



# COE'S 2019 INVITATION TO EXHIBIT AND SPONSOR

HYATT REGENCY CHICAGO  
CHICAGO, IL  
SEPTEMBER 8-11, 2019

Be an exhibitor or sponsor at the Council for Opportunity's 38th Annual Conference in Chicago, IL at the Hyatt Regency Chicago from September 8-11, 2019.

This is a unique opportunity to demonstrate your products and services and increase your visibility among college access and success professionals.

Hot Topic Seminars provide an opportunity to present in-depth information on topics of interest to the college access community

# THE COUNCIL FOR OPPORTUNITY IN EDUCATION

The Council for Opportunity in Education (COE) is the only national organization dedicated to furthering the expansion of postsecondary opportunities for low-income and first-generation students and individuals with disabilities. COE has more than 35 years of experience helping and supporting first-generation and low-income students in gaining entry to and successfully completing college. COE's work and advocacy has had a positive effect on millions of students across the nation, changing the trajectory of their lives and impacting the U.S. workforce and economy for generations. No other organization has had this national reach and impact on the low-income educational opportunity pipeline.

- COE works with nearly 1,000 colleges, universities, and agencies to host college access and success programs that help students overcome academic, economic, social, and cultural barriers to enter college and graduate.
- More than 6 million students have graduated from college with the special assistance of TRIO programs—federally funded access and success programs—Talent Search, Upward Bound, Upward Bound Math/Science, Veterans Upward Bound, Student Support Services, Educational Opportunity Centers, and the Ronald E. McNair Post-Baccalaureate Achievement Program.
- Annually, COE provides training and technical assistance to more than 3,000 college access and success professionals across the country either in-person, virtually, or both.
- An estimated 800,000 low-income students and students with disabilities each year receive tutoring, counseling, mentoring, financial guidance, and other services as early as sixth grade all the way through college graduation.

**For more information regarding Exhibit and Sponsorship opportunities, please contact Patricia Mahomond at: [patricia.mahomond@coenet.org](mailto:patricia.mahomond@coenet.org) or 202.347.7430.**

# ABOUT THE COE ANNUAL CONFERENCE

Each year, the Council for Opportunity in Education holds its annual conference in a major U.S. city. Approximately 1,500 administrators, counselors, researchers, and educators involved with educational opportunity programs annually invest in their professional development by attending the conference. We also have a strong base of alumni who now work for educational opportunity programs themselves who attend.

Participants come from all over the country from as far away as Washington State, Puerto Rico, and Guam to as close as a few blocks away from the conference venue. Attendees represent urban, rural, and suburban colleges and universities. Two- and four- year institutions both large and small are represented. Attendees represent the diverse cultures, ethnicities, and races of the U.S. and are mirror images of the students they serve.

The conference attracts notable speakers including: Ana Navarro, political strategist and commentator; Jamie Merisotis, president and CEO of the Lumina Foundation for Education; former Congressman Louis Stokes (D-OH); Antonio Flores, president and CEO of the Hispanic Association of Colleges and Universities; and Wil Haygood, reporter, the *Washington Post*, and author of *The Butler: A Witness to History*, among others.

The Council for Opportunity in Education will celebrate its 38th Annual Conference in Chicago, IL. The theme, “Covering All the Bases of College Opportunity,” will allow us to showcase the progress of the educational opportunity movement as well as to look toward the future.

This year’s conference continues COE’s history of high-quality sessions and plenaries that give access and success professionals the resources they need to support low-income, first-generation students and individuals with disabilities.

**For more information regarding Exhibit and Sponsorship opportunities, please contact Patricia Mahomond at: [patricia.mahomond@coenet.org](mailto:patricia.mahomond@coenet.org) or 202.347.7430.**

# HOW YOU CAN REINVEST IN COLLEGE ACCESS AND SUCCESS

An investment in COE's 38th Annual Conference is an investment in America's future. Your support allows the Council to advocate on behalf of access and success programs but most importantly, draw attention to the plight of first-generation, low-income students, students with disabilities, adult learners, and veterans attempting to prepare for, enter, and graduate from college across the country.

Your participation and investment in the Conference will help ensure that the least advantaged citizens with the talent and motivation to earn college degrees and contribute to our nation's future are able to do so. To that end, listed below are opportunities for sponsorships. We urge you to join us.

## Conference Strand Sponsorships

**Conference Strand Sponsorships** - \$15,000 for one/anticipate 6 offerings

Thematic strands are specifically developed to provide attendees with the latest information on issues ranging from college retention of low-income students to preparing students for a technology-rich job market. Strands have focused on pre-college and college students, using data to guide decision making, and leadership development. This opportunity offers your company alignment to issues of interest/business focus as well as on-site signage and recognition in the Conference Program. Please contact us for the official Conference Strand List for 2018 as well as specific sessions within each.

