

**Well-being
and Health
Promotion
Leadership**

**Sexual Violence
Prevention
and Response**

**Alcohol,
Other Drug,
and Violence
Prevention**

**Mental
Health**

2022 NASPA STRATEGIES CONFERENCES



JANUARY 13 - JANUARY 15, 2022

Boston, Massachusetts

CONNECT WITH KEY INFLUENCERS AND DECISION-MAKERS IN HIGHER EDUCATION

ABOUT NASPA

Founded in 1918, NASPA is a member-centered association supporting a diverse and passionate network of 15,000 professionals and 1,200 institutions across the globe.

NASPA STRATEGIES CONFERENCES

The 2022 NASPA Strategies Conferences provide student affairs practitioners with the knowledge and skills to effectively address collegiate alcohol and drug abuse prevention, mental health, sexual violence prevention and response, and well-being and health promotion through a variety of comprehensive and integrative approaches.

Participants can sign-up for a particular conference while still customizing their program track to the interests covered in more than one topic area – NASPA Strategies converges four conferences in one!

SPONSORS AND EXHIBITORS HAVE THE OPPORTUNITY TO:

- Showcase your organization in our exhibit hall
- Increase brand awareness
- Network with over 1000 attendees
- Reach out to participants utilizing our opt-in attendee list
- Present relevant content a sponsor session or showcase
- Build and develop your relationship with NASPA, the premier higher education student affairs association

Strategies Attendee Profile

Who Typically Attends?

- New Student Affairs Professionals
- Mid-Level Student Affairs Professionals
- Senior Level Student Affairs Professionals
- Faculty



1359
Number of Attendee



2021 STATS

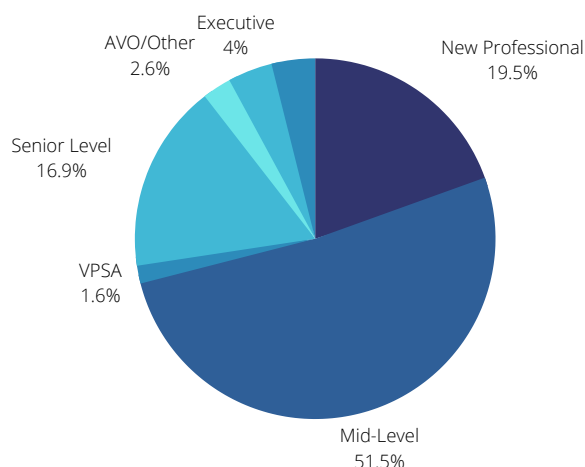


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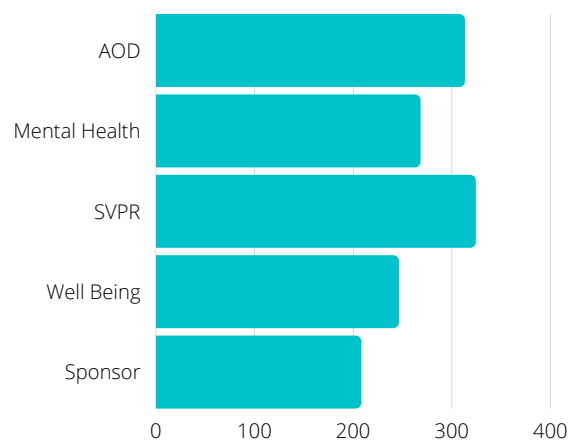


