

# SPONSORSHIP AND EXHIBITOR PROSPECTUS

*Partner with us to advance the good work of Christian higher education*



## 2018 INTERNATIONAL FORUM

**JAN. 31 - FEB. 2**

**PRE-FORUM SEMINARS JAN. 30**

GAYLORD TEXAN | DALLAS, TX

## YOUR GATEWAY TO CHRISTIAN HIGHER EDUCATION LEADERS

Meet Face-to-Face with Christian Higher Ed Decision-Makers at the largest gathering of Christian Higher Education professionals in 2018



 **CCCU**

VISIT [CCCU.ORG](http://CCCU.ORG) FOR MORE INFORMATION

## GENERAL INFORMATION

The Council for Christian Colleges & Universities (CCCU) is a higher education association of 179 Christian institutions around the world, including 151 in the U.S. and Canada and 28 more from an additional 18 countries. CCCU institutions are regionally, nationally, and professionally accredited and are Christ-centered, rooted in the historic Christian faith. Most also have curricula rooted in the arts and sciences. The CCCU is a tax-exempt 501(c)(3) nonprofit organization headquartered in the historic Capitol Hill district of Washington, D.C.

## ABOUT THE FORUM

The 2018 CCCU International Forum is a quadrennial event, last hosted in 2014 in Los Angeles. Every four years, in lieu of our traditional stand-alone peer group conferences, the CCCU convenes all key positions on campus, from the president to senior level officers in advancement, enrollment/admissions, student life, marketing, diversity and inclusion, chief financial officers, campus ministry directors, financial aid directors, alumni relations directors, and other leaders on campus for one large event. The 2018 Forum will be hosted at the Gaylord Texan in Dallas from Jan. 31 – Feb. 2. There will also be Pre-Forum Seminars on specific topics offered on Tuesday, January 30, from 1:00 – 4:30 pm. The seminars topics are:

- Advancement
- Christian Higher Education Research Council
- Crisis Communications/PR
- Prison Education
- Starting a Cyber Security major/minor at your institution
- Title IX training

## FOR MORE INFORMATION

[sponsorship@cccu.org](mailto:sponsorship@cccu.org) or call  
202-546-8713

# 2018 INTERNATIONAL FORUM

JANUARY 31 - FEBRUARY 2 | GAYLORD TEXAN | DALLAS, TX

## WHO SHOULD SPONSOR/EXHIBIT?

Those organizations interested in supporting and collaborating with leaders at Christian colleges and universities all around the United States and across the world should consider partnering with us for the Forum.



### Sponsoring or exhibiting organizations will include:

- |   |  |
|---|--|
| Food service organizations                  | Telecommunications/technology companies    |
| Student services                            | Athletic associations                      |
| Executive search firms                      | Printers and suppliers of office equipment |
| Facility management services                | Law firms                                  |
| Management consultants                      | Insurance agencies                         |
| Publishers and book distributors            | Financial institutions                     |
| Travel agencies                             | Architectural firms                        |
| Enrollment/admissions service organizations | Risk management                            |
| Communication and marketing companies       | Parachurch ministries                      |
| Financial aid services                      | Advancement/development companies          |
| Building and furniture supply companies     |  |

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Enrollment Rx has been a long-time partner and sponsor of the CCCU organization. We have found the CCCU conferences to be incredibly great networking opportunities for our company. The CCCU organization is highly responsive to their partners and provides a level of support I have rarely seen in other organizations. We have fostered many key relationships in the CCCU community of schools through our sponsorship with CCCU.”

**Jon Hazelgren,**  
Director, Enrollment Rx

# Sponsorship Opportunities & Benefits

Sponsoring the 2018 CCCU International Forum can generate exposure for your company that helps establish you as a market leader.

