

TRIO TURNS



BREAKING BARRIERS • INSPIRING HOPE

COE ANNUAL CONFERENCE 2024

SEPTEMBER 8-11, 2024 • NEW YORK, NY

THE PREMIER CONFERENCE FOR COLLEGE ACCESS & SUCCESS PROFESSIONALS



EXPO & SPONSORSHIP GUIDE

COE's Annual Conference is a gathering of leaders, educators, and the broader education equity community dedicated to shaping the future of college access and success! Our convening is a national event designed to ignite conversations, inspire innovation, and provide attendees with the latest insights and evidence-based best practices for college access and success.

1,500+ ATTENDEES \ 60% DECISION MAKERS \ 7 TRIO PROGRAMS



LEARN MORE: coenet.org/conference-sponsorship-and-exhibitors

TRIO TURNS



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COE ANNUAL CONFERENCE 2024

SEPTEMBER 8-11, 2024 • NEW YORK, NY

“ The conference floor buzzed with energy, and our booth was a hub of activity. We had the chance to converse with dozens of attendees, a majority of whom expressed keen interest in future collaboration, providing their details for post-conference follow-ups. ”



The ONTRACK Team

Uncommon Individual Foundation

ABOUT COE'S ANNUAL CONFERENCE

The Council for Opportunity in Education holds its annual conference in a major U.S. city. This year anticipates a hybrid virtual and in-person 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. COE has a strong base of alumni who now work for educational opportunity programs themselves who also attend.



COUNCIL *for* OPPORTUNITY *in* EDUCATION

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ADVERTISING & SPONSORSHIP OPPORTUNITIES

EXPO

The purchase of a regular (\$1,700) or non-profit (\$1,500) booth will provide you with an 8'x10' booth, one conference registration (meals not included), and one booth attendee registration (meals not included). You will also receive an identification sign with your company's name, 6' skirted table, two side chairs, and a wastebasket. If the booth space is inadequate for your display, you can purchase an additional booth for an added fee. Exhibitors can also purchase other tables and booth carpets from the expo contractor. All exhibitors are subject to COE approval. For questions about the expo, please contact sales@coenet.org or call 202-347-7430.

Upgrade your booth experience with add-ons:

- ◆ App digital banner ad (+ \$650)
- ◆ App newsfeed post (+ \$1,000)
- ◆ Sponsorship add-ons (price varies)
- ◆ Conference attendee lists (+ \$650)
- ◆ Premium booth location upgrade (+ \$200)

HOT TOPIC SEMINARS

Hot Topic Seminars (\$1,700) present in-depth information on topics of interest to the college access community. Present your expertise on these topics to attendees. The seminars will be advertised in the conference promotional materials and app. Space is limited. All sessions are subject to COE approval.

You must submit your Hot Topic session title and description before Friday, May 31. For questions about Hot Topic seminars, please contact sales@coenet.org or call 202-347-7430.

PACKAGE DEALS

Save on your booth registration costs with a package deal. Package deals are a great way to maximize presenting your materials in multiple ways to the college access and success community. For questions about Package Deals, please contact sales@coenet.org or call 202-347-7430.

Package Deal (\$2,400 regular; \$2,200 non-profit) includes:

- ◆ 8'x10' booth
- ◆ Post-conference attendee list
- ◆ Digital banner ad
- ◆ One conference registration (meals not included)
- ◆ One booth attendee registration (meals not included)

Package Deal with Hot Topic Seminar (\$2,900 regular; \$2,700 non-profit) includes:

- ◆ 8'x10' booth
- ◆ Hot Topic Seminar
- ◆ Post-conference attendee list
- ◆ Digital banner ad
- ◆ One conference registration (meals not included)
- ◆ One booth attendee registration (meals not included)



FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES,

Contact sales@coenet.org or call 202-347-7430.



