

COE'S 39TH ANNUAL CONFERENCE *Gone Virtual*



INVITATION TO EXHIBIT AND SPONSOR

Please submit completed sponsorship or exhibition agreement forms and payment before **Friday, September 4, 2020**.

You may submit this form via email to patricia.mahomond@coenet.org or via mail to the Council for Opportunity in Education, 1025 Vermont Avenue NW, Suite 400; Washington, D.C. 20005.

SEPTEMBER 21-23, 2020

COE
COUNCIL *for* OPPORTUNITY *in* EDUCATION

Visit coenet.org/annual_conference.shtml

2020 INVITATION TO EXHIBIT AND SPONSOR

100% VIRTUAL

SEPTEMBER 21-23, 2020

Increase your visibility among college access and success professionals virtually during the Council for Opportunity's 39th Annual Conference, September 21-23, 2020 who will return to San Antonio in the Spring of 2021.

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.

Many community leaders in San Antonio are alum of our programs including ABC news correspondent John Quiñones, Alamo Colleges District Chancellor Mike Flores, and former U.S. Congressman Henry Bonilla (R-TX).

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. This year, due to the pandemic COVID-19, COE has made the difficult decision to convert its 2020 Annual Conference from an in-person to a fully online/virtual event. Approximately 1,500 administrators, counselors, researchers, and educators involved with educational opportunity programs annually invest in their professional development by participating in the conference. The Council has a strong base of alumni who now work for educational opportunity programs themselves who also attend.

Reinvest in College Access and Success

Your investment in COE's 39th 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.

Contact information

Please contact **Patricia Mahomond** via email at patricia.mahomond@coenet.org or via phone at (202) 275-8763.

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Virtual Conference Sponsorships

Congratulations Message to Richard Perez and Other Noteworthy San Antonio Alumni | \$1,000 to 5,000

These messages will be highlighted on the rolling scroll throughout the conference as well as on the conference website, app, and in all conference publications.

Explore San Antonio | \$3,000 plus production costs

Throughout the conference we will be featuring short video clips highlighting the sites, food and music of San Antonio. Sponsor one of these videos!

Conference Welcome Kit Item | \$3,000 plus shipping

Each conference participant will receive a personalized welcome kit prior to the conference. A welcome kit sponsorship extends your visibility beyond the conference itself, so that COE visitors in the Spring visit your establishment.

Conference Scavenger Hunt Sponsorship | \$5,000

Includes branding on COE Conference digital content, a special commemorative T-shirt, and the opportunity to offer a special message to the Scavenger Hunt participants.

Virtual After-Hours Celebration Sponsorship | \$5,000

Sponsor this fun after-hours event to maximize your exposure while conference attendees relax and network with each other. The event will feature prizes and contests, and the sponsor will have the opportunity to briefly address the group.

Newcomers' Event | \$5,000

For newcomers, the conference kicks off with an exclusive virtual reception welcoming them to the COE conference. Sponsor the newcomer's event and get a chance for a representative from your company to make brief remarks. This is an invitation-only event.

Alumni Event | \$5,000

The future success of college access programs depends on alumni investment as well. Sponsorship of this virtual reception allows COE to acknowledge the contributions of committed and passionate alumni.

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, August 14**. Email ads to terrance.hamm@coenet.org.

Full-Page Program Advertisement

- \$1,000.00 | Color
- \$900.00 | Grayscale

Half-Page Program Advertisement

General Rate

- \$650.00 | Full color
- \$550.00 | Grayscale

EXHIBITION OPPORTUNITIES

Exhibit Booths

The Exhibit Hall will allow conference participants to see and interact with all exhibitor booths. Includes COE Conference Program recognition. Must make deadlines. Linked logo and description in one pre-conference communication. Virtual booth including option to upload digital materials to download, giveaways/coupons, gamification and networking during the event.

One complimentary registration is included. Opportunity for networking during Exhibit Hall hours. Post-event mailing list allows you to share sponsor gifts, printed materials. Conference participants who visit will be captured through booth interaction.

Exhibitors are responsible for setting up their booths, including logo, description, and any videos or documents and will receive information prior to the event regarding what is available. Exhibitors are responsible for managing booth traffic, including those who “visit booth” via link to live video stream.

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.

The pre-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 4:45 p.m. and 5:45 p.m. ET and Wednesday, September 23 between 10:00 a.m. and 11:00 a.m. ET. The seminars will be advertised in the conference promotional materials and program. Seminar proposals must be submitted before **Friday, August 14 at noon ET**. Seminars cost \$1,200 if not included in a package deal. Audio and visual equipment is not included. Space is limited.

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.

