

2016 **MBA CSEA**
GLOBAL CONFERENCE
June 21 – 24 • Atlanta, GA

Sponsor and Exhibitor Prospectus



June 21 - 24, 2016
Westin Peachtree Plaza
210 Peachtree St., NW
Atlanta, GA



**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

Thank you for your interest in supporting our 2016 Global 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

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.



This year's conference theme is:

Adapt. Transform. Lead.

Conference attendees will discuss the need to adapt to today's changing job market, transform their day-to-day activities and lead the way into the future of graduate business career services and recruiting.

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!

Sincerely,
2016 Global Conference Sponsors & Exhibitors Committee Chairs

Kate Guerrero
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Conference Highlights and Attendee Information

2015 Attendee Profile

Total Conference Attendees: 494

Total Sponsors and Exhibitors: 36

Job Titles Represented:

- Assistant Dean and Director, Career Management
- Campus Recruiting Manager
- Director, Graduate Career Center
- Director of Career Services
- Director, Graduate Campus Recruiting
- Director of Talent Sourcing
- Director, Coaching and Education
- Global Relationship Manager
- Senior Associate Director, Career Services

Geographies Represented:

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



2016 Forecast: 525 Attendees



2015 Attendee Feedback

91% of conference attendees rated the conference “Very good” or “Excellent.”

Comments from Sponsors and Exhibitors:
“If you want to grow your business with the MBA business schools or Companies that recruit MBAs, MBA CSEA is THE place to be.”

“The MBA CSEA conference is a must for all players in the MBA market. Nowhere else do we get to meet so many clients and prospects in one location.”

“This is a must attend conference with unique opportunities to interact with customers and prospects. Very well managed and professionally organized.”

2016 Global Conference Sponsor and Exhibitor Packages

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

This premium sponsorship status provides the highest level of visibility.

- Recognition as the Gala sponsor.
- Sponsor signage or banner in a premium space location at the conference and the sponsored event.
- Conference attendance passes for up to six people; 25% discounted rate for any additional attendees.
- One exhibit space (8'x8' total) with six-foot draped table.
- One full-page advertisement in the conference program.
- Company logo in the conference program (if registered and paid by April 22) and on the MBACSEA conference website throughout May and June 2016. Logo will also be featured on main MBA CSEA website for June and July 2016.
- Free single item "stuffing" in conference attendee bags.
- Opportunity to welcome participants at an organization-wide gathering; welcome limited to two minutes, no videos permitted.
- Placement of sponsor-provided information on cocktail or event tables in the form of promotional centerpieces or single items (you are responsible for purchase and set-up of materials).
- Recognition in conference app.
- One free MBA CSEA membership for the current year or next year.
- One targeted e-mail (you design, we send) to conference attendees prior to the conference.
- Reserved table for group breakfast and lunches.
- Rotating logo on the screens in the main room at the conference.
- 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 conference committee.
- Logo displayed on bags distributed to all attendees.
- \$250 discount on additional advertising options.

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

This sponsorship level provides high visibility to conference attendees.

- Recognition as the Opening Reception sponsor.
- Signage with your company's logo displayed at the event.
- Conference attendance passes for up to five people; 20% discounted rate for any additional attendees.
- One exhibit space (8' x 8' total) with a six-foot draped table and two chairs.
- One ½ page advertisement in the conference program.
- Company logo in the conference program (if registered and paid by April 22) and on the MBACSEA conference website throughout May and June 2016. Logo will also be featured on main MBA CSEA website for June and July 2016.
- Free single item "stuffing" in conference attendee bags.
- Opportunity to welcome participants at an organization-wide gathering; welcome limited to two minutes, no videos permitted.
- Placement of sponsor-provided information on meal tables in the form of single items at individual seats or promotional centerpieces (you are responsible for purchase and set-up of materials).
- Recognition in conference app.
- One free MBACSEA membership for the current year or next year.
- One targeted e-mail (you design, we send) to conference attendees prior to the conference.
- Reserved table for group breakfast and lunches.
- Rotating Logo on the screens in the main room at the conference.
- Logo displayed on bags distributed to all attendees.
- 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 conference committee.
- \$250 discount on additional advertising options.



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

This sponsorship level provides visibility to conference attendees during focused events – either keynote speakers or throughout the conference as the Nametag Sponsor.