COE ANNUAL CONFERENCE

CO ED TALK

COE Ed Talks (\$15,000) allow you to present a 20-minute session and lead a 30-minute group dialogue on a college opportunity topic of your choice. Our team will consult with you to design your session and provide branding opportunities during this dynamic workshop for college access and success professionals. All sessions are subject to COE approval. For questions about Ed Talks, please contact sales@coenet.org or call 202-347-7430.

NON-EXHIBITOR OPTIONS

For vendors who cannot attend the conference, but would still like to engage with our attendees, we offer both pre- and post- conference attendee lists. For questions about non-exhibitor options, please contact sales@coenet.org or call 202-347-7430.

- ◆ Post-conference list for non-exhibitors (\$2,000)

ADVERTISEMENT ADD-ONS

DESCRIPTION	TIER 1 \$10,000	TIER 2 \$5,000	TIER 3 \$3,500	TIER 4 \$2,500	TIER 5 \$1,000
Conference App Sponsor: Company logo featured on the app splash screen each time the app is opened.	X				
Exhibit Hall Sponsor: Company logo featured on expo hall signage.	X				
Inclusion in Sponsorship Plenary Intermission Slide	X	X			
Conference App Newsfeed Post: Content including articles, videos, photos and documents placed within the news feed.	X	X	X		
Conference App Digital Banner Ad: Clickable advertisement available in multiple places throughout the app.	X	X	X	X	
One App Push Notification	X	X	X	X	X



ADVERTISING & SPONSORSHIP OPPORTUNITIES

ADVERTISEMENT SPECS

- ◆ Images for newsfeed posts: 1600 x 900 px; PNG & JPEG formats
- ◆ Images for digital banner ads: 1032 x 360 px; PNG & JPEG formats

Please submit all digital art to Terrance.Hamm@coenet.org by July 15, 2024.

MEAL TICKETS AND TABLES

Meals are NOT included in general or booth registrations. However, tickets and tables for our National TRIO Achiever Awards Dinner are available for purchase. We would love to share the stories and achievements of our TRIO honorees with your company and guests! For questions about the dinner, please contact sales@coenet.org or call 202-347-7430.

IMPORTANT DEADLINES

March 07, 2024, is the early bird deadline. Exhibitors who register prior to this date will receive a \$200 discount (regular registrations only—discount does not apply to non-profit rates). Confirm and pay your registration in full before this date for inclusion in early bird.

Beginning May 1, 2024, COE will accept second-round applications based on availability and you must include payment in full at time of registration. COE will assign booths at its sole discretion with consideration to the date order received.

DATE	DEADLINE
March 07, 2024	Early Bird Deadline
April 30, 2024	First-Round Application Deadline
May 31, 2024	Deadline to submit Hot Topic session titles and descriptions
May 31, 2024	Deadline to receive a refund for cancelled registration
July 15, 2024	Deadline to submit digital advertisements and other digital collateral
July 30, 2024	Second-round applications deadline (upon remaining availability). Payment must be received in full to confirm space.

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COE ANNUAL CONFERENCE

SECURITY

COE will provide security in the Expo Hall. COE is not responsible for items left in the Expo Hall. Exhibitors are advised to consult their insurance brokers for proper coverage of display materials from the time it is shipped from their premises until it is returned.

REFUND POLICY

Request for refunds must be received via written communication on or before May 31, 2024. COE will not accept refund requests after this date. For questions about the policy, please contact sales@coenet.org or call 202-347-7430.

TENTATIVE SHOW SCHEDULE

EVENT	DAY	TIME
Setup (Optional)	Saturday, September 7	11:00 a.m. to 5:00 p.m.
Expo Hours (Optional)	Saturday, September 7	6:30 p.m. to 8:00 p.m.
Setup	Sunday, September 8	9:00 a.m. to 11:00 a.m.
Expo Hours	Sunday, September 8	11:00 a.m. to 7:00 p.m.
Expo Hours	Monday, September 9	8:00 a.m. to 5:00 p.m.
Hot Topic Seminars	Monday, September 9	TBA
Expo Hours	Tuesday, September 10	8:00 a.m. to 5:00 p.m.
Hot Topic Seminars	Tuesday, September 10	TBA



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ADVERTISING & SPONSORSHIP OPPORTUNITIES

FREQUENTLY ASKED QUESTIONS

Q: Who attends the conference?

