



FROM ACCESS TO IMPACT:
Education as the Engine of Economic Mobility

2026 ANNUAL CONFERENCE

#COEAC2026 • San Diego, CA • September 16-19

Exposition Guide



COE's Annual Conference is a gathering of college access and success 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.

THE PREMIER CONFERENCE
for College Access & Success Professionals

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

EXPOSITION GUIDE

EXPO



The purchase of a booth (\$1,700 for for-profit companies and \$1,500 for non-profit organizations), will provide you with an 8'x10' booth, one expo 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.

Upgrade your booth experience with our add-ons:

- Digital advertisement (+\$650)
- Sponsored newsfeed post (+\$1,000)
- Sponsorship add-ons (price varies)
- Conference attendee lists (+\$650)
- Premium booth location upgrade (+\$200)
- Hot Topic seminar (+\$1,700)

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 Tuesday, June 30, 2026. For questions about Hot Topic seminars, please contact sales@coenet.org.

PACKAGE DEALS

Save on your 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.

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

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

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

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

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COE ED TALKS

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 success professionals. All sessions are subject to COE approval. For questions about Ed Talks, please contact sales@coenet.org.

NON-EXHIBITOR OPTIONS

For vendors who cannot attend the conference, but would still like to engage with our attendees, we offer the option to purchase a post-conference attendee list. For questions about non-exhibitor options, please contact sales@coenet.org.

- Post-conference list for non-attendees (\$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
Exhibit Hall Sponsor: Company logo featured on expo hall signage.	X				
Inclusion on Promotional Slides Preceding Plenary Session	X	X			
One Conference App Newsfeed Post: Content including articles, videos, photos and documents placed within the news feed.	X	X	X		
Conference App Banner Ad: Clickable advertisement available in multiple places throughout the app.	X	X	X	X	
One App Push Notification	X	X	X	X	X

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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 31, 2026.

MEAL TICKETS & TABLES

Meals are NOT included in expo or booth registrations. However, tickets and tables for our National TRIO Achiever Awards Dinner are available. 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.

IMPORTANT DEADLINES

March 31, 2026 is the early bird deadline. For-profit companies that register before this date will receive a \$200 discount. Confirm and pay your registration in full before this date for inclusion in the early bird.

Registrations received after March 31, 2026 will be subject to regular rates and must include payment in full at the time of registration. COE will assign booths at its sole discretion regarding the date the order is received, amongst other factors.

DATE	DEADLINE
March 31, 2026	Early Bird Deadline
May 30, 2026	Deadline to receive a refund for cancelled registration
June 30, 2026	Deadline to submit Hot Topic session titles and descriptions
July 31, 2026	Deadline to submit digital advertisements and other digital collateral

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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 30, 2026. COE will not accept refund requests after this date. For questions about the policy, please contact sales@coenet.org.

TENTATIVE SHOW SCHEDULE

EVENT	DAY	TIME
Setup (Optional)	Tuesday, September 15	2:00 p.m. - 5:00 p.m. and from 6:30 p.m. - 7:30 p.m.
Setup	Wednesday, September 16	8:00 a.m. - 11:00 a.m.
Expo Hours	Wednesday, September 16	11:00 a.m. - 7:00 p.m.
Expo Hours	Thursday, September 17	8:00 a.m. - 5:00 p.m.
Hot Topic Seminars	Thursday, September 17	TBA
Expo Hours	Friday, September 18	8:00 a.m. - 5:00 p.m.
Hot Topic Seminars	Friday, September 18	TBA

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FREQUENTLY ASKED QUESTIONS

Q: Who attends the conference?

A: COE's annual conferences convenes approximately 1,500 college access and success professionals 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 expo conference and booth attendee registration (meals and events are omitted, but tickets can be purchased separately). You can purchase advertisement space in our conference app, pre- and post-conference attendee lists, a premium booth location, or additional booth space.

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

A: The expo 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 Achiever Awards?

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

Q: What are the expo hall hours?

A: The expo hall is open from 11 am to 7 pm on Wednesday, and from 8 am to 5 pm on both Thursday and Friday. No expo hours will be held on Saturday.

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 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 to discuss which opportunities can be mutually beneficial and fit your goals!

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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
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.	\$10,000
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.	\$7,500
Wellness Activity	Host this outdoor experience 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 Program. This event is open to all conference attendees.	\$5,000

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A LA CARTE SPONSORSHIP

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. Three to Five sessions per strand.	\$10,000
EXPO HALL 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. Booth is located in the Expo Hall. Mentioned in daily app alerts in coordination with photo booth.	\$10,000
Charging Lounge	Engage with attendees by sponsoring the charging lounge! Branding includes signage, logo on tabletops, and optional handouts. 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 a free professional headshot! 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

IN-KIND DONATIONS

We also welcome in-kind donations for our conference bags. If you're interested in contributing materials or items, please email sales@coenet.org to learn more about current needs and opportunities.