

MACAC

2012 ANNUAL CONFERENCE



2012 Michigan ACAC Conference
James B. Henry Center for Executive Development
(Located on the campus of Michigan State University)
Friday, April 20, 2012
East Lansing, MI

INFORMATION ON SPONSORSHIP, EXHIBITING AND/OR
ADVERTISING OPPORTUNITIES

MACAC ANNUAL CONFERENCE 2012

Dear Colleague:

Here are a couple of questions that we would like you to reflect upon as you review this packet:

1. Would you like to showcase your organization and services to some of the most professionally active high school counselors and college/university admission professionals in our state?
2. Are you interested in networking with key representatives from Michigan high schools and colleges who work with students in the high school to college transition?

If you answered yes to either of these questions, then please consider participating as a sponsor and/or exhibitor at the 2012 Michigan Association for College Admission Counseling (MACAC) Annual Conference. At this premier annual event, educators from across the state will learn about current best practices, trends, and issues related to the college counseling profession; you can be a part of that by supporting this conference.

The Michigan Association for College Admission Counseling (MACAC) is an affiliate of the National Association for College Admission Counseling (NACAC) and was founded in 1970. It is an organization of approximately 1,000 professionals from across our state and region whose main professional mission is to serve students as they make choices about pursuing post-secondary education. MACAC effectively brings together, for professional development purposes, secondary school counselors, independent counselors, college admission and financial aid officers, enrollment managers, and like-minded organizations; our purpose is to engage each other as we guide students through the secondary-to-higher-education transition.

This year's conference will be held on Friday, April 20, 2012 at the James B. Henry Center for Executive Development on the campus of Michigan State University, East Lansing, Michigan. We expect to have over 150 of our members from throughout Michigan (and the Midwest) joining us to network with colleagues and learn from our conference programming. Please visit our website, www.macac.org, for the most current 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,

William B. Hancock
MACAC Conference Co-Chair
MACAC President-Elect

Thomas A. Kasper
MACAC Conference Co-Chair

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SPECIAL 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 special sponsorship options. The deadline for these special sponsorship opportunities is March 16, 2012.

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 single 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 of the Opening Session
- 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
- 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
 - Additional staff at the table = \$105 for each additional person
- Exhibitor table

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

ADDITIONAL SPONSORSHIP OPPORTUNITIES

SINGLE EVENT SPONSORS ARE ACKNOWLEDGED ON SITE AND IN THE CONFERENCE PROGRAM!

IN-KIND DONATION: These donations are always welcome and include having the school's, or your company's, name listed within the conference program booklet. Sample donations from past conferences have included the printing of the conference program (approx. 250), conference gift bags (approx. 200), door prizes (i.e. gift certificates), etc.

REFRESHMENT BREAK: (EITHER MORNING OR AFTERNOON: \$500 CO-SPONSOR OR \$1,000 SINGLE SPONSOR)

The Morning Continuous Refreshment Service will run from 7:00-11:00 and will include continental breakfast style items in addition to coffee, tea, juices and fountain drinks. The Afternoon Continuous Service is run from the end of lunch through the end of the conference. It will include three selections of dry snacks, cookies, fruit, a fruit and cheese tray or vegetables with dips, beverages and ice cream. There will also be a sign with school/company logo at the event.

OPENING SESSION AND KEYNOTE: (\$2,000 ONE SPONSOR)

Help set the tone for our entire conference by sponsoring the Opening Session. Our Keynote Speaker for the conference is Martha "Marty" O'Connell, the Executive Director of the Colleges That Change Lives organization. Marty has been in the admissions business for over 30 years and has built herself a terrific reputation as a dynamic and energetic speaker. We are very excited to have Marty on board.

LUNCH AND ANNUAL BUSINESS MEETING: (\$2,000 CO-SPONSOR OR \$4,000 SINGLE SPONSOR)

After a great morning of speakers and sessions, be the sponsor that provides lunch for our Annual Business Meeting. In addition to providing an update on the activities of the association to the members, we will be announcing the winner of the Maggie Miller Scholarship, our newly elected officers, major award winners for our profession and, joining us from the National Association for College Admission Counseling, will be David Hawkins, Director of Public Policy and Research. David is one of the leading researchers in the educational field and he has done much over the years to assist legislators and others in forming meaningful public policy. He is one of the few speakers who can make the complexities of educational policy development, seem accessible. Our lunch sponsor will be acknowledged at the business meeting and there will be a sign with a school/company logo at the event.

SPONSOR A COLLEAGUE: (\$105 PER COLLEAGUE)

Provide a high school counselor or college/university admission professional the opportunity to attend the 2011 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 does 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.

TAKE A PAST PRESIDENT TO LUNCH: (\$50 PER COLLEAGUE)

Provide the sponsorship that underwrites the lunch for one of our retired Past-Presidents. These wonderful leaders are retired professionals who are invited back to join us for the lunch and business meeting each year.

ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM AD RATES:

\$350 - Back Cover, full-page

\$150 - Half page

\$350 - Inside Front or Inside Back Cover, full page

\$50 - Quarter page

\$200 - Full page

2012 MICHIGAN ACAC CONFERENCE

FRIDAY, APRIL 20, 2012

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 session (space is limited)

_____ **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 of the Opening Session, vendor session (space is limited)

_____ **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 (space is limited)

_____ **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.

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

ADDITIONAL OPTIONS

- _____ Conference Leadership Gift (\$1,500 or In-Kind Donation)
- _____ Refreshment Break (\$500 co-sponsor for a single break, \$1,000 single sponsor for one break)
- _____ Opening Session and Keynote (\$2,000)
- _____ Lunch (\$2,000 co-sponsor or \$4,000 full sponsor)
- _____ Vendor Session (\$200) Space *is limited!*
- _____ Sponsor a Colleague (\$105) full conference registration for a colleague and a quarter page ad
- _____ Additional Vendors (\$105) all meals for additional person at exhibitor table
- _____ Take a Past-President to Lunch (\$50) sponsor a retired colleague at our lunch and annual business mtg.

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 2012 Annual Conference
Zay Reynolds, MACAC Executive Assistant
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East Lansing, MI 48823-9799