Unique Institutions Represented

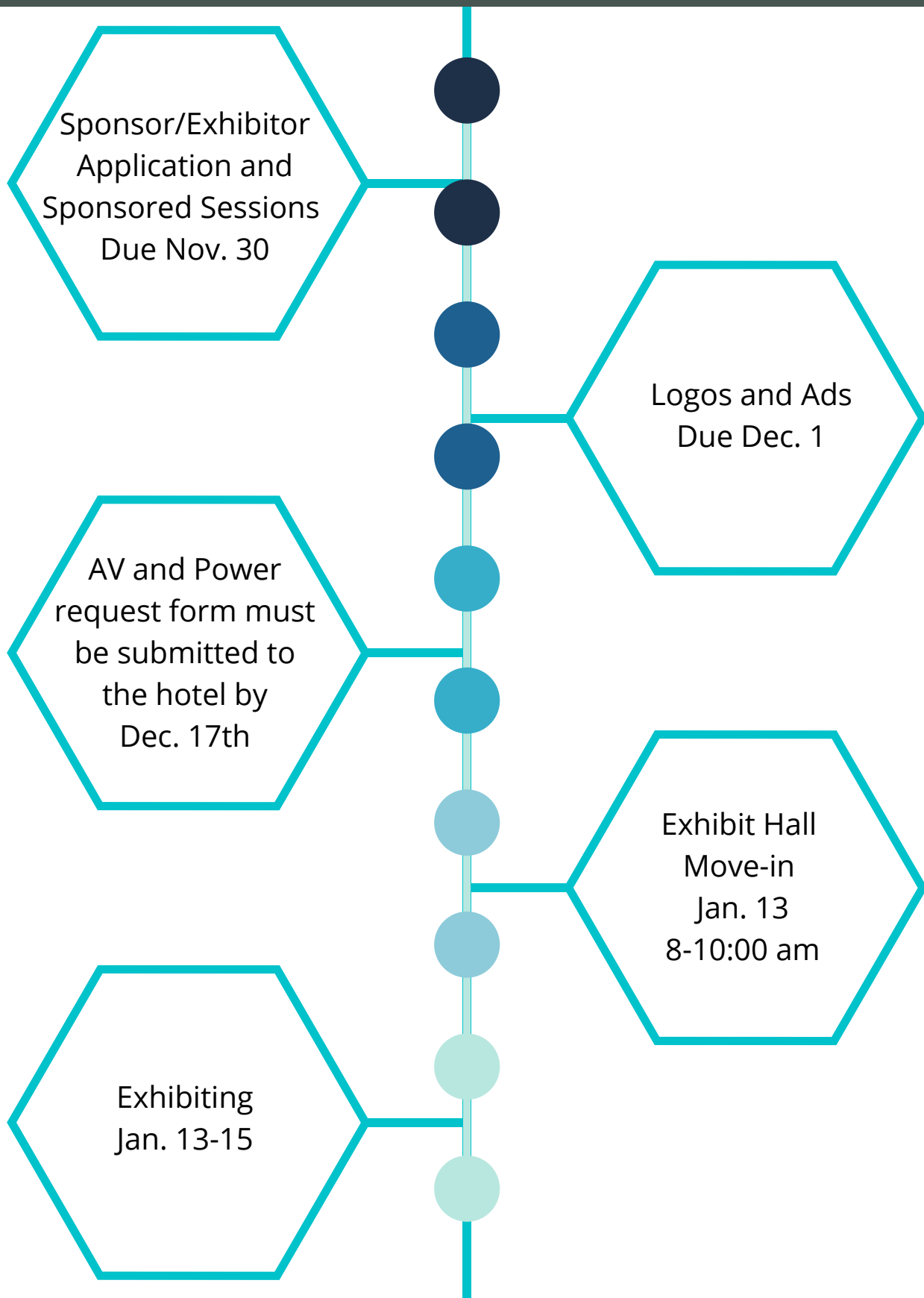
Attendance by Profession level



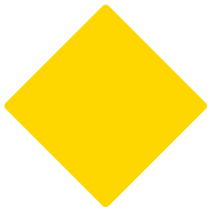
Attendance by Conference



Timeline

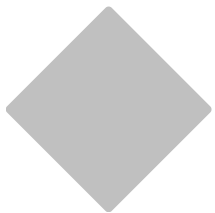


Sponsorship and Exhibit Options



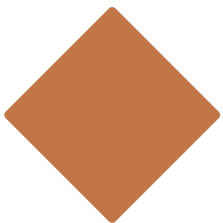
Gold Sponsor-\$8000 (Maximum 6 spots)

- Sponsored Session (in collaboration with NASPA)
- Company logo and hyperlink on the conference website
- 4 Complimentary registrations
- Option for gamification
- Full Page Ad in Program Guide
- Exhibit Space
- Signage and verbal recognition as a Gold Conference Sponsor
- Banner ad in the mobile app
- One of the gold engagement options (see next page)
- Opt-in attendee list



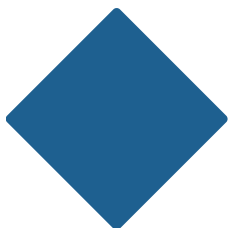
Silver Sponsor-\$5000 (Maximum 6 spots)

- Company logo and hyperlink on the conference website
- 3 Complimentary registrations
- Exhibit Space
- Option for gamification
- Signage and verbal recognition as a Silver Conference Sponsor
- Full Page Ad in Program Guide
- Banner ad in the mobile app
- Opt-in attendee list



Bronze Sponsor-\$2500 (Maximum 6 spots)

- Company logo and hyperlink on the conference website
- 2 Complimentary registrations
- Exhibit Space
- Option for gamification
- Signage and verbal recognition as a Bronze Conference Sponsor
- Half Page in the Program Guide
- Opt-in attendee list



Exhibitor-\$1000

- 1 Complimentary registrations
- Exhibit Space
- Option for gamification
- Opt-in attendee list

Gold Sponsor Engagement Options

Be part of the Main Event

Sponsor the Keynote Speakers (Limited spots available)

Be showcased as the sponsor of a speaker session. The logo will be displayed while a 2 minute curated plug of your organization is read prior to a speaker.

