

UMR-ACUHO

CORPORATE PARTNER

INFORMATION PACKET



2011



TOPEKA, KANSAS

ON THE HORIZON
UMR-ACUHO 2011

Hosted by
THE UNIVERSITY OF KANSAS
NOVEMBER 9-11, 2011



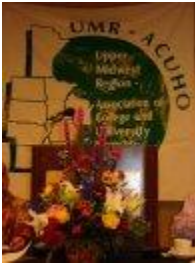
CAPITOL PLAZA HOTEL
1717 SW Topeka Boulevard
www.capitolplazahoteltopeka.com
(785) 431-7200



Upper Midwest Region Association of College and University Housing Officers

To Our Valued Partners:

The Upper Midwest Region of ACUHO-I (UMR) is pleased to announce the 42nd Annual conference will be held in Topeka, Kansas, November, 9-11, 2011. The Executive Board and Host Committee would like to invite you to join us in November!



The Association includes memberships of approximately 140 colleges and universities in the upper Midwest region that includes the states of Kansas, Missouri, Iowa, Nebraska, South Dakota, North Dakota, Minnesota, Wisconsin and the Canadian Province of Manitoba. We are a professional organization dedicated to serving the dynamic needs of Housing and Residence Life staff in our region with quality consistent with the expectations and needs of diverse people and institutions of UMR-ACUHO.

As a **Corporate Partner**, your company's name is publicized *October 1, 2011* through *September 30, 2012* (effective upon receipt of payment for your sponsorship commitment). Sponsorship includes not only the conference exhibition opportunity, but also a presence on our UMR-ACUHO website. Depending on your level of commitment, it could also mean inclusion in the UMR Perspectives magazine sent to all members throughout the year, special notifications at banquets, and more.

At our on-site conference, you will have the opportunity to have interaction with the conference attendees during an interactive exhibitor session on Wednesday, November 9, 2011. This will include an opportunity for you to have time to visit with Senior Housing Officers and Executive members. This time should help maximize your opportunity to have quality interaction with major players on campuses and sales leads. You will also have dedicated time with the general members of our organization on Wednesday evening. It is a great opportunity for you to showcase your product and develop relationships with new professionals in the field, who will someday become Senior Housing Officers. General members include but are not limited to: Senior Housing Officers, Directors of Housing operations or Auxiliary services, Facilities Managers, Associate and Assistant Directors of Residential Life and Housing, Vice Presidents, and Residence Hall Directors. Our institutions vary a great deal from large to small, public to private, and community colleges.

The UMR-ACUHO conference has averaged approximately 500 participants and has had on average of 40 exhibitors at the annual conference. The past year in Minneapolis proved to be a great success, and by feedback from our exhibitors, we are hoping to make this year even more successful! The upcoming conference space has enough space for all exhibitors.



At this year's conference, we expect to have at least as many participants as we have in the past, both in members and exhibitors. We sincerely hope that you consider participating in the 42nd annual UMR-ACUHO conference.

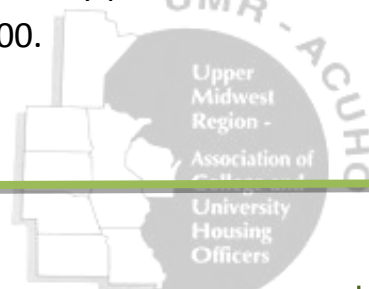
Sincerely,

Javier Gutierrez
UMR-ACUHO President
Director of Residential Life, Hamline University

SPONSORSHIP OPPORTUNITIES

As an Exhibitor, you have different options for sponsorship. In the pages to follow, you will see all of the different options available to you for the upcoming conference as well as specific information about the Expo Hall and hotel.

Booth space will be assigned starting September 1, 2011. Priority and location will be based on sponsorship level. You may purchase a **second booth** with any of the packages for an additional cost of \$500.00.



UMR PLATINUM PLUS PACKAGE- \$2,500

The Platinum Plus Package includes the following:

- Premium Exhibitor Booth size 10' x 20' (equals 2 booths)
- Two (2) Conference Name Tags and Meal Tickets
- Invitation to the Opening Banquet
- Ribbon on conference name tag
- List of all conference participants
- Company name and logo prominently displayed on conference materials
- Company link and logo on the UMR Conference Registration website
- Special recognition at the Opening Banquet and logo scroll
- A full page ad in three (3) issues of the UMR Perspectives magazine
- Sponsorship of a program room for duration of conference
- 12 Month Advertising on the UMR website

UMR PLATINUM PACKAGE- \$2,000

The Platinum Package includes the following:

