

Evolving Together

# EXHIBITOR PROSPECTUS

2022 HLC Annual Conference  
April 3–5, 2022



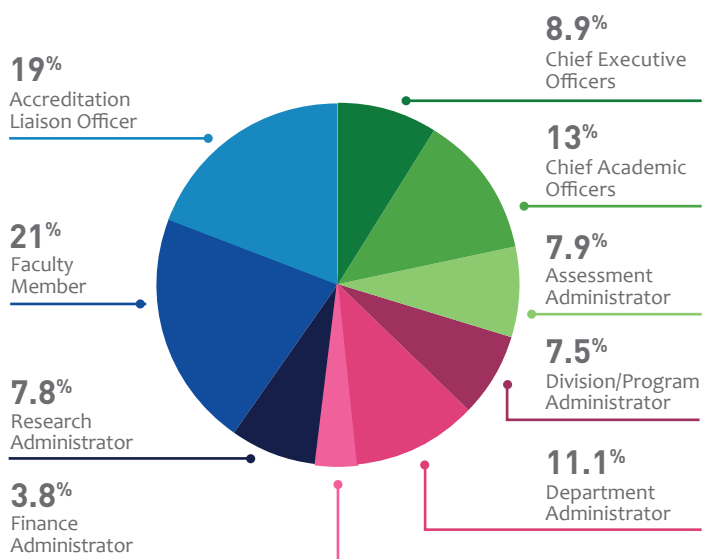
The 2022 HLC Annual Conference will welcome the return of in-person attendees to the Chicago Hyatt Regency, while also providing online access to a remote audience for the duration of the conference. The conference will kick off on Friday, April 1 with pre-conference program offerings and run through Tuesday, April 5, featuring a combination of live and on-demand content. The live portion of the conference will include engagement opportunities for both the in-person and remote audience. The online Annual Conference platform will remain available for all conference attendees to access post-event for a limited time.

This year's theme, Evolving Together, provides the opportunity for conference exhibitors to showcase their ability to support HLC's member institutions now and in the future, while also helping HLC maintain affordable registration fees for its membership.

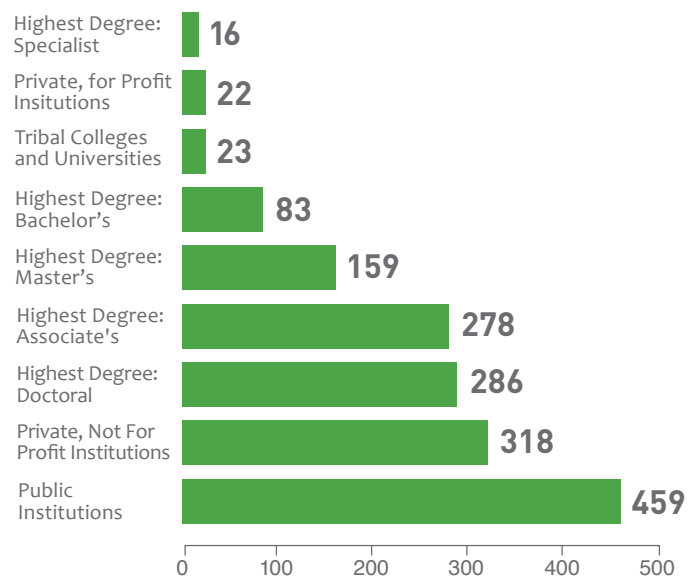
## MEET THE ATTENDEES

Curious who joins us at the HLC Annual Conference? In 2021, the conference had a record-breaking attendance of over 4,600 attendees, inclusive of pre-conference programs. Don't miss out this year!

### Primary Attendee Roles



### Institutional Profile



# WAYS TO PARTICIPATE

For this year's Exhibitor Program, HLC has realigned the exhibitor opportunities to maximize audience reach and engagement levels, from both the in-person and remote audience. The changes were made while considering this year's hybrid format. Traditional exhibitor booths have been replaced this year with expanded showcase and advertisement opportunities.

## How Do You Want To Participate This Year?

- Connect with Conference Attendees
- [Increase Brand Awareness](#)

## Connect with Conference Attendees

### SHOWCASE PRESENTATIONS

Join the General Program by offering a live, in-person 45-minute showcase presentation as an opportunity to get full attention of a broad audience during the General Program. These presentations must feature creative alliances between higher education institutions and organizations that provide products and services to the higher education community.

