15 YEARS

DREAM2019™

February 19-22, 2019 | Long Beach, California

Participate in Achieving the Dream's DREAM2019 Annual Conference

Advancing Student Success – Connect with more than 2,300 college presidents, faculty, staff and policy makers through sponsorships, advertisements, and exhibits.
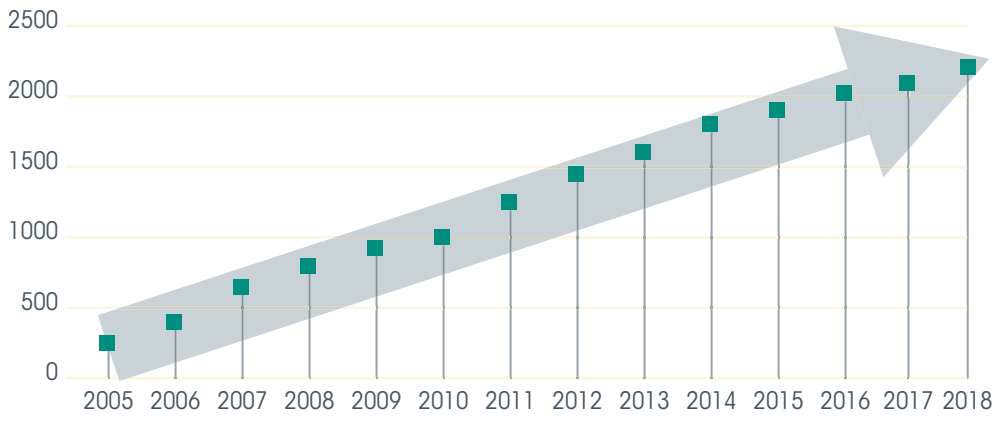
Sponsor, Exhibitor, Advertiser Prospectus

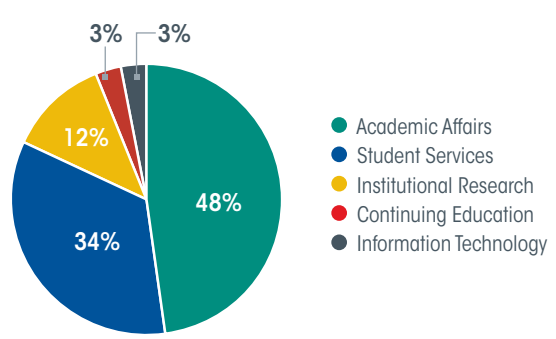# DREAM**2019** will be held February 19–22 at the Long Beach Convention Center

The conference is designed for college presidents and senior administrators, faculty, institutional research and information technology professionals, student success staff, state and local government officials, corporate and foundation executives, and other members of the higher education community. DREAM attendees are connected by one goal — **to help more colleges increase the number of students who earn market-valued credentials**.
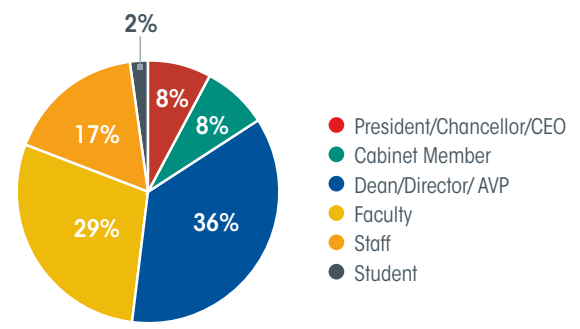
DREAM Annual Conference Attendance Grows Each Year

Attendance increased over

800%

since 2005

College Functional Areas Represented at DREAM

- Academic Affairs — 48%
- Student Services — 34%
- Institutional Research — 12%
- Continuing Education — 3%
- Information Technology — 3%

Roles of DREAM Attendees

- President/Chancellor/CEO — 8%
- Cabinet Member — 8%
- Dean/Director/ AVP — 36%
- Faculty — 29%
- Staff — 17%
- Student — 2%

2018 Geographic Representation

Achieving the Dream's Annual Conference draws attendees from 41 states, the District of Columbia, Guam, New Zealand, US Virgin Islands, and South Africa.

