Please submit completed sponsorship and exhibition agreement forms and payment before Monday, June 29, 2020. You may submit this form via mail to The Council for Opportunity in Education, 1025 Vermont Avenue NW, Suite 900; Washington, DC 20005, via email to patricia.mahomond@coenet.org, or via fax at (202) 347-0786.
Demonstrate your products and services and increase your visibility among college access and success professionals at the Council for Opportunity’s 39th Annual Conference at the Grand Hyatt San Antonio, September 20-23, 2020.

**About the Council**

The Council for Opportunity in Education (COE) is the only national organization dedicated to furthering the expansion of postsecondary opportunities for low-income and first-generation students and individuals with disabilities. COE’s work and advocacy has had a positive effect on millions of students across the nation, changing the trajectory of their lives and impacting the U.S. workforce and economy for generations.

COE works with nearly 1,000 colleges, universities, and agencies to host college access and success programs that help students overcome academic, economic, and social challenges, and other such barriers to college completion.

More than 6 million students have graduated from college with the special assistance of TRIO programs—federally funded access and success programs—Talent Search, Upward Bound, Upward Bound Math/Science, Veterans Upward Bound, Student Support Services, Educational Opportunity Centers, and the Ronald E. McNair Post-Baccalaureate Achievement Program.

An estimated 800,000 low-income students and students with disabilities each year receive tutoring, counseling, mentoring, financial guidance, and other services as early as sixth grade through college graduation.

**About the Annual Conference**

The Council for Opportunity in Education holds its annual conference in a major U.S. city.

Approximately 1,500 administrators, counselors, researchers, and educators involved with educational opportunity programs annually invest in their professional development by attending the conference. The Council has a strong base of alumni who now work for educational opportunity programs themselves who attend.

Attendees hail from all over the country and represent urban, rural, and suburban colleges and universities. Two- and four-year institutions both large and small are all represented. The conference attracts notable speakers including Ana Navarro, political strategist and commentator; Jamie Merisotis, president and CEO of the Lumina Foundation for Education; former Congressman Louis Stokes (D-OH); Antonio Flores, president and CEO of the Hispanic Association of Colleges and Universities; and Wil Haygood, reporter at the Washington Post and author of *The Butler: A Witness to History*.

**Reinvest in College Access and Success**

Your investment in COE’s 38th Annual Conference is an investment in America’s future. Your support allows the Council to advocate for college access and success programs and draw attention to the plight of first-generation and low-income students, students with disabilities, adult learners, and veterans attempting to prepare for, succeed in, and graduate from colleges nationwide.
SPONSORSHIP OPPORTUNITIES

Conference Strand Sponsorships

Six Conference Strands | $15,000 per strand |
Thematic strands provide attendees with new developments on topics like college retention of low-income students and preparing students for a technology-rich job market. Strands have focused on pre-college and college students, using data to guide decision making, and leadership development. Align your company with topics of interest via conference strand sponsorship, on-site signage and recognition in the conference program. Contact Patricia Mahomond for the official 2020 conference strands and specific sessions within each.

Reception Sponsorship

Reception and special events sponsorship includes special event signage and recognition in the conference program. COE limits the number of sponsors for these receptions.

Newcomer’s Reception | $5,000 | For newcomers, the conference kicks off with an exclusive reception welcoming them to San Antonio. Sponsor the newcomer’s reception and get a chance for a representative from your company to make brief remarks. This is an invitation-only event.

Alumni Reception | $5,000 | The future successes of college access programs depends on alumni investment too. This reception allows us to acknowledge the contributions of committed and passionate alumni.

Young Professional’s Happy Hour | $5,000 | Increase your visibility among our leaders under age forty by sponsoring this festive reception.

Exhibit Area Coffee Break | $25,000 | Amplify your brand to conference attendees while they consume refreshments during conference workshop sessions.

Online

Conference Event App Sponsorship | $5,000
Sponsorship of the conference community platform ensures your brand gets daily exposure. The platform allows attendees to network before, during, and after the conference; access presenter materials; and receive schedule updates. COE limits the number of conference community platform sponsors.

Conference Wi-Fi | $10,000
Provide a premium Wi-Fi Network Sponsorship opportunity to supply event-wide Wi-Fi to thousands of attendees at the conference.

Marketing Sponsorship

Sponsor conference marketing for guaranteed visibility. For custom sponsorship opportunities or to propose a new offering, please contact Patricia Mahomond.

Conference Bags | $5,000 | Conference bag sponsorship extends your visibility beyond the conference. Sponsors have the option of including promotional items in the bags. COE limits the number of conference bag sponsors.

Badge Holders | $5,000 | All attendees receive badges and must wear them to enter sessions and access meal events.

