**2018 Conference  
By Higher Education.   
For Higher Education.**



Diamond (SOLD)

$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; 5 free registrations; trade show table

Platinum

$20K: Dinner (3 available): 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; 4 free registrations; trade show table

Gold

$15K: Lunch (2 available): 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; 3 free registrations; trade show table

Silver

$10K: Break-out Session Sponsor (8 available): This sponsorship funds a scholarship for an educational session speaker. Sponsor is provided opportunity to introduce speaker with 2 minute speech on their product/service (“elevator speech”); acknowledged as a sponsor for the conference; Digital Marketing Package - Silver; 2 free registrations; trade show table

Bronze

$5K: Breakfast (3 available): 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; 1 free registration; trade show table

$5K: New Attendee Reception (1 available): 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; 1 free registration; trade show table

$5K: Reception (3 available): 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; 1 free registration; trade show table

$5K: Conference Bags (1 available): 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; 1 free registration; trade show table

$5K: Wednesday Excursion TBD:

Sponsor

$3K: Trade Show & Break (4 available): By sponsoring this event, sponsor is provided opportunity to host a trade show and break; acknowledged as one of our sponsors for the conference; 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.**

**Digital Marketing Opportunities with SCTEM Sponsorship Packages:**

**Webinar – Diamond (Sold), Platinum (3)**

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 (Sold), Platinum (3)**

Provide a co-branded webinar aimed at higher education audience with exclusive sponsorship within the whitepaper, content produced will be 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 (Sold), Platinum (3), Gold (2)**

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 (Sold), Platinum (3), Gold (2)**

Provide a sponsored logo on SCTEM’s regular e-mail communication to all members. Includes supplier member logo plus “Diamond, Platinum or Gold Sponsor of SCTEM Collaborate 2018 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**

**Tier 1 – Premium resources/blog – Diamond**

Includes supplier member logo plus “Diamond 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)**

Includes supplier member logo plus “Diamond, Platinum or Gold Sponsor of SCTEM” 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](mailto:digitalmarketing@sctem.org).