DREAM2019 Sponsorship Packages

PREMIERE PACKAGE $80,000 (EXCLUSIVE PACKAGE)

1

Sponsor the 15th Anniversary Reception
Sponsor the 15th Anniversary Opening Plenary
Reserved table during the Opening Plenary
Sponsor the 15th Anniversary Highlight Video
Sponsor the 15th Anniversary Viewing Gallery
Sponsor 15th Anniversary water bottles
Recognition in the 15h Anniversary Program
Logo recognition on screen during the Opening Plenary
One full-page ad in the program (Inside front cover)
Recognition on ATD's website for the duration of the year
Brand recognition on:
- DREAM2019 website (logo with hyperlink)
- Onsite signage
- Follow up e-mail to DREAM2019 attendees post-conference
- Social media (Twitter and LinkedIn)
4 conference registrations
2 exhibit booths

LEGACY PACKAGE $60,000 (2 available opportunities)

2

Sponsor the Presidents Colloquium **or** Board Dinner & Reception
Sponsor one Plenary Session
Lead one Innovative Collaboration Session (Co-present with an institutional partner)
Lead one focus group (Convene a group of ATD Network attendees for critical thinking around a topic developed by the sponsor)
Sponsor one Spotlight Session (Provide brief remarks; Display collateral)
One advertisement included on the DREAM2019 mobile app
Brand recognition on:
- DREAM2019 website (logo with hyperlink)
- Onsite signage
- Follow up e-mail to DREAM2019 attendees post-conference
- Social media (Twitter and LinkedIn)
Access to DREAM2019 attendee list pre- and post-conference
Opportunity to submit an article/case study to be included in ATD's Knowledge Center post conference
3 conference registrations
1 exhibit booth

VISIONARY PACKAGE $40,000 (4 available opportunities)

3

Sponsor of the Networking Lunch (Display collateral during lunch)
Lead one Innovative Collaboration Session (Co-present with an institutional partner)
Sponsor one Spotlight Session (Provide brief remarks; Display collateral during session)
One advertisement included on the DREAM2019 mobile app
Brand recognition on:
- DREAM2019 website (logo with hyperlink)
- Onsite signage
- Follow up e-mail to DREAM2019 attendees post-conference
- Social media (Twitter and LinkedIn)
Access to DREAM2019 attendee list pre- and post-conference
Opportunity to submit an article/case study to be included in ATD's Knowledge Center post conference
3 conference registrations
1 exhibit booth

DREAM2019 Sponsorship Packages

PATRON PACKAGE $25,000 (5 available opportunities)

4

Sponsor of the DREAM2019 Scholars Program
• Includes recognition for Scholars Lunch, Reception, Scholarships & Closing Plenary
Sponsor one concurrent session
Lead one "Open Air" Presentation
• Presented in the Executive Campus for attendees exclusively tune into the speaker via headsets
One advertisement included on the DREAM2019 mobile app
Brand recognition on:
• DREAM2019 website (logo with hyperlink)
• Onsite signage
• Follow up e-mail to DREAM2019 attendees post-conference
• Social media (Twitter and LinkedIn)
Opportunity to include a branded item in conference tote bags
Access to DREAM2019 attendee list pre- and post-conference
Opportunity to submit an article/case study to be included in ATD's Knowledge Center post conference
2 conference registrations
1 exhibit booth

BENEFACTOR PACKAGE $10,000 (6 available opportunities)

5

Sponsor of the Networking Lounge
• Includes cell phone charging stations for all attendees
Sponsor one concurrent session
Lead one "Open Air" Presentation
One advertisement included on the DREAM2019 mobile app
Brand recognition on:
• DREAM2019 website (logo with hyperlink)
• Onsite signage
• Follow up e-mail to DREAM2019 attendees post-conference
• Social media (Twitter and LinkedIn)
Opportunity to include a branded item in conference tote bags
Access to DREAM2019 attendee list pre- and post-conference
Opportunity to submit an article/case study to be included in ATD's Knowledge Center post conference
2 conference registrations
1 exhibit booth

SUPPORTER PACKAGE $5,000 (8 available opportunities)

6

Sponsor of the 20X20 presentations
One advertisement included on the DREAM2019 mobile app
Brand recognition on:
• DREAM2019 website (logo with hyperlink)
• Onsite signage
• Follow up e-mail to DREAM2019 attendees post-conference
• Social media (Twitter and LinkedIn)
Opportunity to include a branded item in conference tote bags
Access to DREAM2019 attendee list pre- and post-conference
Opportunity to submit an article/case study to be included in ATD's Knowledge Center post conference
1 conference registration
1 exhibit booth

Customized Sponsorship Opportunities

Registration Package $25,000

Make a strong first impression by having your brand prominently visible as guests check in at registration. Sponsor's name and logo will appear prominently on the registration counters. Sponsor will also receive recognition on tote bags, lanyards, and online registration.

Comprehensive Media Package $20,000

Help attendees gain access to conference sessions onsite and remotely by sponsoring the conference wi-fi and mobile app. Sponsor will receive recognition for complimentary wi-fi on the projection screens in concurrent session meeting rooms and signage. Sponsor's name and logo will also appear on the landing page of the conference mobile app.

