

Sponsorship and Exhibit Prospectus

Orlando, Florida
April 5-8, 2020



Sponsor and Exhibitor Information

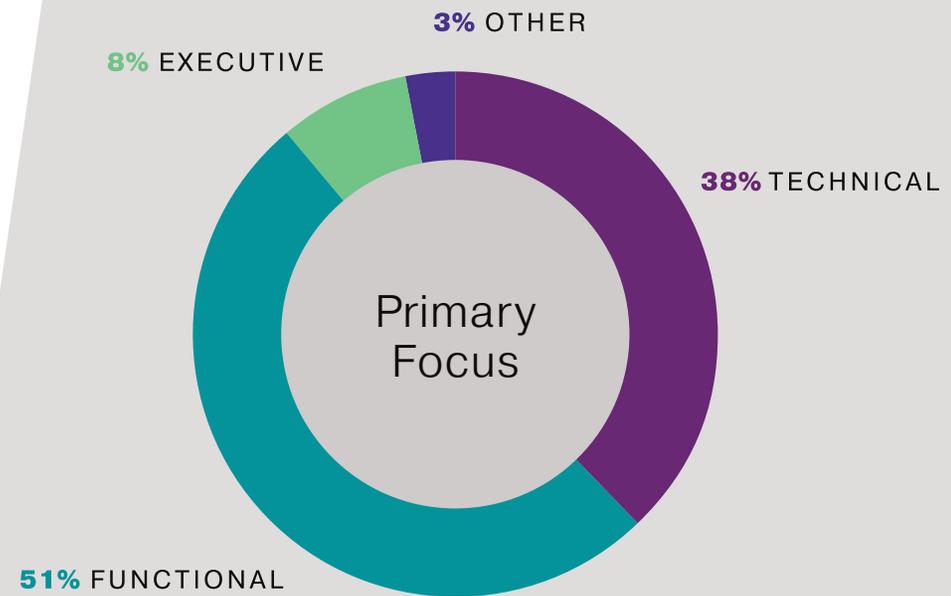
What is Ellucian Live?

Ellucian Live is the premier global higher education technology user conference, held in the United States, and produced and managed by Ellucian with the support of our clients and partners. The 8th annual Ellucian Live conference provides training and industry-related sessions over three days—with 8,000 anticipated attendees—on **April 5–8, 2020, in Orlando, Florida.**

Our customer community attends year after year to meet with our esteemed Ellucian partner community inside the Exhibit Hall to learn firsthand about new products and service offerings. We've designed this year's sponsorship and exhibit opportunities to help you maximize your investment, discover new prospects, increase networking opportunities with customers, and engage attendees with your brand. At Ellucian Live, the Ellucian partner community is at the center of discussion and decision-making.

Attendee demographics

Ellucian Live boasts more than **8,000 attendees**, representing over 1,300 higher education institutions from 35 countries around the world. More than two-thirds of our attendees identify themselves as decision makers or influencers.



Benefits of Exhibiting

- Access to more than 8,000 attendees.
- Complimentary advertising on our conference website and mobile app with your company description (Ellucian approval required).
- Professional development: stay up-to-date on the latest higher ed industry topics, trends, and technologies through our robust educational content.
- One-on-one personal access to Ellucian leadership: network with Ellucian leadership and build support for a more engaged partnership, from sales and marketing to partner and product management.
- Elevate your brand through our event marketing opportunities: connect attendees with your company outside of your booth space through engagement and experience-focused activations.
- Access to speaking and product demo opportunities: sponsors and exhibitors can highlight their own personal case studies with their Ellucian customers in the form of a partner presentation or be featured inside the Exhibit Hall Solution Showcase Theater with a 15–20 minute product/service demonstration** (exhibitors may submit proposals and, if chosen to present, may purchase speaking opportunities). Deadlines Apply.
- Professional quality booth space featuring pipe and drape with a table, two chairs, wastebasket, and ID signage (note: booth spaces will not be carpeted) as well as a general service contractor to facilitate your shipping and exhibit requirements.
- High level sponsor and exhibitor amenities: 24-hour booth security, access to the exhibitor lounge with complimentary beverage service, lead retrieval devices, and so much more (early setup available by request for the island booths).
- Additional badges available for purchase. Company representative attendance subject to Ellucian approval and limits apply based on package.