## Diamond \$50,000 – \$100,000

### Benefits:

- Opportunity to speak or provide a video/power point for three (3) minutes on main stage on Wednesday in front of all conference attendees
- 3 complimentary full conference registrations (Value: \$4,485)
- Opportunity to present 45-minute educational breakout session on Thursday (Session should be educational, non-commercial; presentation content will be reviewed in advance)
- Complimentary 10' x 10' exhibit booth (Value: \$1,800)
- 1 full-page ad in Forum program booklet (Value: \$750)
- 1 e-mail sent prior to the Forum from the CCCU promoting your organization (Content subject to CCCU approval)
- Electronic roster of attendees pre/post-Forum
- Verbal recognition/thank you from main stage at Forum
- Logo displayed at Forum in multiple locations:
  - In program with 25-word company description
  - Signage in registration area or sponsored session
  - Overall sponsor thank you signage
  - Transition slides shown multiple times throughout the Forum
- Logo and link to your company website on Forum webpage
- Sponsor ribbon for your attendees
- Opportunity to have one promotional item or brochure in registration packet

- Half-page (interior) ad in 2018 Spring Advance magazine (Value: \$1,650)
- Complimentary sponsorship at future peer group conference during 2018-2019 fiscal year (July '18 – June '19) at bronze level (or credit for bronze level amount if higher-level sponsorship is desired for future event) (Value: up to \$2,000)

- 1 full-page (interior) ad in 2018 Spring Advance magazine (Value: \$3,000)
- Complimentary sponsorship at future peer group conference during 2018-2019 fiscal year (July '18 – June '19) at silver level (or credit for silver level amount if higher-level sponsorship is desired) (Value: up to \$7,500)
- Digital presence on CCCU website for three months post-Forum (March, April, May 2018):
  - Opportunity to have an ad on Advance page of CCCU website OR
  - Logo placed on footer of CCCU website's pages

## Platinum \$25,000 – \$30,000

- Registration Sponsor | **\$30,000**
- Track Sponsors (10 spots, 1 sponsor per track) | **\$30,000**
  - Christian Higher Education: The Global View
  - Diversity and Inclusion
  - Faculty Excellence in Teaching and Scholarship
  - Faith Integration and Christian Formation
  - Human Sexuality
  - Innovating for the Future
  - Leadership
  - Legal and Public Policy
  - Navigating a Post-Christian Society
  - Resource Development and Financial Health

- A/V Sponsor | **\$30,000**
- Thursday Night Awards Celebration Dinner (3 slots or 1 exclusive for \$85,000 which moves you to Diamond) | **\$30,000**
- Thursday Night Awards Celebration Dinner Keynote Speaker | **\$25,000**
- Registration Bags | **\$25,000**

### BENEFITS:

- 3 complimentary full conference registrations (Value: \$4,485)
- Complimentary 10' x 10' exhibit booth space (value: \$1,800) OR for Track sponsors-in lieu of free booth space, you have option to present a 45-minute breakout education session on Thursday (presentation content reviewed in advance)
- Complimentary full-page ad in Forum program booklet (Value: \$750)
- Verbal thank you from main stage at Forum
- Logo displayed/recognition at Forum in multiple locations:
  - In program with 25-word company description
  - Signage in registration area or sponsored session
  - Overall sponsor thank you signage
  - Transition slides shown multiple times throughout the Forum
- Logo and link to your company website on Forum webpage
- Electronic roster of attendees pre/post-Forum
- Sponsor ribbon for your attendees
- Opportunity to have one promotional item or brochure in registration packet

# Sponsorship Opportunities & Benefits

## (Continued)

### Gold \$15,000 - \$20,000

- Hotel Key Card | **\$20,000**
- Printed Program Book (Back Cover) | **\$20,000**
- Tuesday Evening Pre-Forum Networking Reception (2 slots) | **\$20,000**
- Thursday Evening Reception (2 slots) | **\$20,000**
- Wednesday Lunch Buffet (3 slots) | **\$20,000**
- Thursday Lunch Buffet (3 slots) | **\$20,000**
- Daily Wi-Fi (1 slot per day OR \$40,000 exclusive sponsor, which moves you to Platinum) | **\$15,000**
- Videography | **\$15,000**
- Photography | **\$15,000**

