

SPONSORSHIP OPPORTUNITIES

COLLABORATE | 2017

September 24 - 27, 2017
Turnberry Isle Resort & Spa
Miami, FL

SCTEM

**SOCIETY FOR COLLEGIATE TRAVEL
& EXPENSE MANAGEMENT**

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Why is sponsoring the SCTEM Conference valuable for a supplier partner?

SCTEM's annual conference is an intimate gathering of collegiate travel and expense management professionals and their supplier partners. The opportunity to not only meet, but collaborate is a win-win for all. Sponsorship packages have been curated to allow for engagement at all levels.

Diamond

\$25K: Keynote Session Speaker: By sponsoring our keynote speaker, Sponsor is provided opportunity to introduce speaker with 2 minute speech on their product/service ("elevator speech"); acknowledged as our top sponsor for the conference; Digital Marketing Package - Diamond; Table at Vendor Encounter; trade show table; 6 free registrations

Platinum

\$20K: Dinner (Sunday, Monday): By sponsoring dinner, Sponsor is provided opportunity to host the dinner (meet & greet) and give 2 minute speech on their product/service ("elevator speech") during dinner; acknowledged as one of our top sponsors for the conference; Digital Marketing Package - Platinum; Table at Vendor Encounter B; trade show table; 5 free registrations.



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Gold

\$15K: Lunch (Tuesday): By sponsoring this package, Sponsor is provided opportunity to host the lunch (meet & greet) and give 2 minute speech on their product/service ("elevator speech") during lunch; acknowledged as one of our top sponsors for the conference; Digital Marketing Package -Gold; Table at Vendor Encounter B*; trade show table; 3 free registrations

Silver

\$10K: Food Truck Dinner (Tuesday – 6 Available): By sponsoring this package, Sponsor is hosting a Food Truck with the goal of raising the most votes for their Truck. This event is in combination with our annual charitable contribution which acknowledges all of our speakers at the conference. Attendees will vote with their dollars and SCTEM will write a check to the charity chosen by the winning Food Truck Sponsor is provided acknowledged as sponsor for the conference; Digital Marketing Package -Silver; Table at Vendor Encounter B; Vendor Encounter B*; trade show table; 2 free registrations,

\$10K: Vendor Encounter A (Monday AM - 2 available): Vendor Encounter: New this year, SCTEM is providing an opportunity to EDU attendees to meet one:one with supplier partners to learn about their products and services as well as glean greater understanding of how strategic partnerships can benefit your organization and travelers. EDU attendees will schedule one of three 30-minute meetings with participating suppliers when they arrive at the conference. This deeper-dive will allow a select group of suppliers to engage with EDU attendees in a longer format than Vendor Encounter B allows. Sign-up sheets will be available at the SCTEM Registration Table. Chrome River and Concur will provide a deeper dive in 30-minute breakout sessions during this event. [Door prizes will be awarded to participants](#); Digital Marketing Package -Silver; 2 free registrations; trade show table.



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Bronze

\$5K: Breakfast (Monday, Tuesday, Wednesday): By sponsoring this package, Sponsor is provided opportunity to host the breakfast (meet & greet) and give 2 minute speech on their product/service ("elevator speech") during breakfast; acknowledged as one of our sponsors for the conference; acknowledged as sponsor for the conference; Digital Marketing Package -Bronze; Table at Vendor Encounter B*; 1 free registration; trade show table

\$5K: New Attendee Reception (Sunday): By sponsoring this package, Sponsor is provided opportunity to host the Reception (meet & greet) and give 2 minute speech on their product/service ("elevator speech") during the Reception; acknowledged as one of our sponsors for the conference; Digital Marketing Package -Bronze; Table at Vendor Encounter B*; 1 free registration; trade show table

\$5K: Reception (Sunday, Monday, and Tuesday): Receptions are the 45 – 60 minutes prior to dinner each night. By sponsoring this package, Sponsor is provided opportunity to host the Reception (meet & greet) and give 2 minute speech on their product/service ("elevator speech") during the Reception; acknowledged as one of our sponsors for the conference; Digital Marketing Package -Bronze; Table at Vendor Encounter B*; 1 free registration; trade show table

\$5K: Networking Event (Sunday): By sponsoring this package, Sponsor is provided opportunity to host this fun event in which attendees have fun ways of meeting and working together to "win". Sponsor may give 2 minute speech on their product/service ("elevator speech") during this event; acknowledged as one of our sponsors for the conference; Digital Marketing Package -Bronze; Table at Vendor Encounter B*; 1 free registration; trade show table

\$5K: Conference Bags: By sponsoring the conference bags, Sponsor will have their company logo on the bags which will be provided to all attendees; acknowledged as one of our sponsors for the conference; Digital Marketing Package -Bronze; Table at Vendor Encounter B*; 1 free registration; trade show table

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\$3K: Trade Show & Breaks (3 opportunities): By sponsoring this event, sponsor is provided opportunity to host a trade show and break; acknowledged as one of our sponsors for the conference. During scheduled refreshment breaks, suppliers have a high top table set aside for them to chat with EDU attendees. The event is very fluid and promotes openness.

