

# 2022 INTERNATIONAL FORUM

PARTNER WITH US TO ADVANCE THE GOOD  
WORK OF CHRISTIAN HIGHER EDUCATION

## SPONSORSHIP AND EXHIBITOR GUIDE

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**FEBRUARY 11-13**

**Pre-Forum Seminars Feb 10**

GAYLORD TEXAN | DALLAS, TX



# Sponsor the largest gathering of Christian higher education professionals in the country

**We invite you to partner with us** as a sponsor/exhibitor of the 2022 International Forum. Come join us and discover many opportunities with our campus leaders and help support their mission through your unique expertise and resources.

The Council for Christian Colleges & Universities (CCCC) is a higher education association of more than 180 Christian institutions around the world, including more than 150 in the U.S. and Canada and more than 30 from an additional 19 countries. CCCC 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 CCCC is a tax-exempt 501(c)(3) nonprofit organization headquartered in the historic Capitol Hill district of Washington, D.C.

Every four years, in lieu of our traditional stand-alone peer group conferences, the CCCC 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 2022 Forum will be hosted at the Gaylord Texan in Dallas from February 11-13, 2022. There will also be Pre-Forum Seminars on specific topics offered on Thursday, February 10.



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**“Join us as we tackle some of the most pressing trends and issues facing Christian higher education and celebrate the invaluable role our colleges and universities play as we look towards the future.”**

**Shirley Hoogstra**  
*President, CCCC*

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# Forum 2018 Event Highlights



**1,200+**  
Attendees



**37** Sponsors



**80+** Exhibitors



**136**  
plenary and breakout  
sessions across 10 themes



**120+**  
CCCU schools  
represented



**27+**  
industries represented



# Forum 2018 Sponsors



# Forum 2018 Exhibitors

ACUPress  
 Altimeter Software  
 Appalachia Service Project  
 Azusa Pacific University  
 Baker Academic/Brazos Press  
 Bethel University  
 BGW Services  
 BioLogos  
 C2AE  
 Calvin Institute for Worship Studies  
 CapinCrouse  
 Carnegie Communications  
 CBE International  
 Classic Learning Initiatives  
 College HealthShare LLC  
 Concur  
 Cornerstone Management  
 Corts Consulting/AGB  
 Credo  
 Crown Financial Ministries  
 Earl Young's Team (DKMS)  
 EdBooks/TEL Library  
 Education Management Services  
 Enrollment Rx  
 Evangelism Initiative  
 FaithLife  
 Footstep Ministries  
 Fund Evaluation Group  
 GMB  
 Gonser Gerber  
 GradeScale  
 Gray Plant Mooty  
 Helix Education  
 ImageMasters  
 InterDesign  
 InterVarsity/IVPress  
 Israel Ministry of Tourism  
 JenEd Consulting  
 King's College  
 Learning House  
 Liaison International  
 LRAP  
 Lumerit  
 Max Greiner Jr. Designs  
 MBS Books  
 Merit Pages

Metz Culinary Management  
 Missouri Baptist University  
 National Management Resources  
 NCCAA  
 NRCCUA  
 Operation Christmas Child  
 Paskill Stapleton & Lord  
 Pedestal Foods  
 Pepperdine School of Public Policy  
 Performance Enhancement Group  
 (PEG), Ltd. The Alumni Attitude Study  
 Permanens Capital  
 Pharos Resources  
 PhilanthroCorp  
 Pioneer College Caterers  
 PULSE Movement  
 Qara  
 Reeher  
 Regent University  
 RHB  
 RuffaloNoelLevitz  
 Signal Vine  
 Sodexo  
 Sovereign Insurance  
 Stamats  
 TextAim  
 The Fund Raising School/  
 IU Lilly Family School of Philanthropy  
 Thrivent  
 Timely MD  
 Timothy Group  
 Tree of Life  
 TurtleWise, Inc.  
 Tyndale  
 UShine  
 University of the Holy Land  
 Value Based, Inc.  
 Vivid Energies  
 Weaver  
 Weber & Associates  
 WEVO Conversion  
 WorkDay  
 World of Travel  
 Xede  
 Xlerant

# Diamond

## Package Benefits

**\$50,000 - \$75,000**

### \$50,000 | CONFERENCE PARTNER

#### Exhibit Hall Experience

Complimentary 10' x 10' exhibit booth

#### Conference Access

3 complimentary full conference registrations

#### Onsite Marketing

1 full-page ad in Forum program booklet

Logo displayed at Forum in multiple locations:

