

2020 NASPA Symposium on Military-Connected Students

Exhibitor & Sponsor Application

February 2-4, 2020 ♦ Seattle, WA

Registration Deadline: **January 1, 2020**



The 2020 NASPA Symposium on Military-Connected Students focuses on effective strategies to serve and support the success of veterans and other military-connected students.

These students are diverse in terms of demographic characteristics and backgrounds, placing an important role on student affairs professionals and leaders to develop

comprehensive, targeted, and meaningful support services to encompass the needs of these unique students. The Symposium provides opportunities for professionals and other stakeholders to share and learn ways to effectively support military-connected students.

Visit <https://www.naspa.org/events/2020SMCS> for more information.

Why become a NASPA Symposium Exhibitor/Sponsor?

- Share information about your company or organization with 350+ attendees!
- Increase your brand awareness and recognition
- Support attendees as they come together to discuss strategies to ensure the success of military-connected students
- Build or develop your relationship with NASPA, the premier higher education student affairs association

Target Attendees:

- ✓ Vice Presidents of Student Affairs
- ✓ Assistant Vice Presidents
- ✓ New-Level Professionals
- ✓ Mid-Level Professionals
- ✓ Senior-Level Professionals
- ✓ Faculty
- ✓ Graduate and Undergraduate Students

FOR MORE INFORMATION CONTACT:

Kristie Jacobsen Jerde
Assistant Director-Advertising and Exhibits, NASPA
218-280-7578 / Kjerde@naspa.org

Exhibit Packages (Select One or See Sponsor Packages)

<input type="checkbox"/> Package 1 \$1,400 <ul style="list-style-type: none"> ➤ Exhibit space Registration fee for up to three (3) ➤ Full-page grayscale ad in printed program guide 	<input type="checkbox"/> Package 2 \$1,200 <ul style="list-style-type: none"> ➤ Exhibit space Registration fee for up to two (2) ➤ Half-page grayscale ad in printed program guide 	<input type="checkbox"/> Package 3 \$1,000 <ul style="list-style-type: none"> ➤ Exhibit space Registration fee for one (1) ➤ Half-page grayscale ad in printed program guide 	<input type="checkbox"/> Package 4 \$800 <ul style="list-style-type: none"> ➤ Exhibit space ➤ Registration fee for one (1)
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Sponsor Packages (Select One)

<input type="checkbox"/> Gold Sponsor \$5,000 <ul style="list-style-type: none"> ➤ A sponsored program session (session content in consultation with NASPA). ➤ Company logo and hyperlink on the conference website ➤ Registration fee for up to six (6) ➤ Exhibit space ➤ Recognition as a Gold Conference Sponsor in the printed program guide ➤ Sign and verbal recognition as a Gold Conference Sponsor at the event ➤ Full-page grayscale ad in the printed program guide ➤ Logo in the mobile app 	<input type="checkbox"/> Silver Sponsor \$3,500 <ul style="list-style-type: none"> ➤ Company logo and hyperlink on conference website ➤ Registration fee for up to five (5) ➤ Exhibit space ➤ Recognition as a Silver Conference Sponsor in the printed program guide ➤ Sign and verbal recognition as a Silver Conference Sponsor at the event ➤ Full-page grayscale ad in the printed program guide ➤ Logo in the mobile app 	<input type="checkbox"/> Bronze Sponsor \$2,000 <ul style="list-style-type: none"> ➤ Company logo and hyperlink on conference website ➤ Registration fee for up to four (4) ➤ Exhibit space ➤ Recognition as a Bronze Conference Sponsor in the printed program guide ➤ Sign and verbal recognition as a Bronze Conference Sponsor at the event ➤ Full-page grayscale ad in the printed program guide ➤ Logo ad in the mobile app
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All exhibit and sponsorship packages include an exhibit space with: One 6' table; two chairs; one wastebasket; one printed program guide; a registration physical mailing list (no e-mail addresses or phone numbers provided).

We also offer customized exhibit/sponsor packages. Contact Kristie Jacobsen Jerde for more details.

Program Book Advertising Options

- \$700** – Inside front cover full-page color printed program guide ad (1 available)
- \$400** – Full-page grayscale printed program guide ad
- \$200** – Half-page grayscale printed program guide ad

Ad Specs

Full-page printed program guide ad: 7.5" across by 10" high

Half-page printed program guide ad: 7.5" across by 4.5" high

High resolution art may be remitted as PDF, JPG, or packaged art file. All program book ads are printed in grayscale unless otherwise noted.

Logo in the mobile app:

Mobile App Specs: 500x500 pixels (Please provide your preferred hyperlink)

*Please submit your ads by **January 1, 2020** to ensure inclusion in the event program guide.

Additional Information

Registration Information

Your conference badge is your admission ticket to other conference events and sessions that do not charge special fees. Other individuals who wish to attend the conference will need to register at the appropriate rate.

Property Responsibility/Insurance

You are responsible for insuring the safety of your personnel and your exhibit materials from theft, damage, accident, fire and other such causes. Exhibitors who desire to carry insurance must do so at their own expense. All property of the exhibitors is understood to remain in their own care, custody and control in transit to and from the confines of the exhibit area, as well as while it is on the floor. Security and storage space will not be provided. NASPA and their agents are not responsible for losses incurred, theft, or damage

Exhibit Dates

Exhibit Setup

Saturday, February 1: 11:00 a.m. – 3:00 p.m.