- Premium Exhibitor Booth size 10' x 20' (equals 2 booths)
- Two (2) Conference Name Tags and Meal Tickets
- Invitation to the Opening Banquet
- Ribbon on conference name tag
- List of all conference participants
- Company name and logo prominently displayed on conference materials
- Company link and logo on the UMR Conference Registration website
- A full page ad in three (3) issues of the UMR Perspectives magazine
- Sponsorship of a program room for duration of conference

UMR GOLD PACKAGE- \$ 1,500

The Gold Package includes the following:

- Exhibitor Booth size 10' x 10'
- Two (2) Conference Name Tags and Meal Tickets
- Invitation to the Opening Banquet
- Ribbon on conference name tag
- List of all conference participants
- Company name and logo prominently displayed on conference materials
- Company link and logo on the UMR Conference Registration website
- A ½ page ad in three (3) issues of the UMR Perspectives magazine
- Sponsorship of the Case Study Competition

UMR SILVER PACKAGE- \$1,250

The Silver Package includes the following:

- Exhibitor Booth size 10' x 10'
- Two (2) Conference Name Tags and Meal Tickets
- Invitation to the Opening Banquet
- Ribbon on conference name tag
- List of all conference participants
- Company name and logo prominently displayed on conference materials
- Company link and logo on the UMR Conference Registration website
- A ½ page ad in three (3) issues of the UMR Perspectives magazine

UMR BRONZE PACKAGE- SEE BELOW FOR PRICING

There are three options of Bronze level packages. Exhibitors may choose one package that best fits their needs.

Please choose one of the following:

1. Exhibitor Booth ONLY: \$900.00
 - Exhibitor Booth size 10' X 10'
 - Two (2) Conference Name Tags and Meal Tickets
 - Invitation to the Opening Banquet
 - Ribbon on conference name tag
 - List of all conference participants
2. Educational, Not-For-Profit Booth: \$350.00
3. **Un-staffed** Display table: \$250.00
 - a. **Option 3 is ONLY available to those exhibitors who have never displayed at UMR-ACUHO before.**

SPONSORSHIP OPPORTUNITY COMPARISON CHART

	Platinum Plus	Platinum	Gold	Silver	Bronze
Exhibitor Booth	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Name Tag(s)	Two (2)	Two (2)	Two (2)	Two (2)	Two (2)
Meal Ticket(s)	Two (2)	Two (2)	Two (2)	Two (2)	Two (2)
Opening Banquet Invitation	√	√	√	√	√
Ribbon on Name Tag	√	√	√	√	√
List of Participants	√	√	√	√	√
Logo on Conference Materials	√	√	√	√	
Logo on Registration Website	√	√	√	√	
Ad in 3 issues of UMR Perspectives	Full Page	Full Page	½ Page	½ Page	
Room Sponsorship	Program Room	Program Room	Case Study Room		
Opening Banquet Recognition	√				
12 Month Ad on UMR Website	√				

SUPPLEMENTAL SPONSORSHIP OPPORTUNITIES

In addition to the previous package listings, we have additional sponsorship opportunities for your company. If the packages or supplemental opportunities do not meet your needs or if there is something else you wish to contribute, simply contact the Chair for Sponsors and Exhibits Deb Newman by email at NEWMANDL@uwec.edu or by telephone at (715) 836-3675.

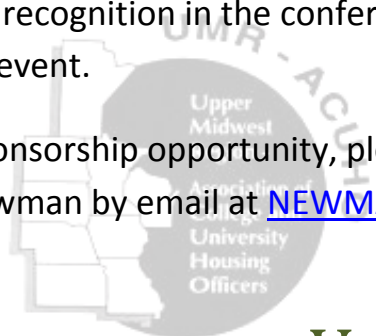
#	Option	Cost
1	Entertainment (3 available)	\$1,000 each
2	Ice Cream Break	\$500
3	Keynote Speaker (total of 3 available)	\$500 each
4	Opening Reception (multiple available)	\$500
5	UMR 101 Social (getting your name out to newcomers to the association)	\$500
6	Featured Speakers (total of 3 available)	\$400 each
7	Social Justice Café and Social Justice Resource Room (total of 3 available)	\$400 each
8	Case Study Competition (multiple available)	\$250
9	Committee Recognition Dessert (4 available)	\$250
10	Conference pad folio or conference bag	Cost (ex: \$2,000)
11	Thursday Evening Social (see more information on the next page)	Cost (ex: \$1200)
12	Refreshment Break (multiple available)	Cost (ex: \$1000)
13	Fun Run T-shirts : logo (black and white) on shirt and recognition in schedule	Cost (ex: \$500)

The Host Committee has the right to work with individual sponsors. Additional or special requests can be accommodated at an additional cost. If you don't see something that meets your needs please call us and we may be able to design a supplemental package to meet your needs. Supplemental sponsorship opportunities are subject to availability. The UMR-ACUHO logo should also be included on any promotional items.