Have fun with attendees

Sponsor the Conference Game and Prize (1 spot available)

Sponsor the conference challenge. Create two challenges that will draw attendees to your booth and/or session.

Enhance the conference

Sponsor the Attendee Name Badges (1 spot available)

Display your organization's logo on the attendee badges.

Host a coffee and conversation session

Sponsor a enhance snack break and introduce speaker

This session is an intimate conversation with content specialist in the informal setting of the exhibit hall.

Other Engagement Add-ons

Re-targeting Advertisements

This powerful marketing tool allows you to reach out to visitors of our site and build momentum for your booth or session.

Weekly Update Ad

Reach out to our 30,000+ emailing list prior to the event and share new or unique news about your organization.

Digital Program Book Ads

Reach out to our 30,000+ emailing list prior to the event and share new or unique news about your organization.

Media Wall Sponsor

Sponsor recognition on media wall and ability to share a video or ad on rotation with other content.

2022 Strategies Application

Organization Name:
Primary Contact Name:
Email:
Phone Number:
Organizations Website:
Mailing Address:

Please fill out the package, advertising and additional registrations requested below. Please note that registrations are for staff only.

Packages

- Gold \$8000
- Silver \$5000
- Bronze \$2500
- Exhibit \$1000

Advertising Add-Ons

- Retargeting 30 days \$1500
- 1 Weekly Update \$800
- Half Page Ad \$400
- Full Page Ad \$600
- Media Wall ^{*Per day} \$2500

Additional Conference Registrations: X \$450 =
Total Cost =

Payment Method Options

- Credit Card (Will invoice you and send a link to pay)
- Check (Will invoice you with the address to send payment)

By signing here, you are agreeing to terms, deadlines and pricing listed on the application X

Cancellations for refunds must be requested no later than December 1, 2021 (refer to Terms and Conditions)

For more information contact: Kristie Jacobsen-Jerde, Assistant Director, Advertising and Exhibits | 218-280-7578 | kjerde@naspa.org

Terms and Conditions

Property Responsibility/Insurance

You are responsible for ensuring the safety of your personnel and your exhibit materials from theft, damage, accident, fire, and other such causes. Exhibitors who desire to carry insurance must do so at their own expense. All property of the exhibitors is understood to remain in their own care, custody, and control in transit to and from the confines of the exhibit area, as well as while it is on the floor. Security and storage space will not be provided. NASPA and its agents are not responsible for losses incurred, theft, or damage to materials.

Conference Attendee List

An advance listing of conference attendees is provided to all sponsors/exhibitors to enhance their experience and promote communication and networking at the conference. The sponsor agrees to use such listing per the NASPA Attendee Mailing List Policy and NASPA Emailing List Policy. This list is a compilation of attendees who have opted-in to sharing their mailing and/or emailing addresses as per GDPR.

Registration

Complimentary registrations provided as part of your sponsor package are for your organization's staff only and cannot be shared or gifted. Your assigned conference badge is your admission ticket to all conference events and sessions that do not have an additional charge or are noted as "invite-only." All individuals who wish to attend the conference and/or exhibit will need to register and pay the conference rate.

Registration Refund/Cancellation Policy

- The cancellation deadline to receive a refund is specific to each event, less an administrative fee. No refunds will be given after the event's posted deadline.
- Programs may be canceled or postponed due to unforeseen circumstances. In this case, registration fees will be refunded; however, NASPA will not be responsible for additional costs including but not limited to cancellation/change fees assessed by airlines, hotels, and/or travel agencies. NASPA will not reimburse registration fees for weather, travel-related delays or cancellations, or other circumstances outside of NASPA's control that prevent attendees from traveling to the event.

Exhibitor Insurance

As part of your exhibit/sponsorship, you will be automatically covered by Rain Insurance. They will contact you to confirm your details and proper coverage. This coverage is included in your exhibit/sponsor cost. Discounts will not be provided for any current coverage you have.

Exhibit Hours and Set-Up/Break down

January 13th

Set Up 8:00-10:30 am
Doors Opens 11:00 am
Conference break in hall 10:30 am-1:00 pm
Coffee with Exhibitors 3:45-4:15 pm
Exhibit Hall Closes 5:00 pm

January 14th

Prep 7:00 am
Breakfast in hall 7:30-8:30 am
Conference Break 10:45 am-1:15 pm
Coffee with Exhibitors 2:30-3:00 pm
Exhibit Hall Closes 3:45 pm

January 15th

Prep 7:00 am
Breakfast in hall 7:30-8:30 am
Exhibit Hall Closes 11:30 am
Breakdown 11:30 am-3:00 pm

*times and days subject to change