- Recognition as a Keynote Speaker sponsor with your company's logo displayed at a keynote event. OR Your Company's logo displayed on all name badge holders at conference.
- Both options also include:
 - Conference attendance passes for up to four people; discounted rate for any additional attendees (10% off).
 - One exhibit space (8' x 8' total) with a six-foot draped table and two chairs.
 - One ½ page advertisement in the conference program.
 - Company logo in the conference program (if registered and paid by April 22) and on the MBACSEA conference web site throughout May and June 2016. Logo will also be featured on main MBA CSEA website for June and July 2016.
 - Free single item “stuffing” in conference attendee bags.
 - Opportunity to welcome participants at an organization-wide gathering; welcome limited to two minutes, no videos permitted.
 - Recognition in conference app.
 - One free MBA CSEA membership for the current year or next year.
 - One targeted e-mail (you design, we send) to conference attendees prior to the conference.
 - Rotating Logo on the screens in the main room at the conference.
 - Logo displayed on bags distributed to all conference attendees.
 - \$250 discount on additional advertising options.



Bronze Sponsor: \$5,000 (eight available)

Sponsor a specific event or item. Among the options are:

1. Breakfast, lunch, or break sponsor
2. New Member Orientation sponsor
3. Conference Mobile App Sponsorship: your ad or logo branded in the app available for download by all conference attendees. Last year, over 300 people downloaded the app to access scheduling and networking components.

All options include:

- Signage with your company's logo displayed at event.
- Attendance passes for up to two people; discounted rate for any additional attendees (10% off).
- One exhibit space (8' x 8' total) with a six-foot draped table and two chairs.
- One ¼ page advertisement in the conference program.
- Company logo in conference program (if registered and paid by April 22) and on the MBA CSEA conference website throughout May and June 2016.
- Recognition table tents at each meal table if a meal is sponsored.
- Free single item “stuffing” in conference attendee bags.
- Recognition in conference app.
- One free MBACSEA membership for the current year or next year.
- Inclusion in the MBACSEA sponsor overview e-mail prior to the conference.
- Rotating Logo on the screens in the main room at the conference.
- Logo displayed on bags distributed to all conference attendees.
- \$250 discount on additional advertising options.

Corporate Sponsor: \$3,000 (six available; open to schools as well)

This sponsorship level provides visibility for your company, without having a booth in the exhibitor hall. Sponsorship would be for one of the following:

1. Employer Session
2. Directors' Session
3. Employer Relations Session
4. Career Coach Session
5. AM Fitness
6. Excursions

All options include:

- Option to donate a door prize for attendee door prize drawing.
- Free single item hand-out for assigned sponsored event.
- Recognition as a corporate sponsor on conference web site throughout May and June 2016.
- Two conference passes; discounted rate for any additional attendees (10% off).
- One free MBA CSEA membership for the current year or next year.
- \$250 discount on additional advertising options.
- Early registration bonus (if registered and paid by April 22):
 - Logo in conference program.
 - 50-word company description and URL in program (must submit 50-word description and logo in Vector format, deadline TBD).

Exhibitor Package: \$2,250 for members and \$2,500 for non-members (includes one affiliate membership)

(Availability is first come, first served until space runs out)

- One exhibit space (8' x 8' total) with a six-foot draped table and two chairs.
- Internet & Electricity are included.
- Option to donate a door prize for attendee door prize drawing.
- Recognition as an exhibitor on conference web site throughout May and June 2016.
- Two conference passes; 10% discounted rate for any additional attendees.
- \$250 discount on additional advertising options.
- Early registration bonus (if registered and paid by April 22):
 - Logo in conference program.
 - 50-word company description and URL in program (must submit 50-word description and logo in vector format, deadline TBD).
 - Inclusion in vendor preview e-mail sent to all MBA CSEA members prior to conference.

Additional Advertising Options (note discounts for registered sponsors and exhibitors in sponsor and exhibitor menu options):

- Bag Stuffer/Distribution of Advertising Materials: \$750 - provide a branded single item, booklet or packet to be added to all attendees bags at registration (items must be shipped to hotel to arrive the weekend prior to the conference).
- 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



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

In addition to supporting our 2016 Global Conference, we invite you to consider our 2016 Asian Conference (March 15 - 17, Singapore) and 2016 European Conference (April 4 - 6, Dublin, Ireland).

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 **April 22**. 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.