

# 2024 GEM Summit

**LOUISVILLE, Kentucky**  
**The Galt House Hotel**  
**April 24 – 27, 2024**



*Please return this completed form to NAGAP Headquarters:*

*19 Mantua Road, Mt Royal, NJ 08061*

*Phone: (856)284-3219*

*Email: [info@nagap.org](mailto:info@nagap.org)*

# EXHIBITOR PROSPECTUS

## ABOUT NAGAP

NAGAP is the only professional organization devoted exclusively to the concerns of individuals working in the graduate enrollment management environment.

NAGAP GEM Summit Exhibitors get access to nearly 1000 graduate enrollment management professionals. This is an excellent opportunity to engage with current and prospective NAGAP members.

### WHO WILL ATTEND?

- Graduate Enrollment Management Professionals
- Educational Administrators
- Faculty
- Student Affairs Professionals
- Deans and Assistant Deans
- Enrollment Management Decision-Makers
- Others interested in the pursuit of qualified graduate students

### EXHIBIT SCHEDULE

- Exhibitor move-in Wednesday, April 24, 9am-4pm
- Exhibits open Wednesday, April 24, 4pm-8pm
- Exhibits open Thursday, April 25, 7am-3:15pm
- Exhibits open Friday, April 26, 7am-5pm
- Welcome Reception on Wednesday evening, Thursday breakfast, Friday breakfast, and all breaks are held in the exhibit hall area.

\*Note; Times are subject to change

# BOOTH INFORMATION

## WHAT'S INCLUDED

### *10'x8' or 10'x10' booth*

- pipe and drape
- one-line identification sign
- one complimentary conference registration\*
- exhibitor listing in conference app

### *20'x8' or 20'x10' booth*

- pipe and drape
- one-line identification sign
- two complimentary conference registrations\*
- exhibitor listing in conference app

\*Exhibitors will also be eligible for discounted registration for additional attendees. You will be eligible for full registration for the member one-day rate of \$400 (for up to 2 additional attendees).

## EXHIBITS PRICING

	<i>Strategic Partner Council Member</i>	<i>Other Exhibitors</i>
<i>10x8 or 10x10 Standard</i>	\$2600	\$2800
<i>10x8 or 10x10 Preferred</i>	\$2850	\$3050
<i>20x8 or 20x10 Standard</i>	\$4600	\$4800
<i>20x8 or 20x10 Preferred</i>	\$5150	\$5350
<i>Island (20x20)</i>	\$7850	\$8050



## SPONSORSHIP OPPORTUNITIES

Thank you for your interest in sponsoring the 2024 NAGAP GEM Summit. You will see below we have general sponsorships as well as specific events/items you may sponsor. Please contact [info@nagap.org](mailto:info@nagap.org) with any questions.

### ***Diamond (\$30,000 - multiple available)***

- Complimentary 10x8/10 preferred exhibit booth
- One additional complimentary conference registration
- Logo on signage at the event, in all pre-Summit communications and on the conference app
- Logo recognition in the walk-in slides in the general session
- 25% discount on additional exhibit space
- Opportunity to provide a branded gift or piece of collateral materials to be included in the registration bag.
- Full page ad in one NAGAP magazine
- One post on NAGAP Facebook page

### **Wednesday Night Welcome Reception Host (\$25,000 - one available)**

This kick-off event provides attendees an invaluable opportunity to reconnect with old friends, make new introductions, and have engaging conversations all within the setting of the Exhibit Hall. The event provides hors d'oeuvres and beverages for NAGAP attendees and exhibitors while they mingle and view the latest innovations in the field. Sponsor receives Platinum Sponsor benefits plus 50 drink tickets to give away at your booth and logo on signage at the event.

### **Thursday Evening Networking Party Host (\$25,000 - one available)**

The sponsor of this year's party held at The Louisville Palace, will be remembered for bringing the music and good times to the attendees. This year's event will feature two complimentary beverages and hors d'oeuvres. Sponsor receives

Platinum Sponsor benefits plus 50 drink tickets to give away at your booth and logo on signage at the event.

**Keynote Speaker (\$25,000 – one available)**

Through the GEM Summit, NAGAP encourages professional excellence, facilitates networking, provides both practical and problem-solving sessions, and helps define the future direction of graduate enrollment management. NAGAP's Summit and Education Committees seek leaders of the higher education community to serve in this role each year as a kick-off to the meeting. Sponsor receives Platinum Sponsor benefits and the ability for a meet and greet with the keynote speaker.

