



THE NATIONAL SYMPOSIUM ON STUDENT RETENTION

Sponsored by the Consortium for Student Retention Data Exchange at the University of Oklahoma

September 29-October 1, 2008

Little Rock, Arkansas

Exhibitor and Sponsor Prospectus

The Consortium for Student Retention Data Exchange (CSRDE) at the University of Oklahoma invites you to participate in this year's 4th Annual National Symposium on Student Retention at the historic Peabody Hotel in Little Rock, Arkansas.

This symposium offers many opportunities for exhibitors and sponsors to connect with motivated and on-target prospects while also demonstrating support for higher education's efforts to improve student success.

We have several options for participation in this year's symposium, each with different marketing opportunities and benefits. Please review the following options and identify the approach that makes the most sense for your organization. If we can help answer any questions please contact Dr. Rosemary Hayes, Director of the CSRDE at 405-325-2158 or csrde@ou.edu.

Exhibitor Option

Benefits Description	Costs	Comments
Dedicated space with a 6' table, table cloth, two chairs, a waste bin, and signage. Includes one exhibitor badge and one admission to the opening reception, luncheon, and breaks. Does not include admission to sessions. Contact information will be included in the conference program.	\$800/booth with one exhibitor badge included. Add an Additional exhibitor badge with admission to opening reception and luncheon for \$200. Upgrade any exhibitor badge to also get admission to plenary and concurrent session for an additional \$198/badge.	Electrical and internet services for the booth are not provided. However, the exhibitor can make arrangements for these services with the Peabody Hotel at their fee schedule.

Sponsorship Options: Choose to be an Event or Symposium sponsor

There are two (2) sponsorship options: **Event Sponsorship** and **Symposium Sponsorship**. These two types of sponsorship are distinguished by their benefits and level of support.

Event Sponsor Benefits Description	Costs	Comments
Your organization's name and logo printed in the conference program and on event signage, informing participants of your support. Notification on the conference website of your sponsorship of the specific event with a link back to your website. Your name and logo in the conference program identifying you as the event sponsor. Chair will recognize your organization immediately before your event and provide you with an opportunity to greet the participants. One full conference registration is included. Contact information will be included in the conference program.	Events sponsorships range from \$3000-8000. See the Sponsorship application for opportunities. Additional representatives must be registered for the conference at the discounted registration fee of \$398/rep Booth Space may be added for an additional \$800	Electrical and internet services for the optional booth are not provided. However, the exhibitor can make arrangements for these services with the Peabody Hotel at their fee schedule.

Symposium Sponsorship. There are three (3) types of Symposium Sponsorships: **Silver, Gold, and Platinum.**

Symposium Sponsor Benefits Description	Costs	Comments
Includes all the benefits of the event sponsor with these upgrades: Electronic Participant List-post conference Booth space if you desire, at no additional charge One additional conference registration no charge Silver sponsors , name and logo on symposium banners, website, and conference program. Gold sponsors will be provided with a 1/2 page ad in conference program, name and logo on symposium banners, website, and conference program, and VIP seating at the luncheon. Corporate brochures stuffed in conference bag. Platinum sponsors will be provided a full page ad in the program with all of the same benefits as Gold sponsors, along with: <ul style="list-style-type: none"> • A one hour webinar hosted by CSRDE on your accepted and presented conference case study (See Optional benefit below for details). • An electronic list of all webinar participants, • Two conference evening event tickets 	Platinum: \$20,000 Gold: \$15,000 Silver: \$10,000	Electrical and internet services for the optional booth are not provided. However, the exhibitor can make arrangements for these services with the Peabody Hotel at their fee schedule.

Optional Benefit for Exhibitors or Sponsors:

Apply to Present Research in a paper, panel, or poster format during the conference.

Do you have results of current research or field trials which demonstrate how your products and services support retention efforts at colleges and universities? Are your products and services making a demonstrable impact? If so, you may find presenting a paper or panel at this year's symposium to be another interesting option for getting out your message.

All presentations made at the National Symposium on Student Retention go through a review process that begins with the submission of a brief abstract on the topic to be covered and the format that the presentation will take.

Exhibitors and Sponsors are eligible to apply for paper, panel, or poster sessions, however only one proposal will be approved for presentation. No commercial or non-profit vendor of products or services will be eligible to make a presentation at the conference without being an exhibitor or sponsor and without having gone successfully through the entire review process.

Steps to request to make a presentation:

1. Complete the Exhibitor or Sponsor Application.
2. Download a copy of the **Call for Proposals** at <http://csrde.ou.edu/web/symposium/>
This document will help clarify the topics and format required of presenters.
3. Submit an abstract using the online abstract submission page which is linked to the site above. Abstracts are due May 15, 2008.
4. Once your abstract is reviewed and approved you will be asked to write and submit a paper on your topic. The length of the paper will vary depending on the presentation format you have chosen.
5. The paper must be received in publishable format by July 7, 2008. It will then be reviewed for acceptance.
6. NOTE: All applications for presentation must have gone through the review process. Only those that have been accepted will be scheduled for presentation.

IMPORTANT: We know our audience. They will be expecting to see presentations that are evidence based. Well received proposals will be more educational than promotional. You are encouraged to use a case study approach and show specifically how your services or products assisted specific higher education institutions in measurable ways.

Summary Chart of Benefits

Benefits Description	Level of Support				
	Exhibitor	Event Sponsor	Silver Symposium Sponsors	Gold Symposium Sponsor	Platinum Symposium Sponsor
6' Table, table cloth, 2 chairs, waste bin and signage	Included	<i>Optional</i> -additional fee	Booth Included if desired	Booth Included if desired	Booth Included if desired
Listed contact information in the conference program	Included	Included	Included	Included	Included
Admission to conference reception, luncheon and breaks with freedom to interact with participants	Included with Exhibitor's badge	Included	Included	Included, Plus VIP seats at Luncheon.	Included, Plus VIP seats at Luncheon Plus 2 event tickets
Contact info on conference participants	Hard copy-post conference	Hard copy-post conference	Electronic-post conference	Electronic-post conference	Electronic-post conference
Name, logo, and acknowledgements		On Event Signage. Introduction of rep before the event. Notice on website and in program.	On all conference banners, program, conference website, and thank-you at each opening session and luncheon.	On all conference banners, program, conference website, and thank-you at each opening session and luncheon.	On all conference banners, program, conference website, and thank-you at each opening session and luncheon.
Conference registration for one representative with admission to all conference sessions		Included	Included	Included	Included
Additional Representative			One additional rep included. Others may be added with paid registration fee	One additional rep included. Others may be added with paid registration fee	One additional rep included. Others may be added with paid registration fee
Participant notification of your sponsorship in pre-conference emails with links back to your site			Included	Included	Included
Ad in conference program				1/2 Page	Full Page
Corporate brochures stuffed in conference bags				Included	Included
*One hour Webinar hosted by CSRDE on case study presented at the NSSR conference					Included
*Electronic list of webinar participants					Included
*CSRDE marketing of the Webinar to our extensive mailing list					Included

* The webinar must be on the case study submitted, approved and presented at the NSSR conference and be primarily educational.