In addition to registering through the Exhibitor Application Site, it is preferred that exhibitors submit a proposal for showcase presentations during the Call for Proposals, occurring July 28 – September 20. Once the exhibitor application and proposal has been submitted, HLC will confirm the participation of your proposed presentation and provide next steps. The steps to submitting your exhibitor application and proposal [can be found here](#).

Due to the hybrid nature of this event, HLC is offering the option for all Showcase Presentation packages to pre-record the presentation through the conference platform in addition to the live presentation. This added feature will increase visibility and allow access to the remote audience and on-demand viewing. In-person Showcase Presentation packages include meeting space, a standard audiovisual setup that includes a presentation computer, wireless internet access and use of the speaker ready room.

This year, we have expanded the showcase presentation options, encouraging participation from exhibitors within all price points. See the charts on Page 4 and Page 5 with details on all presentation options and enhancements.

### SPONSOR A RECEPTION

Elevate your engagement with conference attendees by sponsoring a reception over the General Program dates. The reception allows sponsors the ability to optimize their time at the conference while connecting with attendees.

If this is purchased in conjunction with a Showcase Presentation, timing will be considered to allow for a reception to follow the presentation. HLC Meetings & Events will finalize timing of the presentation and/or reception, while considering the exhibitors input on timing.

### OPT-IN EMAIL LIST

Connect with conference attendees that have opted in to sharing their contact information with exhibitors. Invite them to your showcase presentation or connect post-conference! This option is reserved for contributing exhibitors and cannot be purchased individually.

	<b>Standard Pricing</b> July 28–Sept 20	<b>Late Pricing</b> Sept 21–Feb 1	<b>Inclusions</b>
<b>Prime Showcase Presentation</b>	\$2,000	\$3,500	<p>(1) in-person 45-minute showcase presentation within the times of 9 AM – 1:45 PM</p> <p>Option to pre-record the presentation prior to conference for access to remote and on-demand audience</p> <p>(1) exhibitor listing in mobile app</p> <p>(1) exhibitor sign displayed outside of showcase presentation location during presentation</p>
<b>Non-prime Showcase Presentation</b>	\$1,500	\$3,000	<p>(1) in-person 45-minute showcase presentation within the times of 2 PM – 4 PM</p> <p>Option to pre-record the presentation prior to conference for access to remote and on-demand audience</p> <p>(1) exhibitor sign displayed outside of showcase presentation location during presentation</p> <p>(1) exhibitor listing in mobile app</p>
<b>Prime Showcase Presentation w/ Break Service</b>	\$2,500	\$4,000	<p>(1) in-person 45-minute showcase presentation within the times of 9 AM – 1:45 PM</p> <p>Option to pre-record the presentation prior to conference for access to remote and on-demand audience</p> <p>(1) exhibitor listing in mobile app</p> <p>(1) exhibitor sign displayed outside of showcase presentation location during presentation</p> <p>(1) in-room break service</p>



**More ways to participate on page 5**



	<b>Standard Pricing</b> July 28–Sept 20	<b>Late Pricing</b> Sept 21–Feb 1	<b>Inclusions</b>
<b>Non-prime Showcase Presentation w/ Break Service</b>	\$2,000	\$3,500	<ul style="list-style-type: none"> <li>(1) in-person 45-minute showcase presentation within the times of 2 PM – 4 PM</li> <li>Option to pre-record the presentation prior to conference for access to remote and on-demand audience</li> <li>(1) exhibitor listing in mobile app</li> <li>(1) exhibitor sign displayed outside of showcase presentation location during presentation</li> <li>(1) in-room break service</li> </ul>
<b>On-demand Showcase Presentation</b>	\$1,750 <i>Limited availability</i>	\$3,250 <i>Limited availability</i>	<ul style="list-style-type: none"> <li>(1) pre-recorded showcase presentation for online audience and on-demand viewers</li> <li>(1) exhibitor listing in mobile app</li> </ul>
<b>Opt-in Email List</b>	\$2,000		<ul style="list-style-type: none"> <li>(1) Registrant list including first name, last name, institution, job title, email address of all attendees who opted-in to share information with conference sponsors provided 7 days prior to conference start date</li> </ul>
<b>Sponsored Reception</b>	\$5,000 <i>Limited availability</i>		<ul style="list-style-type: none"> <li>(1) Exclusive 90-minute reception. Date and time to be determined by HLC, considering exhibitor preferences</li> <li>(1) Mobile notification push to attendees about reception</li> <li>(1) Limited time mobile app banner</li> <li>Exhibitor signage outside of reception space</li> <li>Note: This package does not include food and beverage costs. F&amp;B costs will be covered by exhibitor.</li> </ul>

