



**MBA Career Services
& Employer Alliance**

More than an association. A community.

2022 MBA CSEA Virtual Conferences Sponsor Prospectus

Asia-Pacific Conference | March 8 - 11, 2022
(APAC time zones)

European Conference | April 6 - 7, 2022

The Virtual Conference Experience

We're looking forward to your participation in one or more of our 2022 virtual conferences. Each event has a different focus this year, with the ultimate goal of making the most of the virtual environment to bring people together to learn, collaborate and connect.

Virtual Profile

All sponsors will have access to a virtual profile, where attendees can learn more about your organization, products and services. You will be able to embed a welcome video or product demo, upload PDF resources, and direct attendees to where they can find more information through social media and other means. Analytics for attendees who viewed your profile will be provided at the end of each day. Incentives will be provided to drive attendees to view your profile. And the best part about the profile is - there is no need to sit around and wait for people to visit you! You will be able to fully participate in the conference sessions, discussion groups and networking activities to meet and talk with attendees throughout the interactive environment, which is where the best connections take place!

Sponsored Sessions

Session sponsors (available at the Silver, Gold and Platinum levels) will receive logo recognition within the conference schedule and as part of attendee notifications and daily emails to participants. You will also be able to provide a promotional video to be shown to all attendees during the session, as well as share PDF resources.

Other Branding Opportunities

All sponsors will also receive logo recognition on the conference web site, full access to all conference sessions (unless they are designated for a specific audience), the ability to contact attendees through the platform, and callouts on social media. Depending on the package selected, sponsors may have the opportunity to present a product pitch to all conference participants.

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 virtual conferences!

The image shows a sample virtual profile for RD Mobile. At the top, it says "Sample Virtual Profile" in blue. Below that is the RD Mobile logo, which consists of a green circle with "rd" inside and the word "mobile" in blue. Underneath the logo, it says "2021 Annual Conference / Exhibitors & Sponsors". There is a "Platinum" badge. The main heading is "RD Mobile". To the right, there is a "Success Story: ABA" section with a video player showing a virtual meeting and a "28" badge. Below the heading, there is a paragraph of text: "RD Mobile's EventSential platform powers exceptional desktop and mobile experiences for your virtual, hybrid, and in-person events. We've designed and delivered 100s of virtual events in recent months, ranging from large international conferences with 10,000 attendees to smaller, regional meetings." Below that is another paragraph: "Our superior solution includes embedded live and on-demand video, interactive chat and polling, 1:1 messaging and discussion groups, and revenue-generation and engagement analytics. Our platform and virtual events earned rave". There are three buttons: "Schedule Appointment", "Send an Email", and "Visit Website". Below the buttons, it says "Sponsorship Level: Platinum". At the bottom, there is a "Resources" section with three links: "Visit Virtual Booth for 1:1 Meeting (Zoom Meeting)", "Schedule Meeting (Calendar Link)", and "View Demo: EventSential Platform (Vimeo)".

2022 Virtual Conference Sponsor Menu

Discounted COVID-19 virtual event rates!

Sponsor Levels and Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Asia-Pacific Conference Investment	\$3,000	\$2,000	\$1,000	\$500
European Conference Investment	\$3,000	\$2,000	\$1,000	\$500
Package deal for both conferences (25% discount) <i>Discount rates for all three CSEA conferences (including Global) TBA.</i>	\$6,750	\$3,000	\$1,500	\$750
Access to attendee email list (opt-in only)	X			
Individual recognition through attendee notification system	X	X		
Designated time to conduct a product demonstration for attendees during a pre-conference event	X	X		
Company logo and link featured on virtual platform homepage (higher sponsor levels will have more exposure)	X	X	X	
Participation in Sponsor Networking session - sponsors will be in breakout rooms for attendees to move through and network	X	X	X	
Sponsorship of conference session (limited quantity - first come, first served), including: - Recognition in conference schedule - 2-minute promotional video played at the beginning of the sponsored session - PDF resources shared with session attendees - Company name mentioned in session notifications via email and within the platform	Keynote or plenary session	Breakout session or networking activity	Breakout session or networking activity	
Virtual Exhibitor Profile, 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 - Profile analytics provided on a daily basis - Incentives will be provided for attendees to visit profiles	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
Ability to contact attendees through the conference platform (permission-based)	X	X	X	X
Inclusion in pre-conference email sent to all attendees.	X	X	X	X
Logo and link on conference registration web site	X	X	X	X
Callouts on social media before the event	X	X	X	X

Important Dates & Deadlines

Conference	Dates	Registration Deadline
Asia-Pacific Conference	March 7 - 11, 2022	March 2, 2022
European Conference	6 - 7 April, 2022	March 30, 2022

Sponsor & Exhibitor 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.

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.

Additional Tips

We appreciate your taking the time to attend our Virtual Conference(s) and hope you will find the events beneficial. The conferences are a great way to increase your company's brand among your target market. 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 events. 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. Provide as many of the requested items as possible (video, social media links, PDF resources, etc.) so that the attendee experience is comprehensive. Utilize the video option to welcome attendees to your page and provide a brief overview of your products and services. Highlight any specific upgrades or new features you have added to assist your clients in the current environment.
- Our members appreciate thoughtful, respectful approaches and are not comfortable with aggressive sales tactics. Please keep this in mind when approaching people during the conference.
- The virtual platform allows you to directly message conference attendees who have provided permission to do so. Please utilize this benefit carefully, avoiding repeated outreach and SPAM-like communications.
- 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. 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 and Exhibitor Policies.