## Receptions and Special Events

**Newcomers Reception** - \$5,000—3 sponsorships available

The first day of the conference is especially exciting for newcomers. Help us welcome them by sponsoring a reception in their honor. Your company will receive special signage and recognition at the event. A representative from your company may give brief remarks. This is an invitation-only event.

**Alumni Reception** - \$5,000—3 sponsorships available

Alumni of educational opportunity programs are a vital component of keeping programs alive. Share in their commitment and passion during this reception. Your company will receive special event signage plus recognition in the Conference Program.

**Young Professionals Happy Hour** - \$5,000—3 sponsorships available

The under 40 demographic are the current and future leaders of the educational opportunity movement. Engage this group in a festive event reception. This sponsorship provides your company with special event signage and recognition in the Conference Program

**Coffee Break in the Exhibit Area** - \$5,000 for one--\$7,500 for two -- \$10,000 for all

Healthy treats and coffee drinks. How else do attendees make it through information-filled days? This opportunity offers your company on-site signage and recognition in the Conference Program.

# BRANDING SPONSORSHIPS

## **Conference Bags** - \$5,000—3 sponsorships available

Conference bags have a life at the conference and beyond. Use this opportunity to ensure long-lasting visibility. A sponsoring company can place promotional material in the bags.

## **Conference Community Platform** – \$10,000—3 sponsorships available

The Conference Community is a unique online destination where attendees network before, during, and after the conference plus access presenter materials and schedule updates. Your company is guaranteed daily brand exposure to all conference participants.

## **Badge Holders** - \$7,500

Badges are worn by all conference attendees and must be visible to enter sessions and meal events. Your company will be guaranteed visibility throughout the conference.

## **Hotel Key Cards** - \$5,000

If you are looking for consistent exposure throughout the conference, then the key card sponsorship is a must.

## **Show Schedule**

### **Set-Up**

Saturday, 9/7 12:00 – 5:00 p.m.    **or**  
Sunday, 9/8 10:00 a.m.-5:00 p.m.

**Exhibit Hours (Optional)**    Saturday, 9/8    6:30 – 8:00 p.m.

**Exhibit Hours**    Sunday, 9/8    11:00 a.m. – 7:00 p.m.

**Exhibit Hours**    Monday 9/9 & Tuesday, 9/10    8:00 a.m. – 5:00 p.m.

**Hot Topic Seminars**    Monday, 9/9    3:00 – 4:00 p.m.

**Break-Down**    Tuesday, 9/10    5:00 – 7:00 p.m.

**For more information regarding Exhibit and Sponsorship opportunities, please contact Patricia Mahomond at: [patricia.mahomond@coenet.org](mailto:patricia.mahomond@coenet.org) or 202.347.7430.**

# EXHIBITS & ADVERTISING

## Exhibit Booths

You will be provided with an 8'x10' booth consisting of a 6' skirted table, an 8' back wall drape, and draped side rails. You will also receive an identification sign with your company's name, two side chairs, and a wastebasket. **If the booth space is inadequate for your display, a larger booth can be purchased for an additional fee. Additional tables and booth carpet can also be purchased from the exhibit contractor.**

To get the best possible exhibit booth location at the conference, we advise you to reserve your exhibit space as early as possible. Your position in the booth selection process will be determined by the date of your paid registration within your exhibit category. Exhibitors who have exhibited with us consistently for 5–9 years and 10+ years have a priority in booth selection. Registration must be received by **June 24<sup>th</sup>**. After June 24, available booth space in priority sections will be opened up to general registration.

**\*\*Premium Booths—locations to maximize your visibility—for \$200 additional.**

## Package Deals

Package Deals include a post-conference attendee's list (available after October 30, 2019), a half-page ad in the conference program, and one complimentary conference registration.

Post-conference attendee's lists are available for a separate charge, unless a package deal is purchased.

## Hot Topic Seminars

The Hot Topic Seminar will provide you with an opportunity to present more in-depth information on topics of particular interest to the TRIO community in which you have expertise. You may make a presentation on Tuesday, September 10 between 3:00 p.m.-4:00 p.m. in one of the workshop rooms without competing with conference events. The seminars will be advertised in the conference promotional materials and the conference program. Please submit your seminar proposal before **June 24, 2019**.

Space is limited, and the cost is \$1,500 if not obtained in conjunction with a package deal. Audio visual equipment must be rented from the hotel or an outside company unless you arrange to bring your own.

## Security

COE will provide security in the exhibit area. Exhibitors are advised to consult their insurance brokers for proper coverage of display materials from the time it is shipped from their premises until it is returned.

