



**MBA Career Services  
& Employer Alliance**

More than an association. A community.

# **2022 MBA CSEA Global Conference Sponsor Prospectus**

**June 21 - 24, 2022**  
*New Orleans, LA*

# The Global Conference Experience

We're excited to be back in person for our signature event - our 2022 Global Conference in New Orleans, LA! As we enter our "next normal," our events will look a little different. But, throughout all of the uncertainty and changes, the CSEA community remains the same. We invite you to join us for networking, learning, collaboration and comraderie as we survive and thrive together in 2022!

## Sponsor Opportunities

The sponsor menu was designed with health and safety in mind, while maximizing opportunities to meet attendees, enhance your brand, and establish your company as a thought leader in the career services and recruitment space. Your investment provides opportunities to:

- Connect with graduate business career management and recruiting professionals from top universities and corporations worldwide at our largest annual event.
- Learn more about service opportunities in MBA/Masters in business career services, demonstrate how you can add value to career centers and recruiters, and build lasting relationships with key decision-makers.
- Increase brand awareness and your company's image.
- Obtain new contacts.
- Enhance relationships with existing clients to secure their future business.

## Modified Exhibit Area

Because of space limitations and safety precautions, we are offering a modified version of the traditional Exhibit Hall this year. Sponsors will have access to a table for a designated amount of time during an attendee break, with a limited number of companies present during each break. Because of turnaround time, large elaborate displays will not be feasible. Sponsors may bring tabletop items that do not require extensive set-up. More details will be provided after registration.

## Other Branding Opportunities

To enhance branding opportunities, sponsors may be provided with an opportunity to sponsor a session (depending on package selected), which includes time to speak to attendees as well as to hand out materials. All sponsors will also participate in a speed networking event.

Visit our Sponsor Menu on the next page for a full list of ways you can enhance your brand and connect with decision-makers at our 2022 Global conference!

## 2022 Global Conference Sponsor Menu (*Discounted COVID rates!*)

Sponsor Levels and Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<b>Global Conference Investment</b>	<b>\$8,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>
<b>Package deal for three 2022 conferences (25% discount)</b>	<b>\$10,850</b>	<b>\$6,750</b>	<b>\$3,375</b>	<b>\$1,875</b>
Access to attendee email list (opt-in only)	X			
Designated time to conduct a product demonstration for attendees during a virtual pre-conference event	X	X		
Standalone email sent to conference attendees before the conference	X	X		
Company logo on signage in highly trafficked areas	X	X		
Company logo on bags provided to all attendees	X	X		
Opportunity to provide marketing materials for all attendee bags	X	X		
Company logo on sponsored item - hand sanitizing stations or nametags (limited quantities available, first come, first-served)		X		
Sponsorship of conference session (limited quantity - first come, first served), including: - Recognition in conference printed program - 3 minutes to speak to attendees at the beginning of the session - Signage at the session - Company materials placed on all session attendee chairs/tables	Keynote or plenary session	Breakout session	Breakout session	
Advertisement in printed program	Full page	Half pg	Quarter pg	
Sponsor profile in printed program	X	X	X	
Participation in Sponsor Networking event - sponsors will be in breakout rooms for attendees to move through and network	X	X	X	X
Sponsor Profile in conference mobile app, which includes: - Linked logo - Company description and contact information - Social media links - Downloadable PDF resources - Embedded video - Immediate notification if someone asks to connect with your company through the profile page	X	X	X	X
Full access to all conference sessions for company representatives (unless sessions are designated for a specific audience)	8	6	4	2
<b>Inclusion in pre-conference email sent to all attendees.</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Logo and link on conference registration web site	X	X	X	X
Callouts on social media before the event	X	X	X	X
Participation in sponsor speed networking event	X	X	X	X
Sponsor table in modified Exhibit areas during one attendee break	X - in more prominent area	X	X	X

## Important Dates & Deadlines

Conference Dates	June 22 - 24, 2022
Sponsor Registration Deadline	June 10, 2022

Deadlines for marketing materials will be provided as they are available.

## Sponsor Policies

### Package Selection

Sponsor packages that have a limited number available are offered to sponsors in priority order depending on level of contribution to our previous conferences. Session sponsorships are offered on a first come, first served basis based on when each sponsor confirms their package.