\$3K: Educational Break-out Session Sponsor (8 available): By sponsoring this event, Sponsor is provided opportunity to introduce speaker with 2 minute speech on their product/service ("elevator speech"); acknowledged as our sponsor for the conference

Additional Opportunity: Add-on to Sponsorship

\$1K: Picnic Lunch Table-Add on sponsorship opportunity only- limit 2 tables per sponsor (Monday – 12 opportunities): This year, SCTEM is offering a "working" lunch where each table will be topic driven. Hosted by a subject matter expert and moderator, attendees will enjoy lively discussions while sharing a meal in a timeless fashion. Each table will share a large picnic basket of lunch goodies while discussing hot topics in collegiate travel and expense management. This lunch will be a great opportunity to learn great tips, ask questions and engage with a small group. Sponsor is acknowledged as one of our sponsors for the conference.

Included with Bronze sponsorships and above (except Silver Vendor Encounter A):

Vendor Encounter B (Monday AM – 15 available): All vendors at the Bronze level and above are eligible for the Vendor Encounter B. Sponsor is provided a table during the Vendor Encounter to meet with EDU users and prospective clients. Sponsor is responsible for scheduling 15-minute appointments with EDU attendees; SCTEM will advertise Suppliers who choose this option so that they can schedule appointments during this time (Appointments should **not** be scheduled during general and breakout sessions or meals during the conference.); acknowledged as sponsor for the conference; Digital Marketing Package -Bronze; Table at Vendor Encounter B*; 1 free registration; trade show table

Vendors are encouraged to invite/sponsor EDU attendees. Value-add for them are: 1) users bridge relationships between vendors and potential EDU clients, 2) users market the product/service by providing in person testimonials.



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NOTE: Since there is not a Silent Auction this year, Suppliers participating in the Vendor Encounter are encouraged to offer raffle items to SCTEM. At the end of the Vendor Encounter, SCTEM will draw EDU winners. Winners MUST be present to win.



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Why is sponsoring SCTEM valuable for a supplier partner?

SCTEM interacts with members all year long via the SCTEM.org web site, e-mail marketing and social media. Supplier partners with digital sponsorship packages have the opportunity to stay in front of members on all SCTEM communications about the annual conference, as well as participate in furthering the expertise of all SCTEM members through content available for SCTEM members every day of the year.

Digital Marketing Opportunities with SCTEM

Webinar – Diamond - 2, Platinum - 1

Provide a co-branded webinar aimed at higher education with exclusive sponsorship within the webinar, promoted by SCTEM to all members, subject to content review by board of directors. The one-hour webinar topic will be developed based on an important topic that the supplier member has expertise in and that matches up to a topic of interest for higher education travel and expense management. Webinar content needs to be tailored to a higher education audience. Supplier partner can promote webinar to their higher education clients and prospects, SCTEM will promote this to the entire SCTEM membership via social media, web site and e-mail marketing.

Whitepaper – Diamond - 2, Platinum - 1

Provide a co-branded webinar aimed at higher education audience with exclusive sponsorship within the whitepaper, content produced will be



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around collaboration with a higher education partner, promoted to all SCTEM members subject to content review by SCTEM board of directors. Could be higher education case study or best-practices for higher education model. Approximately 3-10 pages in length. Supplier partner can promote case / whitepaper to their higher education clients and prospects, SCTEM will promote this to the entire SCTEM membership via social media, web site and e-mail marketing.

Sponsored Article (blog) – Diamond – 2, Platinum – 1, Gold - 1

Provide a 1000-word content article aimed at higher education audience with exclusive sponsorship within the blog/article, content produced should be best practices or exploring a collaboration with a higher education partner. SCTEM will promote this to the entire SCTEM membership via social media, web site and e-mail marketing, supplier may promote this to their higher education clients and prospects.

Sponsored E-mail – Diamond – 2, Platinum – 1, Gold - 1

Provide a sponsored logo on SCTEM’s regular e-mail communication to all members. Includes supplier member logo plus “Gold Sponsor of SCTEM Collaborate 2017 Conference” logo. This includes a callout and link to the supplier’s web site landing page. E.g. Sponsor logo plus a message aimed at higher education.

Sponsored web site sections (see tiers below)

Tier 1 – premium resources/blog – Diamond

Includes supplier member logo plus “[Gold]Sponsor of SCTEM” logo to appear on blog/resources section header and/or sidebar

Tier 2 – Major web site sections aimed at Higher Ed (Diamond, platinum and gold), depending on placement)



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Includes supplier member logo plus “Gold Sponsor of SCTEM Collaborate 2017 Conference” logo to appear on blog/resources section header and/or sidebar

Tier 3 – Other section of web site (Bronze or Silver, depending on placement)

Includes supplier member logo to appear on blog/resources section header and/or sidebar (except for premium Tier and Tier 2 pages)

All content offers, webinars and whitepapers are subject to content review by SCTEM board of directors.

Supplier members should submit a logo no smaller than 500 pixels wide, and in a transparent .png format. If you’re unsure, submit a vector EPS file and SCTEM will make the conversion. Please indicate what package you have elected and send your logo to digitalmarketing@sctem.org.



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