

2016 **MBA CSEA**
EUROPEAN CONFERENCE
4-6 April • Dublin, Ireland

Sponsor and Exhibitor Prospectus



4 - 6 April, 2016
Doubletree Dublin
Upper Leeson Street
Dublin, Ireland



**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

Thank you for your interest in supporting our 2016 European Conference!

About our Organization:

The MBA Career Services & Employer Alliance is a 900+ 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 to relevant topics and challenges they face and work together to develop innovative solutions

As Europe's largest gathering of business school careers professionals and employers, our ninth annual European Conference is the focal point for connections across the industry. The event promises to once again bring together business school decision-makers, employers and service providers for networking, collaboration and conversations that drive the future of the graduate business recruitment market in the European Region. Your participation as a sponsor or exhibitor provides you with the opportunity to meet and network with all conference attendees in an intimate environment. You will also be able to brand your company as a provider of value to the business school and recruitment marketplace.



This year's conference theme is:

*Disruption, Resilience, Change
Sharing Value in a Dynamic World*

Conference attendees will explore emerging trends in the European economy as they relate to leadership, entrepreneurship and employment. Join us to be a part of the important conversation!

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!

Catherine Chassanite
2016 European Conference Sponsor & Exhibitor Committee Chair
International Career/Corporate Relations
Audencia Nantes
cchassanite@audencia.com
+33 240 373 419

Conference Highlights and Attendee Information

2015 Attendee Profile

Total Conference Attendees: 152

Total Sponsors and Exhibitors: 12

Job Titles Represented:

- Assistant Dean and Director
- CEO
- Director, Career Center
- Director, Careers, Corporate and Alumni Relations
- Director, Graduate Campus Recruiting
- Executive Director of Career Services
- Head of External Relations
- Head of HR Marketing
- Talent Acquisition Partner

Geographies Represented:

- Belgium • Denmark • France • Germany • Italy
- Ireland • Netherlands • Spain • Sweden • United Kingdom • Switzerland • Australia • Canada
- United States



2016 Forecast: 165 Attendees



2015 Attendee Feedback

98% plan to attend in 2016 or send delegates from their organization.

Comments from Attendees:

“I have been attending this conference every year since 2009 and I wouldn’t want to miss it! It is THE European Event for the MBA careers community.”

“The best opportunity to meet and network with counterparts at Business Schools from all over the world - an invaluable experience!”

“Your location for best practice, a supportive network and a point in time to review your work every year. Unmissable!”

2016 European Conference Sponsor and Exhibitor Packages

	Conference Headline	Gala Evening Event	Corporate Branding	Premium Exhibitor	Exhibitor
Recognition as sponsor specified	Main Sponsor	Gala	Conference		
Signage with your company's logo displayed at the event	x	x	x		
Conference attendance passes	6	4	2	2	2
Exhibit space*	2 tables + banner, premium location	1 table + banner, premium location		1 table in exhibit hall (internet & electricity included)	1 table in exhibithall (internet & electricity included)
Advertisement in the conference brochure**	One full-page	One half-page	One half-page	One half-page	
Company logo in the conference brochure**	Front page	In the brochure	In the brochure	In the brochure	In the brochure
Company logo on the MBA CSEA European Conference web site	x	x	x	x	x
Placement of sponsor-provided information in the form of single items at individual seats or promotional centerpieces on tables	at each break event (breakfast, lunch and breaks)	on meal tables at the gala			
Single item "stuffing" in conference attendee bags	x	x		X	
Company logo on all conference bags**	x	x	x		
Inclusion in preview e-mail sent to all conference participants prior to the conference	x	x	x	x	x
Membership in MBA CSEA	x	x	x	Included in non-member price	Included in non-member price
Other marketing	One, targeted e-mail to conference attendees prior to conference (you design, we send); 50 word company description and URL in conference brochure	50 word company description and URL in conference brochure	50 word company description and URL in conference brochure	50 word company description and URL in conference brochure	50 word company description and URL in conference brochure
Price per package	EUR 5,500	EUR 3,500	EUR 3,000	EUR 1,900 members EUR 2,100 non-members	EUR 1,500 members EUR 1,800 non-members

*Banners are to be provided by the sponsors and have to follow all hotel rules for displays.

Logos and advertisements must be submitted by the Sponsor and Exhibitor deadline, **19 February, for inclusion.

Additional Advertising Options

Advertising add-ons are available to registered Sponsors, Exhibitors and Employers at a preferred rate

- Bag Stuffer/Distribution of Advertising Materials: EUR 400 registered EUR 600 non registered
Provide a branded single item, booklet or packet to be added to all attendees bags at registration (items must be shipped to arrive the weekend prior to the conference)
- One Full Page Advertisement in Conference Program: EUR 800 registered – EUR 1000 non registered
- One ½ Page Advertisement in Conference Program: EUR 500 registered – EUR 700 non registered
- One ¼ Page Advertisement in Conference Program: EUR 350 registered – EUR 550 non registered
- One, targeted e-mail to conference participants prior to conference (you design, we send): EUR 500 registered – EUR 700 non registered

Incentives for Sponsoring or Exhibiting at Multiple MBA CSEA 2016 Conferences*

In addition to supporting our 2016 European Conference, we invite you to consider our 2016 Asian Conference (March 15 - 17, Singapore) and 2016 Global Conference (June 21 - 24, Atlanta, GA) 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 2016 – July 2017.
- 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 2016 – December 2017.
- 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 packages 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 Guidelines

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. One-day conference registrations or 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 **19 February**. 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.