### Registration

Sponsorship packages include full registration for a specified number of attendees, based on the package. Additional attendees must pay for the entire conference in order to attend any part of it. All attendees registering within a package must represent the company purchasing the package. Organizations may not share packages with other vendor organizations. Each person attending as a representative of a sponsor organization will solely represent that organization at the event, including pre-and post-event communications.

### Deadlines

Deadlines are firm unless communication is received from MBA CSEA stating otherwise. Additional details may be provided as needed, based on the fluid nature of the event.

### Cancellation Policy

Please view our conference cancellation policy, available on our web site, for more details.

### Payment

Payment is due immediately upon registering and must be received in full prior to the conference.

## Sponsor & Exhibitor Policies Cont.

### Shipping Exhibit Materials

Companies are responsible for all expenses associated with shipping items to and from the conference. The committee will provide a shipping address and additional details.

### Advertisement and Logo Specifications

Contact us for a full list of specs, including size and file format.

### Exhibit Space

All packages include a table in the modified exhibit areas. Space available for each organization varies for each conference, depending on the conference hotel and meeting space layout. MBA CSEA will inform companies about the amount of space allocated. Each organization is entitled to one space, and must keep ALL materials within the parameters of that space. **Space available includes tabletop items only.** There will not be room for larger displays that require extensive set-up or expand beyond the table. Exhibitors will be asked to remove any items that extend beyond the designated exhibitor space or allotted timeframe.

Table spaces are assigned by the conference committee in advance, taking into account current contribution level, years of support, space available, layout, and other conference vendor participants. The conference committee spends a large amount of time carefully arranging the table space in an equitable manner, considering all factors involved. In order to avoid delays in the planning process, no changes can be made to the table layout on-site.

### Insurance of Exhibit Space

The exhibit areas are not monitored by MBA CSEA or hotel staff. MBA CSEA does not take responsibility for items left in the areas. It is the responsibility of the exhibiting organization to remove valuables from the exhibit area when not being attended.

### Additional Promotions

Exhibitors wishing to provide additional promotions for attendees in their space in the exhibit areas should request prior approval from MBA CSEA. All door prize drawings should be coordinated through the Conference Committee.

Sponsors may showcase their products and services in the exhibit areas, as well as during time allotted during a sponsored session (if applicable). As a courtesy to the attendees and conference speakers, we request that you do not place any advertising or promotional items in areas other than your designated table space within the exhibit area or during your sponsored session. Brochures, fliers and other materials may not be handed out in any other conference rooms or spaces.

## Sponsor & Exhibitor Policies Cont.

### Company-hosted Events

Sponsors may not host public or private events for conference attendees during the conference activities or programming (including pre- and post-conference sessions). Doing so compromises conference attendance and minimizes the work of the conference committee. Contact us for a list of suggested times to host events.

### Additional Tips

We appreciate your taking the time to attend our Global Conference and hope you will find the event and the networking beneficial. Our volunteer conference committee and staff have worked hard to ensure we are providing you with the best experience to allow you to maximize your investment in our event. The following tips are based on feedback from our conference attendees and are designed to help you fully utilize the event while maintaining a positive relationship with our members.

- Take advantage of the virtual profile, which provides a way for you to highlight information about your company for conference attendees to view through the mobile app.
- Make sure there are members of your team present at your table in the exhibit area during your designated time.
- Our members appreciate thoughtful, respectful approaches and are not comfortable with aggressive sales tactics. Please keep this in mind when approaching people during and before the conference. This is especially important for our conference committee members, who are volunteering their time to ensure that you have a positive experience.
- If possible, provide incentives for people to give you their business card or contact information at your table or during your sponsored session, such as giveaways or discounts on your products or services.
- Participate in as many conference sessions and networking activities as possible. This allows you to hear first-hand what our members' pain points are and become an active participant in the critical conversations.
- The purpose of our conferences is for our school and employer members to meet, learn, network and share information that will allow them to enhance their careers and their teams. We allow vendors to attend conference sessions where programming is offered as a courtesy, as we are aware that vendors can provide value to the conversations based on their experience in the marketplace. We also believe it enhances the value to your company because of the increased networking opportunities. As a courtesy to our members and program presenters, we request that vendors do not promote their products or services during conference programming (other than during your sponsored event). Product promotions or explanations to groups can only take place in the time and spaces designated in the sponsor menu.

*MBA CSEA reserves the right to deny future conference attendance to individuals who behave in an inappropriate or disrespectful way to staff and/or volunteers, as well as companies who violate the Sponsor Policies.*