



2017 **Global Conference**  
June 27 – 30 • San Francisco, CA

*Building Bridges*  
to Connect and Inspire

## Sponsor and Exhibitor Prospectus



June 27 - 30, 2017 • Fairmont • San Francisco, CA



**MBA Career Services  
& Employer Alliance**

Setting the Standard. Connecting the Industry.

# Thank you for your interest in supporting our 2017 Global Conference.

## ABOUT MBA CSEA

The MBA Career Services & Employer Alliance is an 800+ member global network of graduate business career management professionals and employers. We provide the tools, relationships and services that lead to ongoing success for employers and schools. Members gain insightful feedback into relevant topics and challenges they face and work together to develop innovative solutions.

The largest gathering of business school career management professionals and employers, our annual Global Conference brings together business school decision-makers, employers and service providers for networking, collaboration and conversations that drive the future of the global graduate business recruitment industry. Your participation as a sponsor or exhibitor provides you with the opportunity to meet and network with hundreds of conference attendees. You will also be able to brand your company as a provider of value to the business school and recruitment marketplace.

## CONFERENCE THEME

### *Building Bridges to Connect and Inspire*

Conference attendees will discuss the importance of building bridges between employers, career services, students, peers, partners and alumni. In the age of technology, the nature of our connections have changed. The conference will explore new ways to maintain and enhance our mutual growth and collaboration for greater success, as well as inspire our profession toward new ideas and innovation..

Participating as a sponsor or exhibitor will allow you to:

- Connect with graduate business career management and recruiting professionals from top universities and corporations worldwide.
- Learn more about service opportunities in MBA career services, demonstrate how you can add value to career centers and recruiters, and build lasting relationships with key decision-makers.
- Increase brand awareness and your company's image.
- Obtain new contacts.

We look forward to working with your organization to make sure you receive the maximum benefits for your budget!

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# Conference Highlights and Attendee Information

## ATTENDEE PROFILE

The conference is attended by decision-makers and others in the career services and recruiting industry who are interested in networking with industry experts and learning about emerging trends. Job Titles Represented include: Assistant Dean • Director, Graduate Career Center • Director of Career Services • Campus Recruiting Manager • Director of Talent Sourcing • Global Relationship Manager • Director, Coaching and Education • Employer Relations Manager

## Geographies Represented:

United States • Canada • Australia • China • France • Ireland • Hong Kong • Italy • Spain • Singapore • South Africa • Switzerland • United Kingdom



## 2016 Attendee Feedback

“MBA CSEA continues to be the premier professional organization for career services professionals, companies who hire MBA’s and vendors. I’ve never been associated with such a professional, knowledgeable, and giving group of individuals in my entire professional career!”

“The best conference for companies and business schools to come together and develop the next generation of business leaders.”

“The MBA CSEA Global Conference is a one stop shop where you can pick up the latest industry trends and take home the most innovative ideas from peers, employers and vendors. If you have the budget for just one conference per year, go to this one!”

“This conference was both personally and professionally impactful. It gave me a sense of inspiration, creativity and connectivity.”

## 2016 Attendees:

**491 total attendees**

**33 sponsors and exhibitors**

**2017 Forecast: 525 Attendees**

**MBA CSEA**  
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# 2017 Global Conference Sponsor and Exhibitor Packages

## **Diamond Sponsor: \$20,000 (one available)**

This premium sponsorship status provides the highest level of visibility as the Gala sponsor. In addition to receiving more conference attendee passes than any of the other sponsorships, this sponsor will get a full page advertisement in the conference program as well as promotion on the MBA CSEA website before and after the conference.

## **Platinum Sponsor: \$15,000 (one available)**

This sponsorship provides a high level of visibility at the conference as the opening reception sponsor. You will receive five conference passes and a generous discount for any additional attendees along with great visibility before and during the conference.

## **Gold Sponsor: \$10,000 (three available)**

This sponsorship provides visibility through focused events, including a keynote/plenary session speaker or as the conference Nametag Sponsor. Your recognition will be displayed at a chosen event, or on all of the conference attendee name badge holders.

## **Silver: \$5,000 (eight available)**

This sponsorship provides you with an opportunity to sponsor a specific event or item. Events include a conference breakfast, lunch or break; new member orientation or the conference mobile app. These sponsorships will be available on a first come, first served basis in terms of preference of event or item sponsored.

## **Bronze Sponsor: \$3,000 (six available)**

This sponsorship level provides visibility for companies and academic institutions without having a booth in the exhibitor hall. Sponsorship items include facilitated large group sessions. Sessions will be selected on a first-come, first-served basis.

## **Exhibitor Package: \$2,250 for members/\$2,600 for non-members (first come, first served)**

The exhibitor package allows our vendors the opportunity to showcase their product amongst all of the conference attendees. This package is offered on a first come, first served basis until all of the spots are sold out. This is an excellent way to meet potential new clients.

