

MACAC

2010 ANNUAL CONFERENCE



2010 Michigan ACAC Conference
April 21-23, 2010
Rochester, MI

**INFORMATION ON SPONSORSHIP, EXHIBITING AND/OR
ADVERTISING OPPORTUNITIES**

MACAC ANNUAL CONFERENCE 2010

Dear Colleague:

Would you like to showcase your organization to high school counselors and college/university admission professionals throughout the state of Michigan? Are you interested in networking with representatives from Michigan high schools and colleges? If yes, please consider participating as an exhibitor and/or sponsor at the 2010 Michigan Association for College Admission Counseling (MACAC) Annual Conference. At this premier event educators will learn about current best practices, trends, and issues related to college counseling.

The Michigan Association for College Admission Counseling (MACAC) was founded in 1970. It is an organization of over 1,000 professionals from across the state and region serving students as they make choices about pursuing post-secondary education. MACAC effectively brings together secondary school counselors, independent counselors, college admission and financial aid officers, enrollment managers, and organizations engaged in guiding students through the secondary-to-higher-education transition process.

This year's conference will be held April 21 –23, 2010 at the Royal Park Hotel in Rochester, Michigan. Over 200 members from throughout Michigan (and the Midwest) will join together to network with colleagues and learn from our conference programming. Please visit our website, www.macac.org, for more program information.

Sponsorship of the MACAC conference is an excellent opportunity for your organization to gain visibility and increase their access to talented professionals. Please review the options in the Conference Sponsorship Packet. Once you have made your decision, please complete the form and send it to Zay Reynolds, MACAC Executive Assistant. If you have questions or would like more information, please contact Zay Reynolds directly at 517-455-7533 or by email at admin@macac.org. We look forward to discussing this exceptional opportunity with you and hope to see you at the conference!

Sincerely,

Tracie Jones
MACAC President Elect
MACAC Conference Co-Chair

MACAC ANNUAL CONFERENCE 2010

SPONSORSHIP OPPORTUNITIES

Your organization can stand out and be recognized by college/university representatives and high school counselors if you consider any of the following sponsorship options. Deadline for sponsorship opportunities is March 15, 2010.

DOCTORATE PACKAGE (\$5,000 AND UP) This package includes the following:

- Headline display of your company name on MACAC website and all printed materials for the conference
- Prominent full-page ad for your organization within the conference program booklet
- Full conference registration for four (4) people
- Acknowledgement as the sponsor of lunch
- Vendor Session (*Space is limited!*)
- Exhibitor table

MASTER'S PACKAGE (\$3,500) This package includes the following:

- Prominent display of your company name on MACAC website and all printed materials for the conference
- Prominent full-page ad for your organization within the conference program booklet
- Acknowledgement as a sponsor at one breakfast
- Full conference registration for two (2) people
- Vendor Session (*Space is limited!*)
- Exhibitor table

BACHELOR'S PACKAGE (\$2,000) This package includes the following:

- Display of your company name on MACAC website and all printed materials for the conference
- Full-page ad for your organization within the conference program booklet
- Acknowledgement as a single sponsor for a refreshment break
- Full conference registration for two (2) people
- Vendor Session (*Space is limited!*)
- Exhibitor table

ASSOCIATE'S PACKAGE (\$1,000) This package includes the following:

- Display of your company name on MACAC website and all printed materials for the conference
- Half-page ad for your organization within the conference program booklet
- Full conference registration for two (2) people
- Vendor Session (*Space is limited!*)
- Exhibitor table

CERTIFICATE/EXHIBITOR PACKAGE (\$500) This package includes the following:

- Organization name will be listed in the conference program booklet
- Full conference registration for one (1) person
- Exhibitor table

Space is limited for Vendor Sessions. Reserve your place TODAY!

ADDITIONAL SPONSORSHIP OPPORTUNITIES

SINGLE EVENT SPONSORS ARE ACKNOWLEDGED IN THE CONFERENCE PROGRAM!

IN-KIND DONATION Includes school or company name listed within the conference program booklet. Sample donations include conference bag gifts (approx. 200), door prizes (i.e. gift certificates), etc.

REFRESHMENT BREAK (ONE BREAK: \$500 CO-SPONSOR OR \$1,000 FOR SINGLE SPONSOR)

Coffee/Tea for attendees during one of the morning breaks or Coffee/Tea/Soda and snacks for one of the afternoon breaks. There will also be a sign with school/company logo at the event.