A: COE's annual conferences convene 1,500+ college access and success professionals working in TRIO programs or the broader educational equity community. Attendees come from all 50 states and U.S. territories to uncover new trends in college access and retention and connect college leaders to proven best practices that will improve local programs.

Q: What is included in general exhibitor registration?

A: Your company will be provided with one exhibit booth in our expo hall for the duration of the conference. Your company will also receive one conference and booth attendee registration (meals and events are omitted, but tickets can be purchased separately).

Q: What is the difference between an exhibitor conference registration and a booth attendee registration?

A: The exhibitor conference registration includes access to conference sessions, plenaries, and the expo hall, while the booth attendee registration only includes access to the expo hall. You may purchase additional conference registrations on our website.

Q: Can I attend the Educational Opportunity Dinner and TRIO Achievers Awards?

A: Yes! We would love to share the stories and achievements of our TRIO honorees with your company. Email sales@coenet.org or call 202-347-7430 to purchase individual dinner tickets and tables.

Q: What are the expo hall hours?

A: The expo hall is open daily from 8 am to 5 pm.

Q: If I'm staffing a booth, when should I take my lunch/break?

A: We recommend reviewing the program daily and taking your breaks during highly attended conference sessions (e.g., during plenaries and the Walter O. Mason Awards Luncheon).

Q: Will there be an expo hall game?

A: We will provide more information about the game closer to the event.

Q: Is there a waiting list if booth space or Hot Topic sessions sell out?

A: Yes! If you cannot secure your exhibitor registration, please email us at sales@coenet.org or call 202-347-7430 to be added to our waiting list.

Q: When do the Hot Topic seminars take place?

A: The exact date and time of Hot Topic seminars have not been finalized yet. If you plan on purchasing a Hot Topic seminar, please plan to be at the conference for the entire duration of the event.

Q: What other ways can I get involved in the conference?

A: We offer a variety of sponsorship opportunities for your company to gain more exposure and interact with our attendees. Contact us at sales@coenet.org or call 202-347-7430 to discuss which opportunities can be mutually beneficial and fit your goals!

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES,

Contact sales@coenet.org or call 202-347-7430.



COE ANNUAL CONFERENCE

A LA CARTE SPONSORSHIP

Sponsorships are reserved on a first-come, first-served basis. All sponsorships are subject to COE approval.

RECEPTIONS & EVENTS		
EVENT	DETAILS	COST
Chair's Reception	This invite-only event offers an opportunity to bring greetings to an exclusive audience and network with our notable guests, including policy makers, leaders in business and education, and prominent TRIO alumni.	\$15,000
Former & Current Board Member Reception	This invite-only event offers an opportunity to engage with COE's current and former members of our board of directors comprising of TRIO leadership from across our regions.	\$10,000
Alumni Reception	The Alumni Reception assembles local TRIO alumni and the alumni in attendance at the conference for a night to celebrate their successes. Sponsor this event to share in their celebration and demonstrate your support of TRIO success! Your company will receive recognition at the event, logo on all reception promotions, and signage. This is an invitation-only event.	\$5,000
Newcomers Reception	The Newcomers Reception welcomes first-time attendees and new TRIO professionals to the COE Conference on our opening night. Sponsor this event to be the first to engage with our newcomers and welcome them as new leaders in their field! Your company will receive recognition at the event, logo on all reception promotions, and signage. This is an invitation-only event.	\$5,000
Rising Leaders Reception	The Rising Leaders Reception celebrates those who have dedicated themselves as leaders in the college access and success community! Sponsor this event to engage this group of experienced TRIO leaders and celebrate their success! Your company will receive recognition at the event, logo on all reception promotions, and signage. This is an invitation-only event.	\$5,000
Wellness Activity	Host this outdoor experience in downtown New York for conference attendees. This is a unique way to engage with our attendees in a fun and relaxed setting. Your company will receive signage at the event, logo placement on activity t-shirts, and recognition in the conference app. This event is open to all conference attendees.	\$5,000



