



70TH CIEE ANNUAL CONFERENCE

AUSTIN

NOVEMBER 8-11, 2017

BORN DIGITAL · EMBRACING TECHNOLOGY TO ENHANCE INTERNATIONAL EDUCATION

2017 EXHIBITOR AND SPONSORSHIP INFORMATION

cíee®

70TH CIEE ANNUAL CONFERENCE 2017 NOV 8-11 AUSTIN

ABOUT THE CONFERENCE

This year marks the 70th Anniversary of the CIEE Annual Conference - where thought-leaders in the field of international education gather from around the world to share experiences, engage in discussions, and shape the future of study abroad.

This year's conference, "Born Digital: Embracing Technology to Enhance International Education," is expected to attract more interest than ever, as educational institutions face the challenge of keeping international learning relevant for the generation of digital natives. The conference will be held at the JW Marriott in Austin, Texas, from November 8-11, 2017. For more information, please visit our website: ciee.org/conference.

WHO ATTENDS THE CONFERENCE?

More than 500 influential educators, decision-makers and thought leaders in the field of international education, including:

- Academic department heads
- College and university presidents
- Deans of international affairs
- Faculty
- International student admissions staff
- K-12 teachers and administrators
- Minority Serving Institution administrators and faculty
- Multiculturalism and diversity officers
- Representatives from international associations
- Resident staff
- Students
- Study abroad advisors

WHY SPONSOR / EXHIBIT / ADVERTISE?

The CIEE Annual Conference lets you interact face-to-face with professionals representing more than 230 colleges, universities, and international education organizations. It's the perfect arena for getting your brand recognized, introducing new products or features, motivating prospects, driving traffic to your website, and generating quality leads. This is your chance to reach key players in international education and ensure your organization is remembered. CIEE offers a variety of sponsorship, exhibition, and advertising packages to help you maximize exposure and meet your goals.

ALL PROCEEDS FROM SPONSORS, EXHIBITORS, AND ADVERTISERS GO DIRECTLY TO THE FREDERICK DOUGLASS GLOBAL FELLOWSHIP.

CIEE will donate all proceeds from our Annual Conference sponsorship, exhibitor, and advertising fees to the Frederick Douglass Global Fellowship, a scholarship fund to enable exemplary students from Minority Serving Institutions, nominated by their college presidents, to study abroad. The scholarship will be administered by the Penn Center for Minority Serving Institutions. For more information on the Fellowship, please visit ciee.org.

NEW THIS YEAR! SPONSORSHIP OPPORTUNITIES

Most sponsorship opportunities are exclusive and space is limited at this year's conference. Please register early as sponsorships are available on a first-come first-serve basis.

PLATINUM **EXCLUSIVE!**
\$7,500

- Three full-conference registrations
- One 6 ft. exhibit table with drape, Wi-Fi connection, power drop
- One full-page ad in conference program
- Organization name and logo featured on conference website, mobile app, program, and onsite signage

GOLD
\$5,000

- Two full-conference registrations
- One 6 ft. exhibit table with drape, Wi-Fi connection, power drop
- One half-page ad in conference program
- Organization name and logo featured on conference website, mobile app, program, and onsite signage

SILVER
\$3,500

- One full-conference registration
- One 6 ft. exhibit table with drape, Wi-Fi connection, power drop
- One half-page ad in conference program
- Organization name and logo featured on conference website, mobile app, program, and onsite signage

BRONZE
\$1,500

- One quarter-page ad in conference program
- Organization name and logo featured on conference website, mobile app, program, and onsite signage

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

WI-FI
\$3,000

- Organization name and logo featured in conference program
- Organization name and logo featured on onsite Wi-Fi signage
- One banner featured on the mobile app (linked to your website)

**OPENING NIGHT
RECEPTION**
\$3,000

- Organization logo featured in the conference program, mobile app, reception signage, and on tent cards placed on reception tables.
The Opening Reception is the first networking event of the conference. It takes place on Wednesday, November 8.

**THURSDAY NIGHT
NETWORKING RECEPTION**
\$3,000

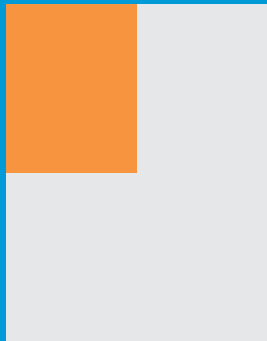
- Organization logo featured in the conference program, mobile app, reception signage, and on tent cards placed on reception tables.
The Annual Reception is a networking event that takes place on Thursday, November 9.

COFFEE BREAKS
\$1,000

- Organization logo featured in the conference program, mobile app, and on tent cards placed on break tables.
The Coffee Breaks are networking events that take place on both Thursday, November 9, and Friday, November 10.

ADVERTISING OPPORTUNITIES

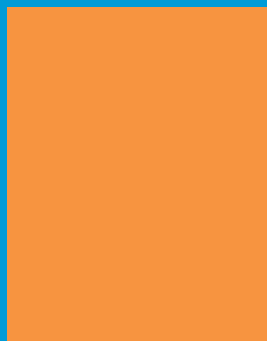
Conference Program Ad Sizes



¼ PAGE - \$250
4.25" w x 5.5" h



½ PAGE - \$500
8.5" w x 5.5" h



FULL PAGE- \$1,000
8.5" w x 11" h

EXHIBITING OPPORTUNITIES

The location of our Exhibit Hall is ideally positioned to guarantee high participant traffic – ensuring valuable opportunities to maximize leads and highlight your organization.

A Great Value at \$1,595 Per Table, the CIEE Exhibitor Registration Includes:

- One full-conference registration, including access to all plenary events, the Opening Reception, and the Annual Reception – great opportunities for networking!
- One 6 ft. exhibit table with drape, Wi-Fi connection, and power drop
- Organization name and logo featured on conference website, mobile app, and program
- A pre-registered attendee list

EXHIBIT HALL SCHEDULE

SUBJECT TO CHANGE

Wednesday, November 8, 2017

6:00-7:00 p.m..... Opening Plenary
7:00-8:30 p.m..... Opening Reception

Thursday, November 9, 2017

8:30 a.m..... Exhibit Hall opens
10:00-10:45 a.m. Coffee break in Exhibit Hall
5:00 p.m. Exhibit Hall closes
7:00 p.m. Annual Reception (offsite)

Friday, November 10, 2017

8:30 a.m..... Exhibit Hall opens
10:00-10:45 a.m. Coffee break in Exhibit Hall
12:15-2:00 p.m. Annual Luncheon
5:00 p.m. Exhibit Hall closes

Saturday, November 11, 2017

Optional exhibiting day

8:30 a.m..... Exhibit Hall opens
8:30-10:00 a.m. CIEE Breakfast
1:00 p.m. Exhibit Hall closes

ABOUT CIEE

Founded in 1947, CIEE is the country's oldest and largest nonprofit study abroad and intercultural exchange organization, serving more than 400 U.S. colleges and universities, 1,000 U.S. high schools, and 35,000 international exchange students each year. CIEE serves as a leading sponsor for the U.S. Department of State's Exchange Visitor Program (the J-1 Visa program), supporting exchanges with more than 90 countries. In addition, CIEE operates 65 study centers in 44 countries, and sponsors international faculty training programs, teach abroad programs, and various specialty and custom programs for secondary, post-secondary, and international students. Visit ciee.org.