For additional information about these opportunities, please contact LaShonne Barnes, Development Officer at lbarnes@achievingthedream.org or 240-450-3859

Become a DREAM2019 Exhibitor

Booth Specifications

All booths are 8' x 10' and include an 8' back drape and 3' side drapes, two standard side chairs, one 6' skirted table, and one wastebasket, as well as a standard, two-line sign with the exhibitor's name and booth number.

2019 Exhibitor Rates

Standard Booth Fee	$2,750
Nonprofit Booth Fee	$2,475

Complete the enclosed exhibit space application to secure your booth. For any questions, please contact LaShonne Barnes, Development Officer at lbarnes@achievingthedream.org or 240-450-3859.

Advertise in the DREAM Program

The DREAM Program is distributed to more than 2,000 attendees and posted to the ATD website with thousands of viewers.

Full-Page Color Ad:	$2,000
Half-Page Color Ad:	$1,000

Ad Specifications:

Full-Page Ad
Trim size: 8.5 X 11
Bleed size: 8.75 X 11.25
Non-Bleed 7.5 X 10

Half-Page Horizontal Ads
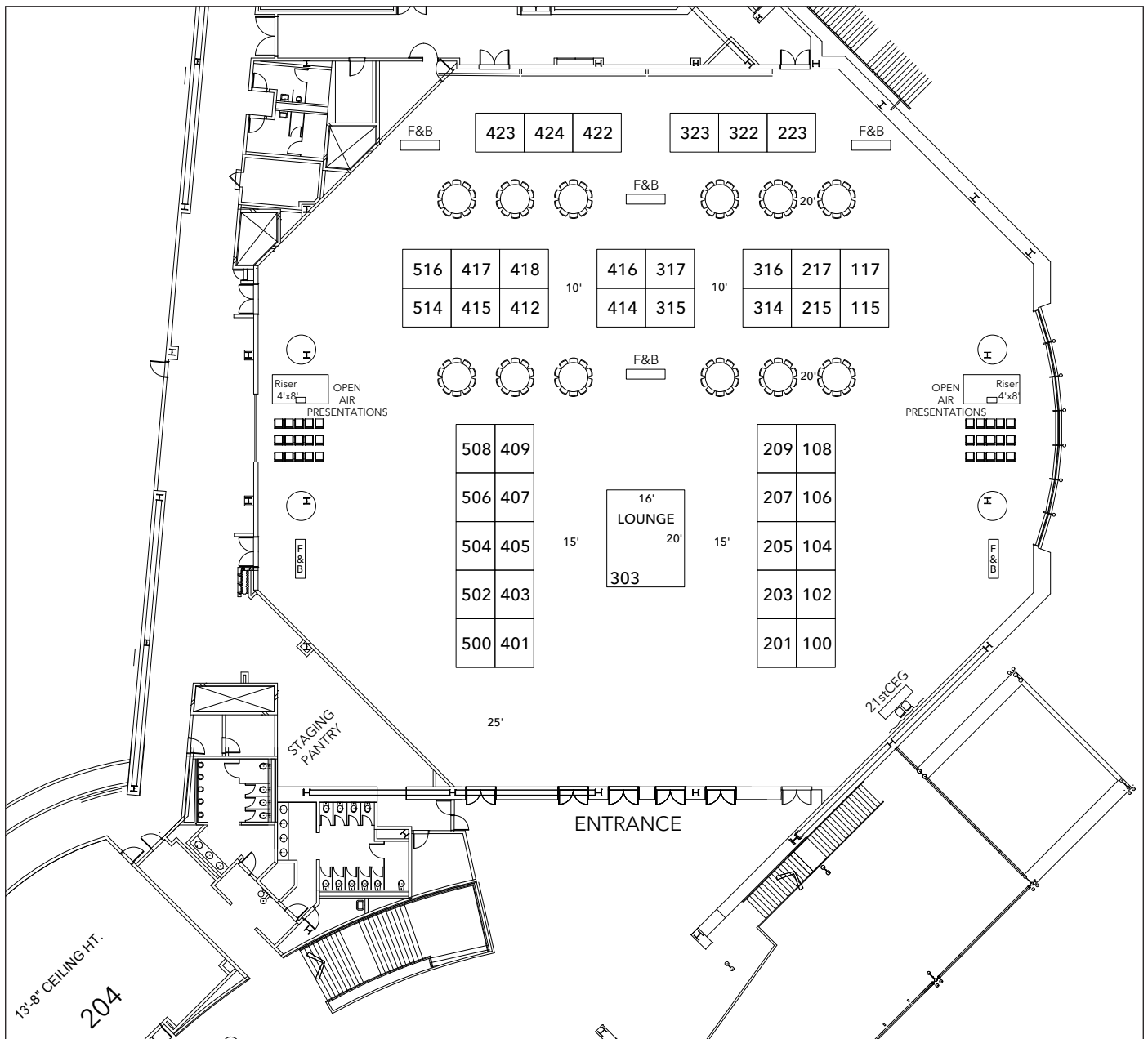Bleed size: 7.5 X 5
Non-Bleed size: 3.75 X 10

Take advantage of the opportunity to place an ad in the program commemorating Achieving the Dream's 15th Anniversary!