#### BENEFITS:

- 2 complimentary full conference registrations (Value: \$2,990)
- \$800 discount on 10' x 10' exhibit booth
- Complimentary full-page advertisement in Forum program book (Value: \$750)
- Logo displayed/recognition at Forum in multiple locations:
  - On overall sponsor thank you signage
  - On signage at event or on back cover if you are the program sponsor
  - On transition slides shown throughout Forum
  - In program with 25-word description
- Logo and link to your company website on Forum webpage
- Electronic roster of attendees pre/post-Forum
- Sponsor ribbon for your attendees
- Opportunity to have one promotional item or brochure in registration packet

### Silver \$10,000

- Tuesday Pre-Forum Peer Group Seminar Sponsor\* (1 sponsor per seminar offered)
- Tuesday Pre-Forum Seminar PM Break
- Early Morning Coffee & Pastries (Wed, Thu, Fri)
- Mid-Morning Break (Wed, Thu, Fri)
- Mid-Afternoon Break (Wed, Thu)
- Charging Station (3)
- Pocket-Guide Schedule
- Lanyards
- Conference Signage\*\*
- Notepads
- Pens
- Worship Sponsor (Wed, Thu, Fri)

#### BENEFITS:

- 1 complimentary full conference registrations (Value: \$1,495)
- \$500 discount on 10' x 10' exhibit booth
- Logo displayed/recognition at Forum in multiple locations:
  - In Forum program booklet
  - On overall sponsor thank you signage
  - On transition slides shown throughout Forum
  - \*Pre-Forum Seminar sponsor gets opportunity to put flier or brochure on seats at Seminar
  - \*\*Individual sign at registration stating who the conference signage is sponsored by
- Logo and link to your company website on Forum webpage
- Electronic roster of attendees
- Sponsor ribbon

### NEW! Solutions Showcase \$7,500

- Opportunity to present a 15-minute session in the exhibit hall solutions showcase classroom (9 time slots available)

#### BENEFITS:

- \$400 off 10' x 10' exhibit booth
- Solution Showcase session listed in printed program
- Electronic roster of attendees pre-conference for marketing purposes only
- 50% off full conference registration (Value: \$747.50)

### Bronze \$5,000

- Overall book resource underwriters
  - Overall plenary and breakout session underwriters
  - Overall conference supporter
- #### BENEFITS:
- 1 complimentary full conference registrations (Value: \$1,495)
  - \$300 discount on 10' x 10' exhibit booth
  - Recognition at Forum in multiple locations:
    - Logo listed in Forum program booklet
    - Name listed on overall sponsor thank you signage
    - Name listed on transition slide shown throughout forum
  - Logo and link to your company website on Forum webpage
  - Electronic roster of attendees
  - Sponsor ribbon





## PAST SPONSORS AND EXHIBITORS HAVE INCLUDED

Academic Keys, LLC  
Bridge2Rwanda  
Building God's Way Services, LLC  
Capin Crouse LLP  
Capital Education  
Capture Higher Ed LLC  
Cargill Associates  
Caylor Solutions  
Christianity Today Intl.  
Compassion International  
Cornerstone Management Inc.  
Corts Consulting  
Creative Dining Services  
Credo  
EduServe International  
Faegre Baker Daniels  
Fieldstead & Company  
Giant Worldwide  
Hands On Originals  
Jenzabar, Inc.  
JobFitMatters  
Learning House, Inc.  
LRAP Association  
M.J. Murdock Charitable Trust  
Moss Adams LLP  
National Management  
Resources Corporation  
National Research Center for College  
& University Admissions  
Noel-Levitz Inc  
OmniUpdate  
Pharos Resources  
Philadelphia Insurance Companies  
Pioneer College Caterers, Inc.  
Quantum Group/989 Group  
RHB  
Royall & Company  
RuffaloCODY, LLC  
Samaritan's Purse  
Scannell & Kurz, Inc.  
Significant Systems  
Sodexo  
Stamats  
Symphony Education Group  
The Austen Group  
The Dysart Group, Inc.  
The Focus Group  
The Jenzabar Foundation

## EXHIBITOR OPPORTUNITIES & BENEFITS

The exhibit hall will be a hub of activity and networking. Morning coffee and pastries, mid-morning and afternoon snacks, lunch buffets, reception, Solution Showcase programming, and frequent announcements will all be used to encourage attendees to visit the exhibit hall frequently.