- On overall sponsor thank you signage
- In program with 25-word company description
- Signage in registration area and sponsored session
- Transition slides shown multiple times throughout the Forum

Opportunity to have one promotional item or brochure in registration packet

#### Messaging Reach

Opportunity to speak or provide a video/Power Point for three (3) minutes on main stage in front of all conference attendees

Opportunity to present educational concurrent session  
(Session should be educational, non-commercial; presentation content will be reviewed in advance and include at least one presenter from one of our CCCU institutions if possible/applicable)

Verbal recognition/thank you from main stage at Forum

#### Pre-event and Post-event Marketing

1 e-mail sent prior to the Forum from the CCCU promoting your organization (Content subject to CCCU approval)

Banner ad on Events page leading up to Forum

Social media thank you shout out prior to event

Electronic Excel roster of attendees pre/post-Forum

Logo and link to your company website on Forum webpage

### \$75,000 | LOUNGE SPONSOR

**All the benefits from the \$50,000 level plus:**

#### Onsite Marketing

Named Lounge Sponsor – located inside Exhibit Hall  
Includes signage and listing in printed program on all exhibit hall maps

#### Post-event Marketing

Half-page (interior) ad in 2022 Spring Advance magazine

# Platinum

**\$30,000**

## Opportunities

### Track Sponsors: (10 tracks, 1 sponsor per track)

- Advocacy & Public Policy
- Christians in the Public Square
- Distinctives of Christian Higher Education
- Enrollment & Demographics
- Ethics & Technology
- Financial Health & Resource Development
- Human Sexuality
- Innovating for the Future
- Leadership
- Racial & Ethnic Diversity & Inclusion

### A/V Sponsor (2 available)

### Friday night Opening Dinner (3 available)

### Opening Dinner Keynote Speaker Sponsor

### Registration Bag Sponsor

### Printed Program Booklet (back cover advertisement)



## Package Benefits

### Exhibit Hall Experience

Complimentary 10' x 10' exhibit booth

### Conference Access

3 complimentary full conference registrations

### Onsite Marketing

Complimentary full-page ad in Forum program booklet

Logo displayed at Forum in multiple locations:

- On overall sponsor thank you signage
- In program with 25-word company description
- Signage in registration area and/or sponsored session
- Transition slides shown multiple times throughout the Forum

Opportunity to have one promotional item or brochure in registration packet

### Messaging Reach

Verbal thank you from main stage at Forum

### Pre-event and Post-event Marketing

Social media thank you shout out prior to the event

Logo and link to your company website on Forum webpage

Electronic Excel roster of attendees pre/post-Forum



# Gold

\$20,000

## Opportunities

**Mask Sponsor**

**Lanyard Sponsor**

**Hotel Key Card Sponsor**

**Guidebook App Sponsor**

**Thursday Evening Welcome Reception Sponsor-Exhibit Hall**  
(2 available)

**Friday Lunch Sponsor** (3 available)

**Saturday Lunch Sponsor** (3 available)

**Daily Wi-Fi** (1 slot per day OR \$50,000 exclusive sponsor, which moves you to Diamond and password naming)

**Videography**

**Photography**



## Package Benefits

### Exhibit Hall Experience

30% discount on 10' x 10' exhibit booth

### Conference Access

2 complimentary full conference registrations

### Onsite Marketing

Complimentary full-page ad in Forum program booklet

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

Opportunity to have one promotional item or brochure in registration packet

### Pre-event and Post-event Marketing

Logo and link to your company website on Forum webpage

Electronic Excel roster of attendees pre/post-Forum

# Silver

\$10,000

## Opportunities

**Early Morning Coffee & Pastries** (Fri, Sat, Sun)

**Morning Coffee/Beverage Service** (Fri, Sat, Sun)

*\*Optional ability to provide branded cocktail napkins, cups; vendor pays for branded materials/any upcharge*

**Afternoon Coffee/Beverage Service** (Fri, Sat)

**Charging Station** (6 available)

**Branded Water Bottles\***

**Notepads\***

**Pens\***

**Worship Sponsor** (Fri, Sat, Sun)

*\*Sponsorship plus the cost of branded items*



Our very first higher education client joined the CCCU in 1982. The International Forum is the perfect venue to celebrate transformed lives through scholarship and service to biblical truth. The Forum provides the opportunity to connect with our 40 clients who are CCCU members and other friends from Christian higher education.

