00
Half-Page Vertical	4	\$561.00
Half-Page Vertical	3	\$594.00
Half-Page Vertical	2	\$627.00
Half-Page Vertical	1	\$660.00
Quarter-Page	5	\$288.00
Quarter-Page	4	\$306.00
Quarter-Page	3	\$324.00
Quarter-Page	2	\$342.00
Quarter-Page	1	\$360.00
Eighth-Page	5	\$240.00
Eighth-Page	4	\$255.00
Eighth-Page	3	\$270.00
Eighth-Page	2	\$285.00
Eighth-Page	1	\$300.00

Ad Specifications: NACCE accepts ads in EPS, Tiff and JPEG electronic file formats. PC ads must include all fonts or convert fonts to curves (or outlines); MAC ads must convert all fonts to outlines (or curves). Ads must include all linked graphics in a hi-resolution format (300 dpi or greater).

Ads in *Community College Entrepreneurship* are four-color.

Ads in the *Annual NACCE Conference Program Guide* are two-color: NACCE blue (PMS 654) and black.

1. Submit ad in grayscale and PMS 654 will be overlaid to create a dark blue where black would be
2. Create a spot color file in EPS format, black with any tint plus PMS 654 with any tints

Full-Page: 8 x 10.5

Half-Page: H 8 x 5.25 or V 4 x 10.5

Quarter-Page: V 5.25 x 4

Eighth-Page: H 4 x 2.625 or V 2.625 x 4

Additional Ad Information:

Ads in *Community College Entrepreneurship* are rotational. Full bleed is available upon request at no extra charge. Choice of placement is not available.

Design Services:

NACCE Design Department can professionally design your ad for you. The fee is \$85 per hour. If you have questions about ad specifications or need help preparing an ad, please contact the NACCE Art Director, Peter Ellis at design@nacce.com.

Ad Deadlines for 2009 Issues:

March 20, 2009	May 2009 publication
June 26, 2009	August 2009 publication
August 7, 2009	<i>Annual Conference Program Guide</i>
September 18, 2009	November 2009 publication
December 24, 2009	February 2010 publication

NACCE's Community College members receive a 25% discount on all ad rates. Multiple run discounted pricing based on prepaid order.



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Application/Contract

The National Association for Community College Entrepreneurs ("NACCE") is pleased to accept _____ ("Sponsor") as a sponsor/exhibitor at the 7th Annual NACCE Conference, ("Conference"), to be held October 11-14, 2009 at the Hyatt Regency O'Hare in Chicago, Illinois.

In consideration of Sponsor's contribution as described below, NACCE agrees to put forth its best efforts to ensure that all Conference attendees and NACCE members are aware of Sponsor's support of and importance to the success of the Conference in accordance with the sponsorship level chosen below as detailed in this Sponsorship & Exhibiting Opportunities document.

- Platinum Sponsorship Level \$8,000.00
- Gold Sponsorship Level \$5,000.00
- Silver Sponsorship Level \$3,000.00
- Single Exhibit Space \$1,495.00(before 6/12/2009)/\$1,695(6/12-8/7/2009)/\$1,795.00(after 8/7/2009)
- Double Exhibit Space \$2,195.00(before 6/12/2009)/\$2,395(6/12-8/7/2009)/\$2,495.00(after 8/7/2009)

Subtotal \$ _____

- Attendee Bag Insert \$350.00
- Conference Notepad \$750.00
- Conference Pen \$750.00
- Conference Lanyard \$750.00
- Attendee Bags \$1,295.00
- Internet Café \$3,000.00
- Advertising Size _____
Number per year _____ x Cost per \$ _____

Total Due \$ _____

NOTICE FOR EXHIBITORS

Exhibits must not be left unattended for any reason during scheduled exhibit hours. All transportation and security of exhibit materials to and from the Conference is the responsibility of the exhibitor and NACCE is not liable for any lost or damaged exhibit materials. Thank you.

Sponsor Contact (print name): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Please invoice my company (payment is due within 30 days of invoice date)

Check made payable to 'NACCE' is enclosed

Please charge my credit card

MasterCard

Visa

American Express

Credit Card Number: _____

Expiration Date: _____

Name on Card: _____

Billing Address (if different from above):

Authorized Signature: _____ Date: _____

Please return completed form via fax to: 413-755-6101

Or by mail to: NACCE

1 Federal St.

Building 101-R

Springfield, MA 01105

All sales are final. No refunds will be offered.



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