Hotel Key Cards | $5,000 | Key card sponsorship grants consistent exposure throughout the conference.
EXHIBITION AND ADVERTISING OPPORTUNITIES

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<td><strong>Hot Topic Seminars</strong></td>
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**Exhibit Booths**

Exhibition booth spaces are 8 x 10 ft. and come with 6 ft. long skirted table, 8 ft. high back wall drape, and draped side rails. You will receive an identification sign with your company’s name, two side chairs, and a wastebasket. If the basic booth space is inadequate for your display, a larger booth can be purchased for an additional fee. Additional tables and booth carpet can also be purchased from the exhibit contractor.

To get the best possible exhibit booth location at the conference, we advise you to reserve your exhibit space as early as possible. Unless you purchase a premium space, the date of your paid registration determines your placement in the exhibit hall. Exhibitors who have exhibited with us consistently for 5–9 years and 10+ years also receive priority booth selection. After June 29, premium booth registrations becomes available to the general registration.

**Package Deals**

Package Deals include

- the post-conference attendee list (available in November),
- a half-page advertisement in the conference program, and
- one complimentary conference registration (meals not included).

The post-conference attendee list can also be purchased separately.

**Hot Topic Seminars**

Hot Topic Seminars present in-depth information on topics of interest to the college access community. Present your expertise on these topics to the TRIO community and make a presentation on Monday, September 21 between 3:30 p.m. and 4:30 p.m. The seminars will be advertised in the conference promotional materials and program. Seminar proposals must be submitted before Monday, July 17. A seminar costs $1,500 if not included in a package deal. Audio and visual equipment is not included. Space is limited.

**Security**

COE provides security in the exhibit area. Exhibitors are advised to consult insurance brokers for proper coverage of display materials from shipment to return.

**Advertising**

Full-page ad size is 8.5 x 11 inches. COE accepts ad art and copy the following formats:

- Adobe Illustrator (.eps),
- High-resolution image (.jpg or .png),
- Portable Document Format (.pdf), or
- Microsoft Word (.doc)

The deadline for submitting ads is Friday, July 17. Email ads to terrance.hamm@coenet.org.
Booth and Advertising Fees

Exhibition Fees
Registration is included in your booth fee. This registration allows you to access all events. To register additional staff, fill out and send in a separate conference registration form for each person along with the conference registration fee. To register online, visit coenet.org.

Upgrade to a premium booth space for $200. Early bird rates end Friday, June 12.

General booth registration
- Booth alone, $1,700
- Booth package deal, $2,400
- Booth package deal with the Hot Topic Seminar, $2,900

Booth registration for nonprofits
- Booth alone, $1,500
- Booth package deal, $2,200
- Booth package deal with the Hot Topic Seminar, $2,700

Hot Topic Seminar
- Seminar alone, $1,700

Full-Page Program Advertisement
- $1,000 Color—for exhibitors at the Conference
- $1,200 Color—for vendors not exhibiting at the conference

Half-Page Program Advertisement
General Rate
- Grayscale, $750
- Full color, $850

Discounted for conference exhibitors
- Grayscale, $550
- Full color, $650

Post-Conference Attendees List
- List alone, $650

PLEASE NOTE: COE cannot guarantee advertising, mention in the conference program or conference deals to exhibitors registering after June 29. Please contact Terrance Hamm at (202) 347-7430 or terrance.hamm@coenet.org for confirmation.
PAST EXHIBITORS