### EXHIBIT HALL HOURS

#### Wednesday, January 31

7:30 am – 5:30 pm

*Note: Food will be served in exhibit hall/official breaks in schedule:*

7:30 am - 9:00 am

12:30 pm - 3:00 pm

#### Thursday, February 1

7:30 am - 7:45 pm

*Note: Food will be served in exhibit hall/official breaks in schedule:*

7:30 am - 9:00 am

12:30 - 2:30 pm

6:45 pm - 7:45 pm

### EXHIBIT FEES

If you purchase by September 30, you receive a \$200 discount.

#### 10' x 10' Booth Price:

**\$1,800** for 10' x 10' booth space if purchased and paid by September 30, 2017.

**\$2,000** for 10' x 10' booth space if purchased and paid after September 30, 2017.

Included with your booth package will be a 10' x 10' professional draped booth with a 6' table and two chairs. Carpeting, additional décor or seating, electricity, or anything outside of the aforementioned items can be purchased and arranged through our show decorator.

### BENEFITS:

- One (1) complimentary exhibitor registration for exhibit hall only
- 50% off full conference registration  
(Value: \$747.50)
- Discounted pricing for additional booth space for exhibitors desiring a larger footprint in the exhibit hall
- Name in exhibitor list on the website and in printed program
- Electronic roster of attendees post-Forum

Booths will be assigned on a first-come, first-served basis. The CCCU will make every effort to provide exhibitors with their first or second choice; however, if this is not possible, we will assign a space in close proximity or equivalent to the preferred location.

## OTHER OPTIONS TO HAVE A PRESENCE AT THE CCCU INTERNATIONAL FORUM

### Brochure or Insert in Registration Packet (\$750)

Opportunity to provide one brochure or item for each attendee with their registration packet

### Printed Program Advertising Rates

\$750 Full Page      7.75" W x 10.25" H

\$500 Half Page      3.6875" W x 10.25" H

### Ad Specifications

Ad artwork must be 300 dpi at full-size to ensure the highest quality for printing. (Artwork with a resolution of 72 dpi, 150 dpi, or even 240 dpi are not acceptable.) Ads must be provided in one of the following formats: a press-quality Adobe PDF, a Photoshop .PSD file, an Illustrator .EPS file, or in a packaged Adobe InDesign file (including all images and fonts used).

**The deadline for ads to be received is Tuesday, Oct. 31, 2017.**

# 2018 Forum Sponsorship & Exhibitor Application Form

To reserve sponsorship or exhibit booth, please email completed form to Jeri Mahurin, JMahurin@cccu.org. Do NOT include a credit card number if emailing. If paying by check, mail to:

**Council for Christian Colleges & Universities | 321 8th Street NE | Washington, D.C. 20002**

For security reasons, if you are submitting your form by email, please do NOT include your credit card information on the form. Please call 202-546-8713 and speak to Elaine Haaga to pay by credit card. If you are submitting your form by mail, you may place your credit card number on the form, or include a check or money order. Thank you!

NAME: \_\_\_\_\_

INSTITUTION/COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## SPONSORSHIP/EXHIBITOR INFORMATION

SPONSORSHIP LEVEL	ITEM/EVENT SPONSORED (if applicable)	DOLLAR AMOUNT
<input type="checkbox"/> Diamond		\$ _____
<input type="checkbox"/> Platinum	Item/Event Sponsored _____	\$ _____
<input type="checkbox"/> Gold	Item/Event Sponsored _____	\$ _____
<input type="checkbox"/> Silver	Item/Event Sponsored _____	\$ _____
<input type="checkbox"/> Solutions Showcase		
Date/Time Slot: 1st choice _____ 2nd choice _____ 3rd choice _____		\$ _____
<input type="checkbox"/> Bronze	Item/Event Sponsored _____	\$ _____
<b>Exhibitor</b>		
<input type="checkbox"/> Booth Size 10' x 10'		\$ _____

By Sep. 30 \$1,800 | After Sep. 30 \$2000

\*Call for larger sizes

## PAYMENT INFORMATION

☐ Credit Card ☐ Check\* ☐ Money Order\*

Card Number (Do NOT email cc number) \_\_\_\_\_ Card Type \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Billing Zip Code \_\_\_\_\_ Total Charge Amount \_\_\_\_\_

Signature \_\_\_\_\_

• I agree to allow the CCCU to charge my card for this payment. Also, by signing this document I agree to the sponsorship/exhibitor regulations and terms on the preceeding pages.