BREAKFAST (\$2,500 ONE BREAKFAST SPONSOR OR \$5,000 SPONSORSHIP OF BOTH BREAKFAST EVENTS)

Provide breakfast on either, or both, days of the conference, April 22nd or April 23rd. Sponsor will be acknowledged at the event and there will be a sign with school/company logo at the event.

LUNCH (\$2,000 CO-SPONSOR OR \$4,000 SINGLE SPONSOR)

Provide lunch on April 22nd. Sponsor will be acknowledged at the event and there will be a sign with a school/company logo at the event.

PAST PRESIDENT'S RECEPTION/CONFERENCE SOCIAL (\$2,000 CO-SPONSOR OR \$4,000 SINGLE SPONSOR)

A welcome and networking session for all conference attendees on Thursday Evening, April 22nd includes entertainment, food, and 2 drink tickets per attendee. Sponsor will be acknowledged at the event and there will be a sign with school/company logo at the event.

SPONSOR A COLLEAGUE (\$150 PER COLLEAGUE)

Provide a high school counselor or college/university admission professional the opportunity to attend the 2010 MACAC Conference at your expense. AND...receive a quarter page ad in our conference program! Due to the economic environment and budget cuts in the state of Michigan, MACAC is seeking sponsors to help financially support any high school counselor or college/university admission professional in the state of Michigan who do not have the financial support to participate in this professional conference. A formal process is in place for candidates to apply for this opportunity. Please see MACAC's web site at www.macac.org for more information.

ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM AD RATES:

\$350 - Back cover full-page

\$350 - Inside front or inside back cover full page

\$200 - Full page

\$150 - Half page

\$50 - Quarter page

2010 MICHIGAN ACAC CONFERENCE

APRIL 21-23, 2010

APPLICATION TO SPONSOR, EXHIBIT AND/OR ADVERTISE

CONTACT PERSON: _____

TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

CONTACT EMAIL: _____

PHONE: _____ FAX: _____

SPONSORSHIP PACKAGE OPTIONS (SELECT ONE)

_____ **DOCTORATE PACKAGE (\$5,000 AND UP)** includes headline display of your company name on MACAC website and all printed materials for the conference, prominent full-page ad for your organization within the conference program booklet, exhibitor table, full conference registration for four (4) people, acknowledgement at your sponsored lunch, vendor sessions

_____ **MASTER'S PACKAGE (\$3,500)** includes prominent display of your company name on MACAC website and all printed materials for the conference, prominent full-page ad for your organization within the conference program booklet, exhibitor table, full conference registration for two (2) people, acknowledgement as a sponsor at one breakfast, vendor session

_____ **BACHELOR'S PACKAGE (\$2,000)** includes display of your company name on MACAC website and all printed materials for the conference, full-page ad for your organization within the conference program booklet, exhibitor table, full conference registration for two (2) people, acknowledgement as a sponsor for a single sponsor refreshment break, vendor session

_____ **ASSOCIATE'S PACKAGE (\$1,000)** includes display of your company name on MACAC website and all printed materials for the conference, half-page ad for your organization within the conference program booklet, exhibitor table, full conference registration for one (2) people, vendor session

_____ **CERTIFICATE /EXHIBITOR PACKAGE (\$500)** includes your organization name listed in the conference program booklet, exhibitor table, full conference registration for one person

ADDITIONAL OPTIONS

_____ Conference Gift (\$2,500 or In-kind Donation)

_____ Refreshment Break (\$500 co-sponsor for a single break, \$1,000 single sponsor for one break)

_____ Past President's Reception/Conference Social (\$4,000 full sponsor or \$2,000 co-sponsor)

_____ Breakfast (\$2,500 one breakfast sponsor or \$5,000 full sponsor of two breakfasts)

_____ Lunch (\$2,000 co-sponsor or \$4,000 full sponsor)

_____ Vendor Session (\$200) *Space is limited!*

_____ Sponsor a Colleague (\$150) full conference registration for a colleague and a quarter page ad

_____ Additional Vendors (\$150) all meals for additional person at exhibitor table

CONFERENCE PROGRAM AD RATES

_____ \$350 – Back cover full page _____ \$350 – Inside front full page _____ \$200 – Full page

_____ \$150 – Half page _____ \$50 – Quarter page

Payment must accompany this form. Confirmation will be sent once payment is processed. Make check payable to the MACAC. Mail payment, or in-kind donation, and form to:

MACAC 2010 Annual Conference
Zay Reynolds, MACAC Executive Assistant
5965 Coleman Road
East Lansing, MI 48823-9799