A Good Road/On Course
A Presidential Classroom
AABHE
Academic Systems
AccuTrack
ACT, Inc.
Achievement Technologies
Aedata
Afterschool Alliance
ahal!! Process, Inc.
AIM
All Aboard Tours & Travel
AMIDEAST
American Council on Education
American Destinations, Inc.
American Income Life Insurance
American Student Assistance
Applerouth Tutoring
AskOnline
Athena's Workshop
A Touch of Grace
Aztec Software
Bay Learning
Beau Ties
Berea College
Better Make Room Campaign
BIA-MARANATHA
Blackboard Developmental Education
Bridges.com
Brightspark Travel
Cambridge Educational Services
Cambridge Stratford eSource Technologies, Inc.
Cambridge Stratford Study Skills Institute
Campus Toolkit
Career Communications, Inc.
Challenge Masters
Chase Education First
Chromium 5 Consortium
Citibank—The Student Loan Corp.
Citizens Bank/Charter One City Year, Inc.
Cobro Consulting
College Greenlight
College Preview
College Visits
Comfit Learning
COMPANSOL
CPP, Inc
Crazy Horse Memorial—Indian
University of North America
Debt Sucks!
Decision Partners, Inc.
Defined Mind, Inc.
Digital Conference Providers, Inc.
Diversity Abroad
Dreamcatcher Curriculum, LLC
Duke University School of Nursing
Dynamic Learning Systems
Earthblue, Inc.
Eaves Educational Enterprise
Education: Catch the Dream
Educational Testing Consultants
Education First Chase
Eduguide
elnstruction
Elan Publishing Company, Inc
Elllluminate
Embark
Engineerica Systems, Inc.
English Works
Exam Performance.com
Explore Colleges
Fastweb
FDIC
First in the Family/Generation Press
Focus Training
Foundation for the Future of Youth
Front Porch Press
Full Circle Communications
Gear Up for Excellence
Global Access to Postsecondary Education (GAPS) Initiative
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<thead>
<tr>
<th>Got It</th>
<th>ModuMath</th>
<th>Richard L. Taylor, Jr.</th>
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<tbody>
<tr>
<td>Great North American</td>
<td>My Study Buddy, LLC</td>
<td>Rosetta Stone</td>
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<td>Companies</td>
<td>NACADA</td>
<td>Rutgers University</td>
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<td>Grove City College</td>
<td>National College Access</td>
<td>Scholars Information Services, Inc.</td>
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<td>H &amp; H Publishing Company</td>
<td>Network</td>
<td>Scholastic Testing Systems</td>
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<td>National Endowment for</td>
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<td>Travel</td>
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<td>Silver Screen Design</td>
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<td>icouldbe.org</td>
<td>National Student Clearinghouse</td>
<td>Sixup PBC</td>
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<td>I3results</td>
<td>National Student Loan Program</td>
<td>Smarter Systems, Inc.</td>
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<td>iGrad</td>
<td>National Tutoring Resource</td>
<td>SmarterServices</td>
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<td>Inceptia</td>
<td>Center</td>
<td>Spectrum Industries, Inc.</td>
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<td>Institute of International</td>
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<td>Starfish Retention Solution</td>
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<td>Education</td>
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<td>Star Works Interactive, Inc.</td>
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<td>International Study Abroad</td>
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<td>Student Financial Assistance</td>
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<td>Internet Essentials</td>
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<td>Study Smart Tutors, Inc.</td>
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<td>JCCI Resource Development</td>
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<td>Success4Students</td>
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<td>JIST Publishing</td>
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<td>Jones &amp; Associates Consulting Inc.</td>
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<td>The College Board</td>
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<td>Kala Publishing/The Money Ride</td>
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<td>The College Game</td>
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<td>Kaplan K12 Learning Services, LLC</td>
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<td>The Pin Man-Positivepins.com</td>
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<td>The Princeton Review</td>
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<td>The Renaissance Education Group, Inc.</td>
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<td>Krystal Clear Promotions</td>
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<td>Laci</td>
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<td>MacMannes</td>
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<td>Tried and True Tutoring</td>
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<td>McCann Associates</td>
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<td>TRIO Store Ladies</td>
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<td>MeritMoney.Com</td>
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<td>Triumph College Admissions</td>
<td>U.S. Dept. of Ed. – Federal Student Aid</td>
<td>Warm Spirit</td>
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<td>Uncommon Individual Foundation</td>
<td>U.S. Department of State</td>
<td>Wells Fargo Educational Financial Services</td>
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<td>Union Institute</td>
<td>Venture Publications &amp; Marketing, Inc.</td>
<td>West Love, Color, and Culture</td>
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<td>UNIPAC</td>
<td>Wellness Reproductions Publishing Inc.</td>
<td>Woodburn Press</td>
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<td>USA Funds</td>
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EXHIBITOR REGISTRATION FORM

Company Name, as it should appear in the program

Contact Name, as it should appear in the program

Booth Attendee(s) Name(s)

Address

city State Zip code

Telephone Company Website

Contact Email

Prior Conference(s) Attended (list years)

Might there be companies to which you do not wish to be adjacent? If yes, which are they?
Top 4 booth choices (in order)

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Booth Package Deal</td>
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<tr>
<td>Package Deal with Hot Topic</td>
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<td>Hot Topic Alone</td>
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<tr>
<td>Nonprofit Discount</td>
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<td><strong>Total amount due</strong></td>
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Total Due ____________ American Express Discover MasterCard Visa

___________________________________________________________________________________
Cardholder
___________________________________________________________________________________
Card Number Expiration Date 3-Digit Security Code

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Company Name, as it should appear in conference promotional materials

Contact Name

Title

Address

City

State

Zip code

Telephone

E-mail

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<thead>
<tr>
<th>Sponsorship</th>
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<tr>
<td>Conference Community Platform</td>
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<tr>
<td>Newcomers Reception</td>
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<tr>
<td>Conference Bags</td>
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<td>Badge Holders</td>
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<tr>
<td>Young Professionals Happy Hour</td>
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<tr>
<td>Conference Strand Sponsorship</td>
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<td>Alumni Reception</td>
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<td>Internet Kiosk</td>
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<td>Hotel Key Card</td>
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<tr>
<td>Coffee Break in Exhibit Area</td>
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</table>

Total amount due

Please make the check payable to The Council for Opportunity in Education. Submit logo and/or advertisement art via email to terrance.hamm@coenet.org. See above for file format requirements and dimensions.
In witness whereof, the applicant has caused this application to be executed individually or by an officer, agent, or representative duly authorized to execute the same and agrees on behalf of the Sponsor to abide by all terms and conditions as stated within this sponsorship prospectus.

________________________________________________________________________
Signature
_______________________________________________________________________________

Name  Title

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