## **Additional Advertising Options:**

- **Bag Stuffer/distribution of advertising materials: \$750**  
Provide a branded single item, booklet or packet to be added to the conference attendee bags at registration (items must be shipped to the hotel and arrive the weekend prior to the conference start).
- **One Full Page Advertisement in Conference Program: \$1250**
- **One ½ Page Advertisement in Conference Program: \$1000**
- **One ¼ Page Advertisement in Conference Program: \$750**
- **One targeted e-mail to conference attendees prior to the conference: \$1000**

\*Note discounts for registered sponsors and exhibitors on the detailed menu\*



<b>Package Components</b>	<b>Diamond Sponsor \$20,000</b>	<b>Platinum Sponsor \$15,000</b>	<b>Gold Sponsor \$10,000</b>	<b>Silver Sponsor \$5,000</b>	<b>Bronze Sponsor \$3,000</b>	<b>Exhibitor Package \$2,250 member; \$2,600 non-member</b>
One exhibit space (8'x8' total) with a six-foot draped table and two chairs (Internet & electricity included)	x	x	x	x		x
Option to donate a door prize for attendee door prize drawing	x	x	x	x	x	x
Recognition as a sponsor/exhibitor on conference web site throughout May and June 2017	x	x	x	x	x	x
Free conference passes and discount on additional attendees	6 passes; 25% discount	5 passes; 20% discount	4 passes; 10% discount	2 passes; 10% discount	2 passes; 10% discount	2 passes; 10% discount
\$250 discount on additional advertising options	x	x	x	x	x	x
Logo in conference program*	x	x	x	x	x	x
50-word description and URL in program*	x	x	x	x	x	x
Inclusion in sponsor/exhibitor preview email sent to conference attendees prior to conference*	x	x	x	x	x	x
One free membership in MBA CSEA	x	x	x	x	x	x
Logo displayed on bags distributed to all conference attendees	x	x	x	x		
Rotating logo on screens in main room at conference	x	x	x	x	x	
Recognition in conference mobile app	x	x	x	x	x	x
Free single item "stuffing" in conference attendee bags	x	x	x	x		
Recognition table tents at sponsored meal/session	x	x	x	x		
Advertisement in conference program	Full page	1/2 page	1/2 page	1/4 page		
Signage with company logo displayed at event	x	x	x	x		
Opportunity to welcome participants at an organization-wide gathering; limited to 2 minutes, no videos permitted	x	x	x			
Targeted email (we design, you send) to conference attendees	x	x	x			
Recognition at specific event/item sponsor	Gala	Opening Reception	Meals, New Member Orientation, Name Badges	Large-group Sessions		
Placement of sponsor-provided items on tables as centerpieces (you purchase and set up)	x	x				
Reserved table for group meals	x	x				
Option to purchase event add-on with organization's logo on it to enhance event (i.e. signature drink, photo booth). Add-ons must be approved by the committee by April 14.	x	x				
Logo to appear on MBA CSEA web site in June and July 2017	x	x				

\*Must be registered and paid by **April 14, 2017** to receive these items

## Incentives for Sponsoring or Exhibiting at Multiple MBA CSEA 2017 Conferences\*

In addition to supporting our 2017 Global Conference, we invite you to consider our 2017 Asian Conference (March 14 - 16, Shanghai, China) and 2017 European Conference (26 - 29 March, Lisbon, Portugal), as well.

**Incentives for sponsoring three conferences:**

- \$500 discount on the third conference.
- Special recognition as a Three-Conference Sponsor in the conference program, web site, in announcements and in a rotating PowerPoint slide during the Global Conference.
- Logo on the MBA CSEA web site as a Three-Conference Sponsor July 2017 – July 2018.
- Standalone recognition as a featured Sponsor in an e-newsletter distributed to all MBA CSEA members, including a 100-word description and a link to a web site of your choice showing a demonstration of your products or services.

**Incentives for sponsoring two conferences:**

- \$400 discount on the second conference.
- Special recognition as a Two-Conference Sponsor in the conference program, web site, in announcements and in a rotating PowerPoint slide during the Global Conference.
- Logo on the MBA CSEA web site as a Two-Conference Sponsor July 2017 – December 2018.
- Recognition as a Two-Conference Sponsor in an e-newsletter distributed to all MBA CSEA members.

**Incentive for exhibiting at three conferences:**

- \$300 discount on the third conference.

**Incentive for exhibiting at two conferences:**

- \$200 discount on the second conference.

\*Please note the differences between a sponsorship and an exhibitor package on each conference's sponsor and exhibitor menu. Sponsorship incentives only apply to sponsorship packages (not exhibitor or affiliate). If you are unclear which incentive you would apply for, please contact us.



# Sponsor & Exhibitor Policies

## Registration

Sponsorship and Exhibitor packages include full registration for a specified number of attendees, based on the package. Additional attendees must pay for the entire conference in order to attend any part of it. Exhibit hall-only passes are not available.

All attendees registering within a package must represent the company purchasing the package. Organizations may not share packages with other organizations that would qualify to attend the conference as a vendor. One exhibitor is allowed per booth in the Exhibit Hall.

## Deadlines

The deadline to register as a sponsor or exhibitor and have all required materials (logos, advertisements, etc.) is **April 14, 2017**. All packages include your company's logo in the conference program, provided registration, along with the logo upload, occurs before the deadline. Registrations received after the deadline will be listed in the program on a space available basis.

## Cancellation Policy

Please view our [conference cancellation policy](#) for more details.

## Shipping Exhibit Materials

All sponsors and exhibitors will receive shipping instructions closer to the conference. Companies are responsible for all shipping and packing expenses to and from the conference.

## Advertisement and Logo Specifications

Contact us for a full list of specs, including size and file format.

## Payment

Payment is due immediately upon registering, and must be received in full prior to the conference.

## Exhibit Space

Packages may include space in the Exhibit Hall as noted. Each organization is entitled to one space, and must keep all materials within the parameters of that space. Exhibitors will be asked to remove any items that extend beyond the designated exhibitor space.

## Additional Promotions

Exhibitors wishing to provide additional promotions for attendees in their space should request prior approval from MBA CSEA. All door prize drawings should be coordinated through the Conference Committee.

## Insurance of Exhibit Space

The Exhibit Hall is not monitored by MBA CSEA or hotel staff. MBA CSEA does not take responsibility for items left in the Hall. It is the responsibility of the exhibiting organization to remove valuables from the exhibit area when not being attended.