NOTE: Sponsorships are on a first-come, first-serve basis. The CCCU cannot confirm your sponsorship nor provide any sponsor benefits until full payment has been received and processed. All sponsorships are NON-REFUNDABLE.

\* Please make checks payable to the Council for Christian Colleges & Universities. If paying by check or money order, please note that your sponsorship will not be confirmed until the payment is received.

If you have any questions, please email Jeri Mahurin at [jmahurin@cccu.org](mailto:jmahurin@cccu.org).

# Sponsor & Exhibitor Regulations & Terms

## FOR SPONSORS

Sponsorships are on a first-come, first-serve basis. The CCCU reserves the right to refuse any sponsorship contingent upon review by the CCCU staff. CCCU reserves the right to refuse sponsorship after the acceptance of the application and contract, if information should come to the attention of CCCU which, in the reasonable judgement of CCCU, demonstrates that the proposed sponsors would be inconsistent with the principles espoused by CCCU or unfavorable to the reputation of the CCCU.

The CCCU cannot confirm your sponsorship nor provide any sponsor benefits **until full payment has been received and processed**. Sponsors must submit a binding sponsorship application form, including acceptance of CCCU's terms and conditions. All sponsorships are non-refundable.

## TERMS AND CONDITIONS

- All sponsor representatives must wear official Forum badge provided by CCCU at all times during the International Forum.
- Sponsors may display materials only in approved locations.
- Sponsor contact with event attendees must at all times be in keeping with the character of a professional meeting – informative and not intrusive.
- Spouses are considered representatives of sponsoring organizations.
- Additional terms and conditions may be specified by the host hotel or by CCCU.

## DELIVERABLES

Upon receipt of payment, the following items are needed to complete your order:

- 25-word description of your organization (if applicable to your sponsorship level)
- Company logo in a vector-based EPS format. This information can be sent via email to [JMahurin@cccu.org](mailto:JMahurin@cccu.org)

## PAYMENT

A 100% payment must accompany the sponsorship form. We will not reserve any sponsorship without full payment. Payment may be made in the form of check, credit card, or money order.

## FOR EXHIBITORS

**Eligible Exhibits:** The Council for Christian Colleges & Universities (hereafter referred to as "CCCU") reserves the right to refuse exhibit space to any applicant for any reason. In addition, CCCU reserves the right to refuse exhibit space to any exhibitor, if, after the acceptance of the application and contract, information should come to the attention of CCCU which, in the reasonable judgement of CCCU, demonstrates that the proposed exhibit would be inconsistent with the principles espoused by CCCU or unfavorable to the reputation of the CCCU. In the event that CCCU should exercise this right, any deposit and exhibit fees paid to CCCU shall be refunded, except that if the denial of exhibit space shall be for the failure or refusal of the Exhibitor to comply with the terms set forth elsewhere in the contract, the denial of exhibit space shall be treated as a cancellation by the Exhibitor. The exhibitor may not display signs that are not professionally prepared or in the opinion of CCCU detract from the appearance of the Forum. Smoking and alcoholic beverages are not permitted on the exhibit floor.

## TERMS AND CONDITIONS

- All exhibitor representatives must wear official Forum badge provided by CCCU at all times during the International Forum.
- Exhibitor contact with event attendees must at all times be in keeping with the character of a professional meeting – informative and not intrusive.
- Spouses are considered representatives of exhibiting organizations.
- Additional terms and conditions may be specified by the host hotel or by CCCU.