## Increase Brand Awareness

### SPONSOR A COFFEE BREAK

Elevate your presentation by adding an in-person break service for your attendees or continue engaging with attendees by providing a sponsored reception after the conclusion of your scheduled presentation.

### ADVERTISEMENTS

Catch the eye of conference attendees across multiple channels. In the hybrid environment, HLC offers several advertisement options that can be purchased. Get notices in our Program Book, offered as a hard copy or online, Conference

Platform or within the Mobile App. See the charts on Page 6 and Page 7 with advertisement options and pricing details.

Advertisement dimensions will be provided when ad space is purchased. Please note, all advertisements will be reviewed and approved by HLC Show Management prior to the conference.

### JOIN THE VIRTUAL LOGO WALL

Get noticed by attendees on the conference platform. The logo wall will be accessed from the homepage and will contain a clickable logo which brings the attendee to the exhibitor profile, included the external website link and contact information.

Standard Pricing: July 28–Feb 1		Inclusions
Program Book Advertisement	1/4 Page \$600 <i>Limited availability</i>	<p>(1) advertisement in the Program Book. Program Book provided to in-person conference attendees in a physical copy and to remote audience in an online format</p> <p>All advertisements will be reviewed and approved by HLC Show Management</p> <p>Ad dimensions will be provided once ad space is purchased</p>
	1/2 Page \$800 <i>Limited availability</i>	
	Full Page \$1,200 <i>Limited availability</i>	



More advertisement options on page 7

**Standard Pricing: July 28–Feb 1**

**Inclusions**

1/4 Page	\$750 <i>Limited availability</i>	(1) advertisement in the HLC Resource Guide. This guide is provided to conference attendees and has a shelf life of 1-year for extended visibility  Ad dimensions will be provided once ad space is purchased
1/2 Page	\$1,000 <i>Limited availability</i>	
Full Page	\$1,500 <i>Limited availability</i>	
Mobile App Banner	\$500	(1) Banner advertisement to be displayed on the conference mobile app for all in-person and remote attendees  HLC will schedule timing of banner and review banner language with exhibitor prior to launch
Website Advertisement	\$1,500	(1) Advertisement or logo that is visible on the event platform welcome page, high traffic and frequently visited pages, which can link to an exhibitor’s external website
Virtual Grab Bag	\$200	(1) Advertisement listed within the virtual grab bag, which can be linked to an exhibitor’s external website
Virtual Logo Wall	\$250 <i>Contributing Exhibitor</i> \$500 <i>Purchased Individually</i>	(1) Logo displayed on the conference website logo wall, linked to an exhibitor profile with website link and company contact information
Sponsored Coffee Break	\$3,000	(1) Sponsored break service with exhibitor logo located in a high-traffic area of the conference venue
Sponsored Food Station at Welcome Reception	\$5,000 <i>Limited availability</i>	(1) Sponsored food station at the General Program Welcome Reception on Saturday, April 2  (1) Logo displayed at food station  All food costs included in package rate

# READY TO BECOME AN EXHIBITOR?

Please follow the steps below to secure your spot!

1. Review the [Exhibitor Program Rules and Regulations](#)
2. Submit an [Exhibitor Program Application](#)
3. Submit your Showcase Presentation proposal through HLC's submission site. The link needed to submit your proposal will be provided once the exhibitor application is reviewed and accepted.
4. HLC will provide 'Next Steps'!



## CONTACT INFORMATION

Have additional questions? Contact HLC at [annualconference@hlcommission.org](mailto:annualconference@hlcommission.org) to discuss opportunities.