ADVERTISING & SPONSORSHIP OPPORTUNITIES

CONFERENCE STRANDS

EVENT	DETAILS	COST
Conference Strand	Choose to sponsor a conference strand to connect with attendees interested in topics related to your company or organization! Signage outside the rooms at all concurrent sessions within the strand of your choosing. Five to 10 sessions per strand. Example of strands include: First-generation Financial Empowerment; Culture, Climate & Belonging; Moving Forward, Looking Back; Research to Practice; Partnerships for Student Success; and Start Smart (for New Directors). Option for branded giveaways at sessions (sponsor's expense).	\$10,000
Conference Sub-Strand	Choose to sponsor a conference sub-strand to connect with attendees interested in topics related to your company or organization! Signage outside the rooms at select concurrent sessions within the strand of your choosing. Four to five sessions included per sub-strand. Option for branded giveaways at sessions (sponsor's expense).	\$5,000

ACTIVITIES

EVENT	DETAILS	COST
Photo Booth	Engage with attendees by sponsoring the photo booth where attendees can take photos to upload directly to social media! Branding includes signage and logo included on the photo frame. The booth is located in the expo hall. Mentioned in daily app alerts in coordination with photo booth.	\$12,000
Charging Lounge	Engage with attendees by sponsoring the charging lounge! Branding includes signage, logo on tabletops, and optional handouts. The lounge is located in the expo hall. Mentioned in daily app alerts in coordination with lounge.	\$10,000
Headshot Station	Engage with attendees by sponsoring the headshot station where attendees can take free professional headshots! The station is located in the expo hall. Mentioned in daily app alerts in coordination with station.	\$10,000
Recreational Activity	Engage with attendees by sponsoring a recreational activity in the expo hall! Options for games include putting green, double shot basketball, or a virtual reality experience. Branding includes signage and promotional materials.	Starts at \$7,500
Expo Hall Game	Engage with attendees by sponsoring the expo hall game! Branding includes signage in the expo hall, mentioned during the game prize announcement(s), prominent branding on the game card and other game-related printouts, recognition in promotional emails to attendees. Mentioned in daily app alerts in coordination with the expo game.	\$5,000

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES,

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COE ANNUAL CONFERENCE

CONFERENCE BAG & ITEMS

EVENT	DETAILS	COST
Conference Bag	Conference bags featuring your logo and promotional items will be distributed to all on-site conference registrants. Use this opportunity to ensure long-lasting visibility for your company—both inside and outside of the expo hall!	\$10,000
Badge Holder	Logo on badge holders.	\$7,500
Hand Sanitizers	Logo on hand sanitizer bottles distributed in conference bags to all attendees.	\$7,500
Notebook	Logo on notebook distributed in conference bags to all attendees.	\$7,500
Pens	Logo on pens distributed in conference bags to all attendees.	\$5,000



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ADVERTISING & SPONSORSHIP OPPORTUNITIES

SPONSORSHIP

COE works with you to customize a sponsorship package to meet your organization's goals and interests. We are dedicated to delivering an experience that will optimize your engagement. To discuss sponsoring the conference, please contact sales@coenet.org or call 202-347-7430.