**Business Meeting Lunch Host (\$25,000 – one available)**

At the Business Meeting lunch, attendees hear from NAGAP leaders regarding the state of the association and the ongoing activities of the Governing Board and various committees. The event provides lunch to attendees. Sponsor receives Platinum Sponsor benefits and includes recognition of the sponsor during the business meeting presentation.

***Platinum (\$20,000 – multiple available)***

- Complimentary 10x8/10 preferred exhibit booth
- Logo on signage at the event, in all pre-Summit communications and on the conference app
- Logo recognition in the walk-in slides in the general session
- 10% discount on additional exhibit space
- Opportunity to provide a branded gift or piece of collateral materials to be included in the registration bag.
- Half page ad in one NAGAP magazine
- One post on NAGAP Facebook page

**Saturday Brunch Host (\$16,500 – one available)**

NAGAP wraps up the Annual Conference with a brunch buffet and featured speaker. Sponsor receives Gold Sponsor benefits and includes recognition at the brunch and a meet and greet with the closing speaker.

***Gold Level (\$15,000 – multiple available)***

- Complimentary 10x8/10 standard exhibit booth
- Logo on signage at the event, in all pre-Summit communications and on the conference app
- Text recognition in the walk-in slides in the general session

- Opportunity to provide a branded gift or piece of collateral materials to be included in the registration bag.
- Quarter page ad in one NAGAP magazine

#### **Wi-fi for Exhibit Hall (\$12,000 – one available)**

Free internet access is a highly requested item. Sponsor Wi-fi service in the Exhibit Hall, and help our attendees stay connected. You will be able to set a personalized Wi-Fi password. Sponsor receives Silver Sponsor benefits.

#### **Conference Tote Bags (\$12,000 – one available)**

Conference tote bags have become an essential apparel item for each of the 900+ attendees. From the time they pick up their registration packets until they depart for the airport, attendees are rarely seen at the conference without their tote bags in tow, each emblazoned with both the sponsor's and NAGAP's logos. (NAGAP produces the tote bags.) Sponsor receives Silver Sponsor benefits.

#### **First Timers Session (\$12,000 – one available)**

Connect with new NAGAP members and First-Time attendees at this informational session on Wednesday afternoon. Sponsor receives Silver Sponsor benefits as well as your logo will featured in a presentation at the session. You will also have a few minutes to speak during the session.

#### **Refreshment Break (\$12,000 two available)**

Sponsor can choose Thursday or Friday refreshment breaks. The refreshment breaks are located near the Exhibit Hall and feature coffee, soda, snacks, etc. for attendees. Signage will be placed at the break location recognizing sponsor. Sponsor receives Silver Sponsor benefits.

#### **Silver Level (\$10,000 – multiple available)**

- Complimentary 10x8/10 standard exhibit booth
- Logo on signage at the event, in all pre-Summit communications and on the conference app
- Text recognition in the walk-in slides in the general session
- Opportunity to provide a branded gift or piece of collateral materials to be included in the registration bag.

#### **Name Badge/Lanyard (\$8,000 – one available)**

Gain maximum exposure during the Summit with these high-quality lanyards as every attendee will be wearing them with their name badge. The sponsor's logo will

be on one side and NAGAP's logo on the other. (NAGAP produces the lanyards.) Sponsor receives Bronze Sponsor benefits.

**Hotel Key Cards (\$7,500 – one available)**

Hotel key cards are the perfect place to get your message and branding to all conference attendees. Sponsor receives Bronze Sponsor benefits.

***Bronze Level (\$5,000 – multiple available)***

- Logo on signage at the event, in all pre-Summit communications and on the conference app
- Text recognition in the walk-in slides in the general session
- Opportunity to provide a branded gift or piece of collateral materials to be included in the registration bag





The Leader in Graduate Enrollment Management

LOUISVILLE, Kentucky

The Galt House Hotel April 24 - 27, 2024

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Packages** (please check one)

Diamond

Platinum

Gold

Silver

Bronze

Wed Reception

Thur Party

Keynote

Lunch

Brunch

Wifi

Bag

First Timer

Refreshment Break

Lanyard

Key

**Method of Payment** (please check one)

Please Invoice Me

Check

Credit Card: American Express MasterCard Visa

Name of Card Holder: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Authorization Signature: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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