



Sponsorship and Exhibitor Information

(updated June 4, 2023)

Important Dates for Sponsors and Exhibitors

Call for Sponsors opens	Wednesday, May 3, 2023
Early Registration ends	Sunday, August 20, 2023
Company Logo(s) submitted	Friday, September 22, 2023
Guaranteed Hotel Conference Rate ends	Sunday, October 1, 2023
Regular Registration ends	Friday, October 6, 2023
Materials may be received at Conference Hotel	Tuesday, October 17, 2023
Exhibitors Move In	Saturday, October 21, 2023
Analytics in Higher Education opens	Saturday, October 21, 2023
SESUG 2023 opens	Sunday, October 22, 2023
Conference ends	Tuesday, October 24, 2023 (5:00 pm)

Exhibit / Sponsor Hall Location

SESUG 2023 Conference Layout, Charlotte Marriott City Center

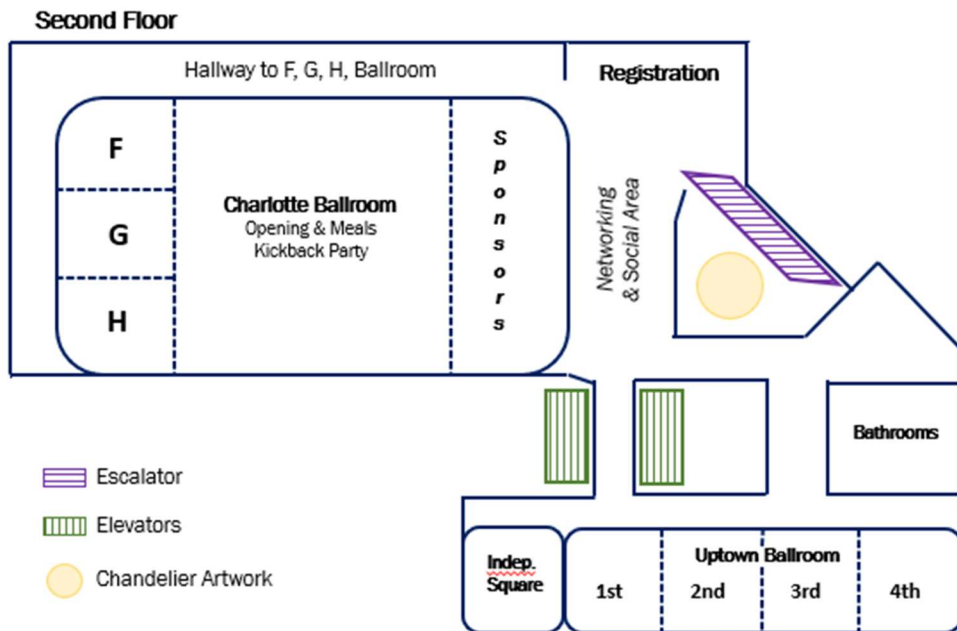


Exhibit Hall Activities

- Refreshment Breaks
- Attendee Social / Networking Area (outside exhibit hall entrance)

Exhibit Hall Hours

Exhibit Booth Set-up

- Saturday, October 21: 7:00 am – 10:00 am
- Sunday, October 22: 11:30 am – 5:30 pm

Once booths are set-up, we ask that someone be in attendance during open hours.

Exhibit Hall Hours

- Saturday, October 21: 10:00 am – 5:00 pm
- Monday, October 23: 9:00 am - 5:30 pm (Closed for Lunch)
- Tuesday, October 24: 8:30 am opening, conference ends at 5:00 pm

Exhibit Hall Breakdown

- Tuesday, October 24: before 6:30 pm

Exhibit Hall Security

The Exhibit Hall will be locked after hours; security will not be posted. Please take laptops, hand-held computers, and other items of value to guestrooms for safe-keeping.

Exhibitor Guidelines

Exhibitors will be provided with:

- Wireless Internet Access
- One (1) 6' table
- Two (2) chairs
- One (1) wastebasket

Exhibitors will provide their own equipment such as computer, projector, and additional furniture. Additional audiovisual needs should be discussed with the Marriott audiovisual service, Encore AV.

Exhibitors are responsible for securing personal belongings to avoid loss of personal property.

Sponsorship Levels and Benefits

A sponsorship applies to *both* events: Analytics in Higher Education *and* SESUG 2023.

Sponsorships with complimentary registration(s) may choose to redeem each complimentary registration for SESUG 2023 (\$620) *or* Analytics in Higher Education (\$175).

Benefits *	Diamond \$7,000	Platinum \$5,000	Gold \$3,500	Silver \$2,500	Bronze \$1,500	Advertiser \$250	Branded Swag for Welcome Package (\$0)
Complimentary Registrations	5	4	3	2	1	0	0
Demo Theater Presentation	Yes	Yes	Yes	No	No	No	No
Attendee List	Yes	Yes	Yes	Yes	No	No	No
Logo/Link on Website, 1 yr.	Yes, 250 words	Yes, 200 words	Yes, 150 words	Yes, 100 words	Yes, no desc	Yes, no desc	Yes, no desc
Logo/Ad on Conference App	Frequent	Moderate	Occasional	Occasional	**	**	No
Logo/Ad in Online Program	Yes	Yes	Yes	Yes	Yes	No	No
Recognized, Opening Session	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social Media Promotion	Yes	Yes	Yes	Yes	Yes	Yes	No
Table Top / Booth Space	Yes	Yes	Yes	Yes	Yes	No	No

* Pricing for additional items available upon request (meal sponsorship etc.)

** Click-through to sponsors page to display

Logos and Artwork

Our preference is to receive an EPS, PDF, or SVG file of your logo, but we can also work with PNG files if the resolution is sufficiently high.

If you have multiple arrangements of your logo, please send them all. For example, some companies may have a “short and wide” logo that is well-suited for use as a web banner and square version that is better suited for use as an icon in a mobile app. We will also need you to identify the name of any proprietary fonts used in the logo.

Please send us files of the highest possible quality, and we will do our best to ensure that the quality is preserved wherever we use your logo.

Shipping Information

All packages and deliveries to the hotel are managed through the Lost Prevention and Banquets Department. To ensure proper processing, please make sure your package label is addressed to the hotel and include the below information on your package labels:

- **Guest Name:**
- **Attention:** Banquets Dept.
- **Event Name:** SESUG 2023 Conference
- **Hotel address:** Charlotte Marriott City Center, 100 West Trade, Charlotte, NC 28202

Once past the complimentary two (2) day period, storage fees will apply to packages pre-event and post-event at the hotel.

If vendors are shipping anything over 100lbs or on pallets please let Kendra Franklin (Kendra.Franklin@marriott.com) know so she can communicate to Marriott security to be on the lookout for the package/pallets.

Please Note

All packages sent to the hotel will incur a handling charge based upon the weight of each item.