



HIGHER LEARNING COMMISSION

SPONSOR & EXHIBITOR PROSPECTUS



Crisis and Community

Annual Conference | April 5–9, 2021

hlcommission.org/conference

BE A PART OF THE 2021 HLC ANNUAL CONFERENCE

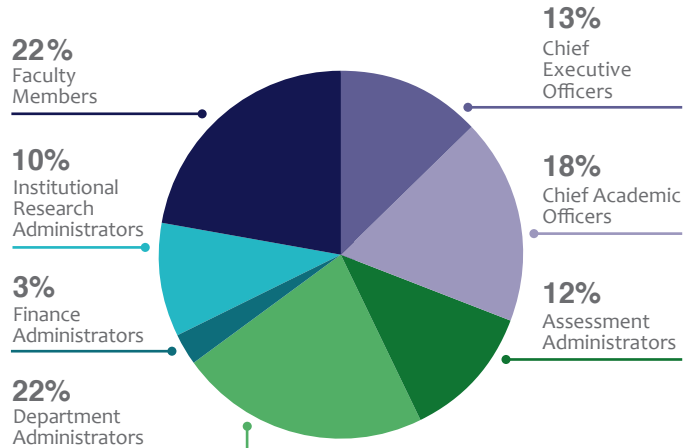
In an effort to provide essential information to attendees and ensure their health and safety, HLC has made the decision to host the 2021 Annual Conference virtually. The conference will begin Monday, April 5 and run through Friday, April 9, featuring a combination of live and on-demand content, and opportunities for engagement with speakers, sponsors and exhibitors.

This year's theme of Crisis and Community was selected to ensure the 2021 conference addresses the challenges in higher education brought on by the coronavirus as well as the ongoing crisis of inequality in higher education. The conference theme provides a forum for conference sponsors and exhibitors to demonstrate how they can support HLC member institutions while helping HLC maintain affordable registration fees for its membership.

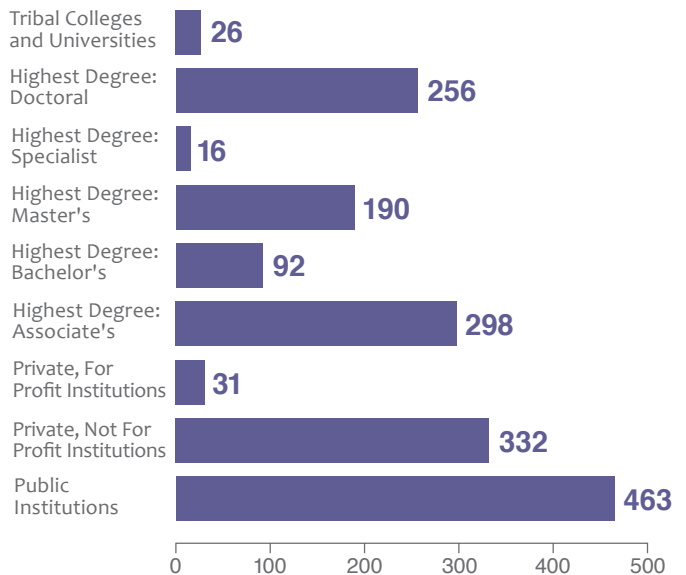
The conference platform will be accessible to attendees for the live portion of the conference and 60 days post conference. The long-term visibility of the conference platform allows for sponsors and exhibitors to make connections with attendees throughout the live event and afterward.

MEET THE ATTENDEES

PRIMARY ATTENDEE ROLES

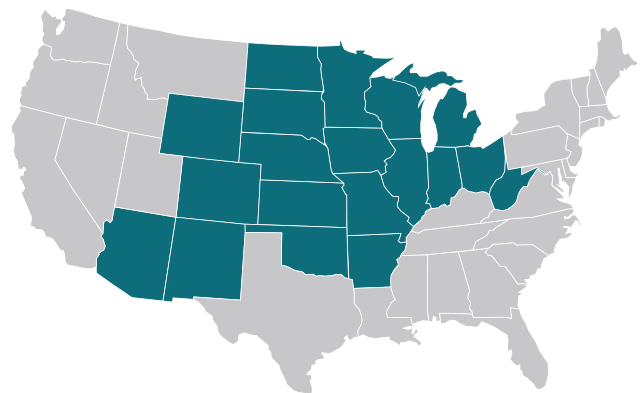


INSTITUTIONAL PROFILE



REPRESENTING 19 STATES

Arizona, Arkansas, Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Nebraska, New Mexico, North Dakota, Ohio, Oklahoma, South Dakota, West Virginia, Wisconsin, Wyoming



VIRTUAL EXHIBIT HALL

The virtual Exhibit Hall is strategically designed to bring exposure to your company and create an environment that encourages attendee engagement by granting exhibitors their own dedicated space within the event site. Access to the space is centrally located within the event platform for easy accessibility and maximum visibility. The Exhibit Hall will be available for viewing to all event attendees beginning Monday, April 5 and remain visible for 60 days after the event. Engagement opportunities will extend through the General Program, beginning the afternoon of Tuesday, April 6 and continue through Friday, April 9 until noon.