**Dan Campbell**

*Partner | Higher Education Services Director, CapinCrouse*

## Package Benefits

### Exhibit Hall Experience

20% discount on 10' x 10' exhibit booth

### Conference Access

1 complimentary full conference registration

### Onsite Marketing

Complimentary half page ad in Forum program booklet

Logo displayed/recognition at Forum in multiple locations:

- On overall sponsor thank you signage
- In Forum program booklet
- On transition slides shown throughout Forum

### Pre-event and Post-event Marketing

Logo and link to your company website on Forum webpage

Electronic Excel roster of attendees pre/post-Forum





# Bronze

\$5,000

## Package Benefits

### Exhibit Hall Experience

10% discount on 10' x 10' exhibit booth

### Conference Access

1 complimentary full conference registration



We look forward to supporting the CCCU at the International Forum in Dallas to share ideas and reconnect with clients and friends who we have only seen on a computer screen for the past two years. We have proudly partnered with the CCCU for seven years and are grateful for the opportunity to provide legal advice, training, and compliance services to its faith-based organizations. Our team is always sensitive to the Gospel-centered mission of the institutions we work with, and we hope to have meaningful conversations with conference attendees about critical issues facing Christian higher education.

**Kathryn Nash**

*Partner, Lathrop GPM & Co-Founder, trainED*

### Onsite Marketing

Recognition at Forum in multiple locations:

- Name listed on overall sponsor thank you signage
- Logo listed in Forum program booklet
- Name listed on transition slide shown throughout Forum

### Pre-event and Post-event Marketing

Logo and link to your company website on Forum webpage

Electronic Excel roster of attendees post-Forum only



# Exhibit Hall

## Fees & Information

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

### 10' x 10' Booth Price:

**\$2,000** for 10' x 10' booth space if purchased and paid by September 30, 2021.

**\$2,200** for 10' x 10' booth space if purchased and paid after September 30, 2021.

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.

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.

## Exhibit Hall Hours

**Thursday, Feb 10**  
11:00am - 7:00pm

**Friday, Feb 11**  
7:00 am - 6:00pm

**Saturday, Feb 12**  
7:00 am - 5:30 pm

## Benefits

### Exhibit Hall Experience

Discounted pricing for additional booth space for exhibitors desiring a larger footprint in the exhibit hall

### Conference Access

One (1) complimentary exhibitor registration for exhibit hall only

50% off full conference registration

### Pre-event and Post-event Marketing

Name in exhibitor list on the website and in printed program

Electronic Excel roster of attendees post-Forum

## Other Options for Greater Visibility

### Brochure or Insert in Registration Packet (\$1,000)

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

### Printed Program Advertising Rates

**\$1,000** 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 November 22, 2021.**

# 2022 Forum Sponsorship & Exhibitor Application Form

To reserve your sponsorship or exhibit booth, please email completed form to Jeri Mahurin, [jmahurin@cccu.org](mailto:jmahurin@cccu.org). Upon receipt of form an invoice will be issued with payment instructions. For security reasons please DO NOT include your credit card information on this form. Call (202) 546-8713, ext. 325, and leave a message and your call will be returned to obtain the information. 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	_____	\$ _____
<input type="checkbox"/> Gold	_____	\$ _____
<input type="checkbox"/> Silver	_____	\$ _____
<input type="checkbox"/> Bronze	_____	\$ _____
<input type="checkbox"/> Exhibitor	_____	\$ _____

Booth Size 10' x 10' | By Sep. 30 \$2,000 | After Sep. 30 \$2,200

*\*Call for larger sizes*

## PAYMENT INFORMATION

☐ Credit Card\*    ☐ Check\*\*    ☐ ACH\*\*

Your Signature X \_\_\_\_\_ Date \_\_\_\_\_

*By signing this document I agree to the sponsorship/exhibitor regulations and terms on the following pages. NOTE: Sponsorships are on a first-come, first-served 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.*

*\* If paying with a credit card, there is an additional 2% processing fee.*

*\*\* Please make checks payable to the Council for Christian Colleges & Universities. If paying by check or ACH, 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-served 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 judgment 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 and will need to register to attend any function or be in exhibit hall.
- 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 **and** JPEG format. This information can be sent via email to 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 judgment 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.

## 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 and will need to register to attend any function or be in exhibit hall.
- 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,

# Sponsor & Exhibitor Regulations & Terms

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, 2021, or if the exhibitor fails to occupy it. If written notification is received by CCCU before September 30, 2021, a 25% cancellation fee will be deducted from the refund amount.

**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 into 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.

**To reserve space or receive more information,**  
contact **Jeri Mahurin**, Sponsorship Coordinator, at **JMahurin@cccu.org**.



# 2022

INTERNATIONAL  
**FORUM**

# Thank you!

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We look forward to  
partnering with you!