Contact us today to discuss your presence at Ellucian Live 2020.

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Sponsor and Exhibitor Packages

LEGEND

*Partner Presentation

An in-depth speaking opportunity to highlight your company's primary solution/service. Content must be aligned with Ellucian's designated educational conference tracks.

**Solution Showcase Demonstration

A 15-minute product/service demonstration conducted theater-style on Exhibit Hall show floor.

*** New Partner

Defined as having joined after January 1, 2019 and has not previously attended Ellucian Live.

Platinum Package

By invitation only

Custom agreements begin at **\$90,000**

30' x 30' premier island exhibit space

Brief partner introduction to 8,000-plus attendees during one of the keynote general sessions—format and method to be determined by Ellucian in conjunction with keynote general session development.

Two complimentary partner presentations (a \$16,000 value)*

One (1) Solution Showcase demonstration**

Complimentary badges: four (4) full-conference and fourteen (14) Exhibit Hall passes

Tuesday night special event sponsor

Conference signage

Expo Hall aisle banner

Exhibit Hall carpet logo

Keynote video loop to 8,000-plus attendees

Logo and 200-word listing on the conference website and mobile app

Company spotlight on EllucianLive.com

Booth upgrades additional cost:

- Increase to 30' x 40': \$10,500 and five (5) additional Exhibit Hall passes
- Increase to 40' x 40': \$24,500 and six (6) additional Exhibit Hall passes

Gold Package

Limited to 6 partners

\$50,000

20' x 30' island exhibit space

Two complimentary partner presentations (a \$16,000 value)**

One (1) Solution Showcase demonstration**

Complimentary badges: three (3) full-conference and nine (9) Exhibit Hall passes

Welcome reception sponsor and afternoon refreshment break sponsor

Conference signage

Exhibit Hall carpet logo

Keynote logo recognition

Logo and 150-word listing on the conference website and mobile app

Logo on EllucianLive.com

Booth upgrades additional cost:

- Increase to 30' x 30': \$11,250 and four (4) additional Exhibit Hall passes
- Increase to 30' x 40': \$22,500 and five (5) additional Exhibit Hall passes
- Increase to 40' x 40': \$37,500 and six (6) additional Exhibit Hall passes

Silver Package

Limited to 15 partners

\$35,000

20' x 20' island exhibit space

One complimentary partner presentation (an \$8,000 value)*

One (1) Solution Showcase demonstration**

Complimentary badges: two (2) full-conference and six (6) Exhibit Hall passes

Conference signage

Keynote logo recognition

Logo and 100-word listing on the conference website and mobile app

Listing on EllucianLive.com

- Booth upgrades additional cost:
- Increase to 20' x 30': \$8,000 and three (3) additional Exhibit Hall passes
- Increase to 30' x 30': \$20,000 and four (4) additional Exhibit Hall passes
- Increase to 30' x 40': \$32,000 and five (5) additional Exhibit Hall passes

Sponsor and Exhibitor Packages

LEGEND

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Exhibitor Package

\$7,750

Complimentary badges: One (1) full-conference and two (2) Exhibit Hall passes

50-word listing on the conference website and mobile app

- Booth upgrades additional cost:
- Increase to 10' x 20': \$5,000 and one (1) additional Exhibit Hall pass
- Increase to 20' x 20': \$15,000 and two (2) additional Exhibit Hall passes

Non-partner Exhibitor Package

\$24,000

10'x10' exhibit space

50-word listing on the conference website and mobile app

New Partner Pavilion Package***

\$5,500

Features 36" table included with two (2) chairs as part of communal new partner area within Ellucian Live floorplan; standard pull-up banner and tabletop materials permitted

Pavilion area of Ellucian Live floorplan will only include new partners***

Includes two (2) complimentary Exhibit Hall passes

Package subject to availability

Additional badges for purchase are limited based on package selection.

All exhibitor partner presentation submissions subject to a la carte fee of \$8,000 upon acceptance.

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**For more information
please contact:**

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