Upon entering the virtual exhibit space, attendees will see all sponsor and exhibitor logos on an intentionally arranged Logo Wall. The Logo Wall will showcase all exhibitor logos in a visibly appealing manner, with placement and size being prioritized by exhibitor or sponsorship packages purchased. Attendees can select the logo of the exhibitor to enter the virtual booth or search the Exhibit Hall by company name or category.

PACKAGE OPTIONS AND PRICING

Price	Tier 1 Exhibitor	Tier 2 Exhibitor	Tier 3 Exhibitor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Early Bird Rate by January 15, 2021	\$1,750	\$2,750	\$3,750			
Standard Rate January 16–March 1, 2021	\$2,000	\$3,000	\$4,000	\$10,000	\$15,000	\$20,000
Late Rate March 1–April 1, 2021	\$2,500	\$3,500	\$4,500			

EXHIBIT HALL HOURS

Date	Start Time	End Time
Tuesday, April 6, 2021	2:00 pm	5:00 pm
Wednesday, April 7, 2021	10:00 am	2:00 pm
Thursday, April 8, 2021	10:00 am	2:00 pm
Friday, April 9, 2021	10:00 am	2:00 pm

Note: Times are subject to change.

EXHIBITOR OPPORTUNITIES

There are three exhibitor tiers that offer a varying degree of virtual booth inclusions: Tier 1, Tier 2 and Tier 3. All exhibitor packages include a virtual booth within the Exhibit Hall, and additional inclusions depending on the exhibitor tier.

EXHIBITOR CONSIDERATIONS

- More than 60 days of attendee exposure to exhibitor information
- Dedicated virtual listing, showcasing company resources, information and designated contacts to connect with attendees
- Central location within the event site for easy accessibility
- Opportunities to have live conversations with conference attendees
- Post-event analytics to connect with interested attendees
- Incentivized booth traffic options through product giveaways
- Dedicated Exhibit Hall times built into the General Program to drive traffic
- Flexibility to customize the virtual booth space

SPONSORSHIP OPPORTUNITIES

Sponsors have expanded exposure across the virtual event platform, ranging from digital advertisements, on-demand sessions and sitewide communications, across the three sponsorship tier options: Silver, Gold and Platinum. The different tiers are carefully curated to boost visibility sitewide.

SPONSORSHIP CONSIDERATIONS

- Expanded audience reach opportunities outside of the virtual Exhibit Hall
- Sitewide sponsorship recognition
- Sponsorship advertisement placement on high traffic and frequently visited event pages
- Dedicated sponsor page
- Inclusion and priority placement in the virtual Exhibit Hall
- Advertisement visibility throughout the live and on-demand event

The exhibitor and sponsorship application site closes April 1, 2021.



APPLY ONLINE

To participate, please visit the HLC website: hlcommission.org/conference

PACKAGE INCLUSIONS

Please refer to the [Quick Reference Guide](#) for further clarification on the virtual booth features and other sponsorship inclusions listed below.

	Tier 1 Exhibitor	Tier 2 Exhibitor	Tier 3 Exhibitor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Virtual Booth Features						
Company Description	300 characters	400 characters	500 characters	500 characters	500 characters	500 characters
Company Logo	✓	✓	✓	✓	✓	✓
Company Category	1	2	3	3	3	3
Sales Contact Information	1	2	2	2	2	2
PDF Upload	1	2	2	2	2	2
External Web Link	1	1	2	2	2	2
Booth Banner	✓	✓	✓	✓	✓	✓
Request Information Button	✓	✓	✓	✓	✓	✓
Virtual Grab Bag Giveaway	✓	✓	✓	✓	✓	✓
Live Video Chat	✓	✓	✓	✓	✓	✓
Information Request Report	✓	✓	✓	✓	✓	✓
Additional Inclusions						
On-Demand Showcase Presentation			1	1	1	1
Virtual Advertisement		1/4 Page	1/4 Page	1/4 Page	1/2 Page	Full Page
General Program Registration Passes—Comped	1	1	1	2	2	2
General Program Registration Passes—@ 50%		1	1	1	1	2
Sponsorship Opportunities						
Right Side Global Banner Ad					Choose 1	Choose 1
Right Side Global Banner Logo						
Left Side Global Banner Ad				Choose 1		Choose 1
Left Side Global Banner Logo						
Sponsor Recognition Badge				✓	✓	✓
Global Scrolling Sponsor Logos				✓	✓	✓
Sponsor Page				✓	✓	✓
Showcase Presentation w/ Active Participants					1	1
Keynote Presentation Sponsor						1
Mid-day Break Global Notification					Choose 1	1
Short Break Global Notification						1
Virtual Visit Summary Report				✓	✓	✓
Opt-in Mailing List					✓	✓
Exhibit Hall Introduction Video				✓	✓	✓
Exhibit Hall Linked Social Media Account				✓	✓	✓
Logo included in Pre-Conference Marketing Materials						1