

**2016** **MBA CSEA**  
ASIAN CONFERENCE  
March 15–17 • Singapore

## Sponsor and Exhibitor Prospectus



March 15 - 17, 2016  
Singapore Marriott Tang Plaza  
320 Orchard Road  
Singapore



**MBA Career Services  
& Employer Alliance**

Setting the Standard. Connecting the Industry.

# Thank you for your interest in supporting our 2016 Asian 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

Our third annual standalone conference in Asia 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 Asia-Pacific 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:

### *Reading the Tea Leaves How Business Leadership Will Guide Emerging Markets*

Conference attendees will explore emerging trends in the Asia-Pacific economy as they relate to leadership, business management 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!

Sincerely,  
2016 Asian Conference Sponsors & Exhibitors Committee Chairs

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# Conference Highlights and Attendee Information

## 2015 Attendee Profile

Total Conference Attendees: 93

Total Sponsors and Exhibitors: 6

### Job Titles Represented:

- Associate Dean and MBA Program Director
- Director, Student Life, Career Services and Alumni
- Associate Dean and Director
- Assistant Dean, Global Collaborations
- Director, Career Management Center, MBA Programs
- HR Director
- Director of Talent Resources
- Regional Director, Asia
- Talent Acquisition Director
- Assistant Dean, Career Development Office

### Geographies Represented:

- China • Hong Kong • Singapore • Australia
- Phillipines • United States • Spain • France
- Germany Switzerland • United Kingdom •



**2016 Forecast:** 120 Attendees



## 2015 Attendee Feedback

93% rated the conference “very good” or “excellent”

### Comments from Attendees:

“It was a highly beneficial and rewarding event, with tremendous opportunities to network with career experts across the globe.”

“If you are serious about best practice career management services in the MBA arena, the MBA CSEA conference is a must.”

“The conference was an excellent opportunity to get insights into how employers approach recruitment and how other schools handle the common issues that all career services face - a really good networking opportunity.”

# 2016 Asian Conference Sponsor and Exhibitor Packages

## Lead sponsor: \$5000 (one available)

- Recognition as the main conference sponsor.
- Signage with your company's logo displayed at the event.
- Conference attendance passes for up to four people.
- One draped table with a sponsor provided banner in a premium space location.
- One full-page advertisement in the conference brochure.
- Company logo on the front page of the conference brochure.
- Company logo on the MBA CSEA Asian Conference web site throughout from sign-up until March 2016.
- Recognition on the MBA CSEA web site in February and March 2016.
- Sponsor to place sponsor-provided information at each break event (breakfast, lunch and breaks) in the form of single items at individual seats or promotional centerpieces on tables.
- Free single item "stuffing" in conference attendee bags.
- Opportunity for sponsor to give a 5 minute verbal presentation to conference participants which will be built into the conference schedule.
- One, targeted e-mail to conference participants prior to conference (you design, we send).
- Inclusion in the overall sponsor preview e-mail sent to all MBA CSEA conference participants prior to the conference.

## Event Sponsor: \$3,000 (limited number available, contact us for information)

- Recognition as a sponsor for a conference event or session to be selected from those events and sessions available at the time of sponsorship agreement.
- Opportunity for sponsor to give a 3 minute verbal presentation to conference participants at the event sponsored.
- Conference attendance passes for up to two people.
- One free MBA CSEA membership for the current year or next year.
- Free single item "stuffing" in conference attendee bags.
- One draped table with exhibitor's own banner in a premium space location.
- Logo on the Asian Conference MBA CSEA web site in February and March 2016.

## Exhibitor: \$2000

- Conference attendance pass for one person.
- One free MBA CSEA membership for the current year or next year.
- Free single item "stuffing" in conference attendee bags.
- One draped table with exhibitor's own banner in a premium space location.
- Logo on the Asian Conference MBA CSEA web site in February and March 2016.



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

In addition to supporting our 2016 Asian Conference, we invite you to consider our 2016 European Conference (April 4 - 6, Dublin, Ireland) 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 **January 29**. 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.