Platinum (Presenting) - \$75,000

- ◆ Remarks at the Opening Plenary
- ◆ Remarks at the Chair's Reception
- ◆ Exclusive sponsorship of the Chair's Reception
- ◆ Official sponsor of COE app (splash screen)
- ◆ Sponsorship of one Conference Strand of your choosing
- ◆ Inclusion on promotional slide on plenary intermission
- ◆ Branded giveaways (sponsor provided)
- ◆ Pre- and post-conference media
- ◆ COE Ed Talk session
- ◆ Two newsfeed posts on the COE app
- ◆ Two push notifications from the COE app
- ◆ Two VIP tables at the TRIO Achiever Awards Dinner
- ◆ Select signage
- ◆ Six complimentary conference registrations
- ◆ Logo and link on the COE website

Diamond - \$50,000

- ◆ Remarks at the Opening Plenary
- ◆ Sponsorship of one reception (upon availability and exclusive of the Chair's Reception)
- ◆ Remarks at your sponsored reception
- ◆ Sponsorship of one Conference Strand of your choosing
- ◆ Inclusion on promotional slide on plenary intermission
- ◆ Branded giveaways (sponsor provided)
- ◆ Pre- and post-conference media
- ◆ COE Ed Talk session
- ◆ Two newsfeed posts on the COE app
- ◆ Two push notifications from the COE app
- ◆ One VIP table at the TRIO Achiever Awards Dinner
- ◆ Select signage
- ◆ Four complimentary conference registrations
- ◆ Logo and link on the COE website

Gold - \$25,000

- ◆ Sponsorship of one reception (upon availability and exclusive of the Chair's Reception)

- ◆ Sponsorship of one Conference Sub-Strand of your choosing
- ◆ Inclusion on promotional slide on plenary intermission
- ◆ Branded giveaways (sponsor provided)
- ◆ Pre- and post-conference media
- ◆ COE Ed Talk session
- ◆ One newsfeed post on the COE app
- ◆ One push notification from the COE app
- ◆ One table at the TRIO Achiever Awards Dinner
- ◆ Select signage
- ◆ Two complimentary conference registrations
- ◆ Logo and link on the COE website

Silver - \$15,000

- ◆ Sponsorship of one reception (upon availability and exclusive of the Chair's Reception)
- ◆ Sponsorship of one Conference Sub-Strand of your choosing
- ◆ COE Ed Talk session
- ◆ One newsfeed post on the COE app
- ◆ One push notification from the COE app
- ◆ Two tickets to the TRIO Achiever Awards Dinner
- ◆ Select signage
- ◆ Two complimentary conference registrations
- ◆ Logo and link on the COE website

Bronze - \$10,000

- ◆ Sponsorship of one Conference Sub-Strand of your choosing
- ◆ One newsfeed post on the COE app
- ◆ One ticket to the TRIO Achiever Awards Dinner
- ◆ Select signage
- ◆ One complimentary conference registration
- ◆ Logo and link on the COE website

Friend - \$5,000

- ◆ One newsfeed post on the COE app
- ◆ One ticket to the TRIO Achiever Awards Dinner
- ◆ Select signage
- ◆ One complimentary conference registration
- ◆ Logo and link on the COE website

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Contact sales@coenet.org or call 202-347-7430.



COE ANNUAL CONFERENCE

DINNER SPONSORSHIP

COE recognizes the National TRIO Achievers—TRIO alumni that made remarkable progress in their chosen profession. Federal TRIO programs boast over 6 million graduates from post-secondary institutions nationwide. Some past honorees and other TRIO alumni include U.S. Senator Raphael Warnock, John Q. Innes of ABC, Academy Award-winning actress Viola Davis, and former NASA Astronaut Jose Hernandez. To discuss sponsoring the conference, please contact sales@coenet.org or call 202-347-7430..

Platinum (Presenting) - \$75,000

- ◆ Remarks at dinner
- ◆ Recognition as co-chair of the dinner
- ◆ Remarks at the corporate reception
- ◆ Recognition as co-chair of corporate reception
- ◆ Pre- and post-dinner media
- ◆ Branded giveaways for the gift bag (sponsor provided)
- ◆ A full-page color ad in the dinner program
- ◆ Logo placement on the back cover of the dinner program
- ◆ Prominent company logo placement on all general dinner signage
- ◆ Six tickets to VIP pre-dinner and post-dinner receptions
- ◆ Two VIP tables of ten
- ◆ Company logo placement on the COE website and in the dinner program