To purchase an ad, or for any questions, please contact LaShonne Barnes, Development Officer at lbarnes@achievingthedream.org or 240-450-3859.

Long Beach Convention Center/Grand Ballroom

Long Beach Convention Center ✴ 300 E. Ocean Blvd ✴ Long Beach, CA

Floor plan with booth assignments:

F&B | 423 | 424 | 422 | 323 | 322 | 223 | F&B

F&B (center) 20'

| 516 | 417 | 418 | | 416 | 317 | | 316 | 217 | 117 |
| 514 | 415 | 412 | | 414 | 315 | | 314 | 215 | 115 |

10'   10'

F&B 20'

Riser 4'x8' — OPEN AIR PRESENTATIONS

508	409		209	108
506	407		207	106
504	405		205	104
502	403		203	102
500	401		201	100

16' LOUNGE 20' 303

15'   15'

OPEN AIR PRESENTATIONS — Riser 4'x8'

F&B   F&B

STAGING PANTRY

25'

21stCEG

ENTRANCE

13'-8" CEILING HT. 204

6

DREAM2019
February 19-22, 2019 | Long Beach, California
15 YEARS

EXHIBITOR INFORMATION

Exhibiting Company: _____

Mailing Address: _____

City/State/Province:_____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Website: _____

Contact Person: _____ Title: _____

Email: _____ Phone: _____

Booth Type/Fee	#Booths	Please provide preferred booth locations (See Exhibit Floor Plan)
Standard 8' x 10' Booth Fee: $2,750		1
Nonprofit 8' x 10' Booth Fee: $2,475		2
Advertising: Full-page Color Ad: $2,000 Half-page Color Ad: $1,000		3

Booth Fee $_____ x #Booths _____ = Total Booth Fee $ _____

Advertising Fee $_____ x # of Ads _____ = Total Advertising Fee $ _____

⬤ **Click here to learn about available sponsorship opportunities. Sponsorships are a great way to gain brand recognition throughout the conference.**

SELECTING YOUR BOOTH: You will be offered first choice when the exhibit hall floor plan becomes available.

PRODUCT DESCRIPTION: A 60-word description of products or services is requested for inclusion in the Meeting Program. Descriptions exceeding 60 words will be edited by ATD. (Please attach description.)

EXHIBIT HOURS & SPACE ALLOCATIONS: Exhibit hours are subject to change by Show Management and will be published in the preliminary program. The exhibit space diagram shows the floor arrangement of space.

PAYMENT: Full payment or a 50% deposit must accompany the Exhibitor Application or it will not be processed. Payment may be made by check. ($US) dollars payable to: **Achieving the Dream**, or MC, VISA, AMEX by completing the following credit card information.

Please check appropriate box: ❏ Check   ❏ VISA   ❏ MasterCard   ❏ American Express

Print Cardholder Name: _____

Card #: _____ Expiration Date: _____

EXHIBIT SPACE CANCELLATION/REDUCTION POLICY:

• All exhibit space cancellations and reductions must be received in writing by ATD Exhibit Management.

• Cancellations or reductions received on or before December 3, 2018 will qualify for a 50% refund of all monies paid for booth space rental.

• Any company cancelling or reducing its booth space after December 3, 2018 will forfeit the total cost of exhibit space rental.

As a representative of the above noted company, by signing below I confirm that I have read, understand and accept these and all terms.

Signature: _____

Please email, mail, or fax completed registration form with payment to:

DREAM2019 Exhibit/Sponsor
Achieving the Dream
8403 Colesville Road, Suite 450 | Silver Spring, MD 20910
Phone: 240-450-3823 | Fax: 240-450-0076 | Email: events@achievingthedream.org

Tentative DREAM2019 Conference Agenda

Monday, February 18	**Decorator Move-In** **Exhibitor Move-In**
Tuesday, February 19	**Exhibitor Move-In** Pre-Conference Workshops **Exhibit Hall Opens (featuring Open Air Presentations)** Opening Plenary Session **Opening Reception in Exhibit Hall**
Wednesday, February 20	Plenary Sessions Concurrent Sessions Presidents Colloquium **Exhibit Hall Open (featuring Lunch and Innovative Collaboration Sessions)** Spotlight Sessions Receptions **Exhibitor Move-Out**
Thursday, February 21	Plenary Sessions Concurrent Sessions Luncheon Plenary Sessions 20x20 Presentations The Finish Line Game Experience Spotlight Sessions Receptions
Friday, February 22	Continental Breakfast Closing Plenary Session