**Limitation of Liability:** The exhibitor agrees to make no claim for any reason whatsoever against CCCU, its employees, the hotel, or the city and/or state wherein Forum is held for loss, theft, damage, destruction of goods, nor for any injury to him/herself or employees while the Forum is in progress, being set up or being taken down. Exhibitor agrees to indemnify and hold harmless CCCU and its employees against any and all claims of any person arising out of acts, omissions, or negligence of exhibitor, its agents or its employees. Further, neither CCCU, its employees, officers, volunteer, nor directors shall be liable for failure of the scheduled exhibition to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contracts, or acts of God beyond the power or control of CCCU to prevent. Each exhibitor acknowledges that it is the sole responsibility of each exhibitor to obtain the necessary insurance.

**Assignment of Space:** Exhibit space will be assigned in the order in which applications and payments are received. Exhibit space will not be assigned until full payment is received. CCCU reserves the right to alter the official floorplan, and/or reassign any exhibitor's space as deemed necessary.

**Cancellation or Withdrawal:** No refund will be made if the exhibitor cancels the contracted space on or after September 30, 2017, or if the exhibitor fails to occupy it. If written notification is received by CCCU before September 30, 2017, a 25% cancellation fee will be deducted from the refund amount.



Being a sponsor at a recent CCCU event for CFOs proved to be one of the best investments that we could have made. Unlike many other events that we have sponsored, the participants (and CCCU staff) consistently went out of their way to engage us. We plan to be sponsors again and again...."

**Ray Tyler,**

President, Cornerstone Management

# Sponsor & Exhibitor Regulations & Terms

**Payment:** 100% payment must accompany the exhibit reservation form. We will not reserve any space without full payment. Failure to pay the entire booth rental entitles CCCU to reject the exhibit reservation form. No exhibitor or his/her display materials will be allowed in to the exhibit hall until he/she has made full payment to CCCU. Payment may be made in the form of check, credit card, or money order.

**Prize Drawings & Giveaways:** Exhibitors planning to hold drawings or raffles must submit, in writing, to CCCU, a complete description of the items to be raffled, the methods by which winners will be selected, and the manner in which the winners will be announced. Such drawings will not be permitted if they conflict in any way with the Forum, exhibit program, or local laws.

**Limitation on Promotion and Demonstrations:** During the Forum and exhibition, all demonstrations, promotional activities, and distribution of materials must be confined within the limits of the exhibit booth(s) in the exhibit hall. The playing of loud music, videos, films or the like, or any other loud or distracting activity that could be objectionable to neighboring exhibitors is prohibited. Exhibitor warrants that all copyrighted material to be performed or played has been duly authorized or licensed by the copyright owners or their representatives and agrees to indemnify and hold CCCU harmless from any and all claims and expenses, including legal fees, which might arise from questions of use of any such material described above.

**Visitors:** The CCCU Forum is not open to the public. CCCU shall have sole control over all admissions. All persons entering the exhibit area will be admitted according to the rules and regulations of the Forum and exhibition as issued or amended by authorized representatives of CCCU.

**Decorator Rules and Regulations:** Exhibitor agrees to conform to all rules and regulations of the Forum's official decorator as detailed in the official service kit provided by that company. CCCU is not responsible for decorator and/or hotel personnel, nor can CCCU guarantee that the services and/or utilities promised by the decorator and/or hotel shall be available during exhibition.

**Security:** While CCCU seeks to arrange security personnel to maintain a watch before and after the exhibition, neither CCCU nor the security company personnel shall be liable for any damage or theft to the exhibitor's display or property. The security that CCCU is providing is for the Forum and its guests and not for the protection of exhibitor, exhibitor property, or exhibitor's workers. The exhibitor should not rely on CCCU-provided security for any reason.

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We've been annual sponsors of the CCCU Presidents and CFO Conferences. And we'll continue to be. The event planning staff at CCCU and college and university participants are openly appreciative of each sponsor's commitment. And so each one of these peer group meetings is a venue where institutional leaders and sponsors have plenty of relevant face time. The quality of the speakers is exceptionally high and CCCU's program management is top-notch. We've measured the time and money we invest with CCCU as uniquely well spent!”

**Tom Wiersma,**  
C2AE Architecture, Engineering and Infrastructure

**To reserve space or receive more information,**

contact Jeri Mahurin, Sponsorship Coordinator, at 202-546-8713 or [JMahurin@cccu.org](mailto:JMahurin@cccu.org).