Diamond - \$50,000

- ◆ Remarks at the corporate reception
- ◆ Recognition as co-chair of the corporate reception
- ◆ Inclusion on the dinner committee list
- ◆ Branded giveaways for the gift bag
- ◆ A full-page color ad
- ◆ Prominent company logo placement on select dinner signage
- ◆ Four tickets to VIP pre-dinner and post-dinner receptions
- ◆ One VIP table for ten
- ◆ Company logo placement on the COE website and in the dinner program

Gold - \$25,000

- ◆ Inclusion on the dinner committee list
- ◆ Branded giveaways for the gift bag
- ◆ A full-page color ad
- ◆ Company logo placement on select dinner signage
- ◆ Four tickets to VIP pre-dinner and post-dinner receptions

- ◆ Company logo placement on the COE website and in the dinner program
- ◆ One prominent table for ten

Silver - \$15,000

- ◆ Branded giveaways for the gift bag
- ◆ A half-page color advertisement
- ◆ Company logo placement on select dinner signage
- ◆ Two tickets to VIP pre-dinner and post-dinner receptions
- ◆ One prominent table for ten guests
- ◆ Company logo placement on the COE website and in the dinner program

Bronze - \$10,000

- ◆ A half-page color advertisement
- ◆ Company logo placement on select dinner signage
- ◆ Two tickets to VIP pre-dinner and post-dinner receptions
- ◆ One prominent table for ten guests
- ◆ Company logo placement in the dinner program

Patrons - \$7,500

- ◆ Two tickets to VIP pre-dinner and post-dinner receptions
- ◆ Company logo placement in the dinner program
- ◆ One table for ten guests

Friend - \$5,000

- ◆ One ticket to VIP pre-dinner and post-dinner receptions
- ◆ Company name mention in the dinner program
- ◆ One table for ten guests

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CONFERENCE SPONSORSHIP FORM

TRIO TURNS



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**COE ANNUAL
CONFERENCE 2024**
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SPONSOR INFO (PLEASE PRINT OR TYPE)

ORGANIZATION NAME

CONTACT NAME

TITLE

ADDRESS

CITY

STATE

ZIP

TELEPHONE

EMAIL

HOW WOULD YOU LIKE YOUR NAME TO APPEAR IN CONFERENCE MATERIALS?

SPONSORSHIP LEVEL

☐ PLATINUM: \$75,000

☐ DIAMOND: \$50,000

☐ GOLD: \$25,000

☐ A LA CARTE SPONSORSHIP

☐ SILVER: \$15,000

☐ BRONZE: \$10,000

☐ FRIEND: \$5,000

PAYMENT INFORMATION

COE is tax exempt under article 501(c)(3) of the U.S. Internal Revenue code.

The Sponsorship Agreement Form must accompany all sponsorships.

☐ A check for \$_____ is enclosed. *(Make check payable to Council for Opportunity in Education)*

☐ Please invoice me. A purchase order is attached.

☐ Please bill my: ☐ AMEX ☐ MasterCard ☐ VISA ☐ Discover

ACCT. #

EXP. DATE

SECURITY CODE

NAME AS IT APPEARS ON CARD

SIGNATURE

In witness whereof, the applicant has caused this agreement 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 guide.

SIGNATURE

NAME

TITLE

DATE

Please Mail To:

Jennifer Wider, Council for Opportunity in Education
1025 Vermont Avenue N.W., Suite 400
Washington, D.C. 20005-3516

Or Email:

Jennifer Wider at jennifer.wider@coenet.org.

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ORGANIZATION NAME

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☐ PLATINUM: \$75,000

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SIGNATURE

In witness whereof, the applicant has caused this agreement 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 guide.

SIGNATURE

NAME

TITLE

DATE

Please Mail To:

Jennifer Wider, Council for Opportunity in Education
1025 Vermont Avenue N.W., Suite 400
Washington, D.C. 20005-3516

Or Email:

Jennifer Wider at jennifer.wider@coenet.org.



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CONFERENCE NOTES

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