SPECIAL SPONSORSHIP OPPORTUNITY

This year UMR-ACUHO is excited to offer a unique special sponsorship opportunity to one of our Corporate Partners for the evening of Thursday, November 10, 2011. Heritage Hall, located just outside the vendor area, is available to be rented for an evening of entertainment and social interaction for the attendees of the annual conference. Sponsorship of this event will include the facility, entertainment, and refreshments. The Corporate Partner will receive recognition in the conference schedule as well as their logo and special recognition at the event.

If you are interested in this sponsorship opportunity, please contact the Chair for Sponsors and Exhibits Deb Newman by email at NEWMANDL@uwec.edu or by telephone at (715) 836-3675.



CONFERENCE SCHEDULE FOR VENDORS

WEDNESDAY, NOVEMBER 9, 2011

8:00 a.m. - 2:00p.m.	Vendor Area Open for Set up
1:30-2:30 p.m.	Welcome/Keynote (vendors welcome to attend)
2:00-6:30 p.m.	Vendor Area Opens – SHOs encouraged to visit the vendor area.
6:30-8:00 p.m.	Opening Banquet – Corporate Sponsor appreciation
8:30-10:00 p.m.	Vendor Area Open – dedicated time for conference participants in vendor area – non competing vendor time
10:00 p.m.	Vendor Area closed and locked

THURSDAY, NOVEMBER 10, 2011

6:00-10:00 a.m.	Tear down of Vendor Area
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PLANNING DETAILS

BOOTH SPACE

Exhibit booth sizes are 10' X 10' for the Gold, Silver and Bronze package level. Booth sizes for the Platinum and Platinum Plus are 10' X 20'. The booth spaces will be piped and draped with an 8' background and 3' divider. The booth will also have an 8' table w/white skirt with two chairs. All utility needs (i.e. electricity, internet, etc.) must be arranged prior to the conference and could be at an additional cost to the exhibitor. UMR - ACUHO reserves the right to assign and limit booths based on availability.



EXHIBIT HALL



The exhibit hall will be located in the Kansas Expo Center. The exhibit hall will be open to senior housing officers and buyers on Wednesday, November 9, 2011 from 2 pm to 5:30 pm and for conference participants on Wednesday, November 9, 2011 from 2:30pm to 6:30pm and again from 8:30pm to 10:00pm.

SET UP/ TAKE DOWN

The exhibit hall will be available for exhibitors for move-in and set-up on Wednesday, November 9, 2011 from 8:00am to 2:00pm. All items must be removed by 10:00am on Thursday, November 10, 2011.

Contact Deb Newman by email at NEWMANDL@uwec.edu or by telephone at (715) 836-3675 if you have any further questions.

MATERIAL SHIPPING

Please send your booth materials to the Exhibit Hall at the following address:

Kansas Expo Center
Attn: UMR-ACUHO
One Expocentre Drive
Topeka, Kansas 66612-1442

Exhibitors who wish to ship items are encouraged to make arrangements with:

Deb Newman
Sponsors and Exhibits Committee Chair
(715) 836-3675
NEWMANDL@uwec.edu

The Exhibit Hall will be able to receive materials beginning Monday, November 7, 2011.

PLANNING DETAILS CONTINUED

ACCOMMODATIONS

Lodging for the conference will be at the Capitol Plaza Hotel located in Topeka, KS. The Capitol Plaza Hotel is offering the following conference rates:

Room type	Rates
Double/Single	\$99

RESERVATIONS

Reservations should be made individually by calling the Capitol Plaza Hotel at (800) 579-7937. When you call for your reservation be sure to state that you are with the UMR conference for the conference rate. Reservations may require a deposit or a credit card number to hold the rooms.

REGISTRATION

To register for the conference, we have tried to make this as easy as possible for you! To register as a vendor with the 42nd Annual UMR conference please go to <http://umr-acuho.org/vendors/vendors.php> and click on the button in the top right corner of the page that says "Register Here." This form will take you step by step through your registration process. If at any time you have questions or concerns, please do not hesitate to contact your committee contact or the committee chair Deb Newman at (715) 836-3675. We are set up to accept VISA and MasterCard; at this time we **cannot** accept American Express or Discover Card. Checks can be made out to UMR-ACUHO and mailed to: Deb Newman; Associate Director of Housing and Residence Life; University of Wisconsin - Eau Claire; PO Box 5025; Eau Claire, WI 54702-5025.

REGISTRATION PRIORITY DATE

The registration priority date for the conference is *September 1, 2011*. If your registration is received after this date, it will be accepted as space allows. Payment is required prior to the start of the conference (November 9, 2011).