General booth registration

- Booth alone, \$1,200.00
- Booth package deal (includes ½ page ad and inclusion in the welcome kit), \$1,900.00
- Booth package deal with the Hot Topic Seminar, \$2,400.00

Booth registration for nonprofits

- Booth alone, \$1,000.00

Hot Topic Seminar

- Seminar alone, \$1,200.00

Welcome Kit

- Branding add-on, \$3,500.00
- Deluxe add-on give-away, \$5,500.00
- Item a la carte starts at \$1,000.00 + shipping and handling, limitations

Attendee Lists

Pre-Conference Attendee List

- \$600.00 | Add-on only

Post-Conference Attendees List

- All options now include the post-conference attendee list.

PLEASE NOTE: COE cannot guarantee advertising, mention in the conference program or conference deals to exhibitors registering **after August 14**. 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
aha!! Process, Inc.
AIM
All Aboard Tours & Travel
AMIDEAST
American Council on
Education
American Destinations, Inc.
American Income Life
Insurance
American Student Assistance
Applerouth Tutoring
Ascension Education
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
eInstruction
Elan Publishing Company,
Inc
Elluminate
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
Got It Tutoring
Great North American
Companies
Grove City College
H & H Publishing Company
Heiberg Consulting
Inc./StudentAccess
Hemisphere Educational
Travel
icouldbe.org
I3results
iGrad
Inceptia
Institute of International
Education
International Study Abroad
Internet Essentials
JCCI Resource Development
JIST Publishing
Jones & Associates
Consulting Inc.
Kala Publishing/The Money
Ride
Kaplan K12 Learning
Services, LLC
Keyto Publishing
King's College Tours
Krystal Clear Promotions
Lacai
MacMannes
Marketing Ideas
MasteryPrep
McCann Associates
MeritMoney.Com
Mobile Team Challenge
ModuMath

My Study Buddy, LLC
NACADA
National College Access
Network
National Endowment for
Financial Education
National Security Agency
National Student
Clearinghouse
National Student Loan
Program
National Tutoring Resource
Center
NCS Pearson
Noel-Levitz
NSLP
Number2.com
Ogden & Associates
International
Paradigm Shift
Pathways to Post-Secondary
Education
PCS Edventures
Pennyman Specialty Tours
Peterson's-A Nelnet
Company
PHI Enterprises, Inc.
Positivepins.com
Premier-A Franklin Covey
Company

Proforma Green Marketing
Project Focus Consulting
ProSource Specialties
Public Identity, Inc.
Richard L. Taylor, Jr.
Rosetta Stone
Rutgers University
Scholars Information
Services, Inc.
Scholastic Testing Systems
Scout from the University of
California
Signal Vine
Silver Screen Design
Sixup PBC
Smart Systems, Inc.
SmarterServices
Spectrum Industries, Inc.
Starfish Retention Solution
Star Works Interactive, Inc
Strada Education Network
Student Financial Assistance
Study Smart Tutors, Inc.
Success4Students
TG
The College Board
The College Game
The Pin Man-
Positivepins.com
The Princeton Review

The Renaissance Education
Group, Inc.
The Sallie Mae Fund
Travel Adventures, Inc.
Travel America
Treasures of Essence
Tried and True Tutoring
TRIO Store Ladies
TRIOware
Triumph College Admissions
Uncommon Individual
Foundation
Union Institute
UNIPAC
USA Funds
U.S. Dept. of Ed. – Federal
Student Aid
U.S. Department of State
Venture Publications &
Marketing, Inc.
Wellness Reproductions
Publishing Inc.
Warm Spirit
Wells Fargo Educational
Financial Services
West Love, Color, and
Culture
Woodburn Press

EXHIBITION REGISTRATION FORM

Company Name, as it should appear in the program

Contact Name, as it should appear in the program

Address

City

State

Zip code

Telephone

Company Website

Contact Email

Top 4 booth choices (in order):

	Sponsorship	Cost
	Booth Package Deal	
	Package Deal with Hot Topic	
	Hot Topic Alone	
	Nonprofit Discount	
	Total amount due	

Total Due _____ American Express Discover MasterCard Visa

Cardholder

Card Number

Expiration Date

3-Digit Security Code

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SPONSORSHIP OR ADVERTISING AGREEMENT FORM

Page 1 of 2

Company Name, as it should appear in conference promotional materials

Contact Name

Title

Address

City

State

Zip code

Telephone

E-mail

	Sponsorship	Cost
	Congratulatory Messages to San Antonio TRIO Alumni	
	Newcomers Event	
	Conference Scavenger Hunt Sponsorship	
	Explore San Antonio	
	Virtual After-Hours Celebration Sponsorship	
	Conference Welcome Kit	
	Alumni Event	
	Advertising	
	Total amount due	

Please make the check payable to The Council for Opportunity in Education. Please submit completed exhibition agreement forms and payment before **Friday, September 4, 2020**. For inclusion in the conference program, the deadline is **Friday, August 14**. 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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