

Dear Prospective Exhibitor:

I would like to invite you to become an exhibitor, presenter, and or sponsor for the 87<sup>th</sup> Annual MSACROA conference. The 87<sup>th</sup> Annual MSACROA conference will be held from November 27, 2017 – November 29, 2017 at the Golden Nugget Hotel in Atlantic City.

Our 87<sup>th</sup> conference will draw some of the most knowledgeable registrars and admissions officers together to tackle many of the enrollment management challenges facing the higher education industry today. Attendees include administrators from the states of New York, New Jersey, Pennsylvania, Maryland, Delaware, and the District of Columbia. These individuals influence the purchase of a wide range of services, computer hardware, computer software systems, and equipment, presenting a unique opportunity for businesses catering to this segment.

Exhibitors and sponsors will gain exposure for their brand to a large audience of industry professionals who could benefit from your participation. Sponsorship at the conference shows our attendees that you are committed to forging and maintaining industry relationships. We would love to have you partner with us at our 87<sup>th</sup> conference, and hope you will take advantage of this great marketing opportunity!

Please review the exhibitor and sponsorship options below and pay special attention to our wide range of sponsorship opportunities. If you have questions, I would be happy to assist you with finding the right level of sponsorship for your brand.

You can also click on the link below to reserve your space at the conference, sign up for a session, and/or provide sponsorship for conference materials or a conference event. Information concerning fees for exhibiting, sponsorship and presentations are listed on the fees link below.

Your support for this conference is truly appreciated and we are certain that our participants are looking forward to learning from you.

## For Exhibitors

**Register by:** October 15, 2017

**Exhibitor Fee:** \$600 single, \$1200 double. A single booth accommodates two representatives, additional representative fee is \$295

**Fee Includes:** Full registration for two people, an 8' high background drape, 3' high side divider drape, 6' draped table, 2 chairs, wastebasket, and 110 electric hook-up and use of WIFI.

**Presentation option:** Exhibitors will also have the opportunity to offer a presentation highlighting their goods or services during one of the available session times. Exhibitor sessions will be featured in the conference brochure. **A presentation fee of \$500 is required.**

## Sponsorship Categories

We have several opportunities of sponsorships that allows your business to choose the option that works best for you. Options range from \$500 break sponsorships to \$2,500 special event sponsorships. If you are unsure of which option is right for you, we would like to help! Please contact me at [creeves@georgian.edu](mailto:creeves@georgian.edu) to learn how MSACROA can highlight your company.

## Sponsorship Categories:

### Monday

Snack break - \$1,500  
1stTimer Luncheon - \$1,000  
President Reception - \$2,000

### Tuesday

Breakfast (hot buffet) - \$1,500  
A.M. Coffee Break - \$500  
P.M. Snack break - \$1,500  
Special Event - \$2,500

### Wednesday

Breakfast (hot buffet) - \$1,500  
AM Coffee break - \$500

### Conference

App Sponsorship - \$2,500  
Registration Booth - \$500  
Charging Stations - \$500

## About the Conference

The Golden Nugget Hotel is conveniently located right off the boardwalk of Atlantic City, New Jersey. While you are here you can try your luck at the Golden Nugget Casino, walk boardwalk, relax to the sound of the waves, or check out the Tanger Outlets. MSACROA will provide you with adequate time and a great atmosphere to make the connections you need.

**[\\*Please click here for exhibit and sponsorship registration\\*](#)**

We look forward to seeing you in November!

Sincerely,

*Christina Reeves*

2017 MSACROA Exhibits Chair

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