Exhibits, Day 1

Sunday, February 2: 8:30:00 a.m. to 3:00 PM

Exhibits, Day 2

Monday, February 3: 7:45 a.m. to 5:00 PM

Exhibits Tear Down)

Tuesday, February 4: 7:45 a.m. to 9:00 a.m.

*Please note that the exhibit hours are subject to change

FOR MORE INFORMATION CONTACT:

Kristie Jacobsen Jerde

Assistant Director-Advertising and Exhibits, NASPA

218-280-7578 / Kjerde@naspa.org

2020 NASPA Symposium on Military-Connected Students

Organization and Payment Information

Application Deadline is January 1, 2020. No refunds will be given after this date.

Organization Name:	
Organization Phone:	
Website Address:	
Mailing Address:	
City, State & Zip code:	
Onsite Contact Name/Title:	E-Mail Address:
Onsite Contact Name/Title:	E-Mail Address:
Onsite Contact Name/Title:	E-Mail Address:
50 word company description:	
Payment type:	<input type="checkbox"/> Credit card <input type="checkbox"/> Check (made payable to NASPA) <small>Please send to: NASPA; 111 K Street NE, 10th Floor; Washington, DC 20002</small>
Total amount:	\$
Cardholder name:	
Cardholder address:	
Credit card number:	
Expiration date:	
Cardholder signature:	
<i>By signing here you have read and agree to all abided by all the exhibiting policies (required):</i> X _____	

Please fill out the registration form and e-mail to kjerde@naspa.org or fax to 202-204-8443

Thank you for your support!

FOR MORE INFORMATION CONTACT:
Kristie Jacobsen Jerde
 Assistant Director-Advertising and Exhibits, NASPA
 218-280-7578 / Kjerde@naspa.org

EXHIBITING POLICIES

CANCELLATIONS AND REFUNDS

Cancellation: A 100% refund (minus a \$100 processing fee) will be issued if written notice is received by January 1, 2020. No refunds will be issued after January 1, 2020. (A \$100 processing fee will be applied to all refunds).

Failure to Occupy Space: Space not occupied before the close of the installation period, will be forfeited by the exhibitor and this space may be resold, reassigned, or used by Show Management. If the exhibit is on hand, Show Management reserves the right to assign labor to set up any display that is not in the process of being erected and bill the exhibitor for all charges incurred.

MAILING LISTS

The National Association of Student Personnel Administrators ("NASPA") may, at certain events, provide a NASPA Event Attendee List (the "List") to a sponsor/exhibitor of a NASPA Event, subject to the terms and conditions of this Policy. NASPA is the sole owner of the List and all the information contained on the List are the sole and exclusive property of NASPA. NASPA will provide the List to a sponsor/exhibitor for a ONE-TIME USE ONLY. To protect the privacy of our attendee's personal information, mailing lists will only include information from those who have consented to share their information with exhibitors and sponsors. A sponsor/exhibitor must: (i) use the List only to accomplish a one-time use only; (ii) not reuse the List for any purpose; (iii) not copy or electronically reproduce the List, or sell, lease, or otherwise distribute it; (iv) not make any record of the names, addresses, or other information contained in the List, download the List or incorporate the names, addresses or other information on the List in any of the sponsor's/exhibitor's databases; (v) not reference NASPA or use any NASPA trademark, logo or slogan in any way in sponsor's communications with those on the List, without NASPA's prior written consent; (vi) not make any representation, overt or implied, that NASPA endorses or guarantees a sponsor's/exhibitor's goods or services; (vii) provide to NASPA for review and approval a copy of any message sponsor/exhibitors intends to send to the List and (viii) comply with all applicable laws in connection with a sponsor's/exhibitor's use of the List, including, but not limited to, the U.S. CAN-SPAM Act and other anti-spam laws. Failure by a sponsor/exhibitor to adhere to this Policy shall be cause for, at a minimum, permanent disqualification of the sponsor/exhibitor from attending any NASPA event in the future and using any NASPA attendee or membership list in the future. Violation of this Policy may also be grounds for legal action against the sponsor/exhibitor.

ASSIGNMENT OF LOCATION Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

USE OF SPACE, SUBLETTING OF SPACE No exhibitor shall assign, sublet or share the space allotted with another business or firm unless approval has been obtained in writing by Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display, parent or subsidiary companies accepted. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation of demonstration of an exhibitor's display, identification of such article shall be limited to the usual or regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

OPERATION OF EXHIBITS

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise flashing lights, method of operation, display or unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined in the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Alcoholic Beverages: Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

Sales: Exhibitors are solely responsible for collecting and paying all related taxes, compliance with local laws, acquiring all necessary licenses, security of property including cash and credit cards. Storage of inventory must be done outside the Exhibit Hall. Aggressive soliciting of products in the exhibit space is strictly prohibited.

Contests, Drawings and Lotteries: All unusual promotional activities must be approved in writing by Show Management no later than sixty (60) days prior to the opening of the exposition.

Literature Distribution: All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Sound: Exhibits which include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, no cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

Live Animals: Live animals are prohibited unless they are approved service animals.

Booth Representatives: Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Exhibitor registrations are not transferable with any other type of conference registration.

Aggressive Marketing: Aggressive marketing of product is strictly prohibited when trying to lure attendees to your booth area or trying to sell your product. Any reports of aggressive marketing from attendees will be subject to removal of the show floor.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED BY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR THEMSELVES AND THEIR EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PROCEEDING SENTENCE.

Thank you for reviewing and agreeing to the NASPA Exhibitor Rules and Regulations.

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