## Advertising

Full Page ad size is 8.5" x 11". The format for ads can be an Illustrator eps, jpg, pdf, or Word file. **Ads are due by July 12, 2019.**

Send ads via e-mail to [jodi.koehnpike@coenet.org](mailto:jodi.koehnpike@coenet.org)

**To register online, go to: <http://bit.ly/2E4GZbU>**

# BOOTH AND ADVERTISING FEES

## Early Bird Registration

Online, postmarked, or faxed by May 10, 2019

- Booth \$1,500
- Package Deal \$2,200
- Package Deal w/ Hot Topic Seminar \$2,700

## Regular Registration

Online, postmarked or faxed after May 10, 2019

- Booth \$1,700
- Package Deal \$2,400
- Package Deal w/ Hot Topic Seminar \$2,900

## Nonprofit Fixed Rate

Online, postmarked, or faxed by May 10, 2019

- Booth \$1,500
- Package Deal \$2,200
- Package Deal w/ Hot Topic Seminar \$2,700
  
- Hot Topic Seminar Alone \$1500

**\*\*Add \$200 for a premium booth space**

**For more information regarding COE's 38th Annual Conference Exhibit and Sponsorship opportunities, please contact Patricia Mahomond at 202.347.7430 or [patricia.mahomond@coenet.org](mailto:patricia.mahomond@coenet.org)**

## Full Page Ad in the Conference Program

- \$900 Black & White/\$1,000 Color—for Exhibitors at the Conference
- \$1,100 Black & White/\$1,200 Color—for vendors not exhibiting at the conference

## Half Page Ad in the Conference Program

- \$550 Black & White/\$650 Color—for Exhibitors at the Conference
- \$750 Black & White/\$850 Color—for vendors not exhibiting at the conference

## Post-Conference Attendees List

- \$650

**\*Late Registration:** *COE cannot guarantee that exhibitors who register after June 29, 2019 will be able to advertise, be listed in the Conference Program, or be eligible for Package Deals. Please contact Jodi Koehn-Pike at 202-347-7430 or [jodi.koehnpike@coenet.org](mailto:jodi.koehnpike@coenet.org) for confirmation.*

**Complimentary Registration:** Included in your booth fee is a complimentary conference registration. This registration allows you to access all non-ticketed meal events that include the opening plenary, concurrent, and general sessions.

To register additional staff, fill out and send in a separate conference registration form for each person along with the conference registration fee.

To register online, go to: <http://bit.ly/2E4GZbU>

# EXHIBIT HALL FLOOR PLAN

**Coming Soon**

To register online, go to: <http://bit.ly/2E4GZbU>



# PAST EXHIBITORS

A Good Road/On Course  
A Presidential Classroom  
AABHE  
Academic Systems  
AccuTrack  
ACT, Inc.  
Achievement Technologies  
Aedata  
Afterschool Alliance  
aha!! Process, Inc.  
AIM  
All Aboard Tours & Travel  
AMIDEAST  
American Council on Education  
American Destinations, Inc.  
American Income Life Insurance  
American Student Assistance  
Applerouth Tutoring  
AskOnline  
Athena's Workshop  
A Touch of Grace  
Aztec Software  
Bay Learning  
Beau Ties  
Berea College  
Better Make Room Campaign  
BIA-MARANATHA  
Blackboard Developmental Education  
Bridges.com  
Brightspark Travel  
Cambridge Educational Services  
Cambridge Stratford eSource  
Technologies, Inc.  
Cambridge Stratford Study Skills  
Institute  
Campus Toolkit  
Career Communications, Inc.  
Challenge Masters  
Chase Education First  
Chromium 5 Consortium  
Citibank—The Student Loan Corp.  
Citizens Bank/Charter One  
City Year, Inc.  
Cobro Consulting  
College Greenlight  
College Preview  
College Visits  
Comfit Learning  
COMPANSOL  
CPP, Inc  
Crazy Horse Memorial—Indian  
University of North America  
Debt Sucks!  
Decision Partners, Inc.  
Defined Mind, Inc.  
Digital Conference Providers, Inc.  
Diversity Abroad  
Dreamcatcher Curriculum, LLC  
Duke University School of Nursing  
Dynamic Learning Systems  
Earthblue, Inc.

Eaves Educational Enterprise  
Education: Catch the Dream  
Educational Testing Consultants  
Education First Chase  
Eduguide  
eInstruction  
Elan Publishing Company, Inc  
Elluminate  
Embark  
Engineerica Systems, Inc.  
English Works  
Exam Performance.com  
Explore Colleges  
Fastweb  
FDIC  
First in the Family/Generation Press  
Focus Training  
Foundation for the Future of Youth  
Front Porch Press  
Full Circle Communications  
Gear Up for Excellence  
Global Access to Postsecondary  
Education (GAPS) Initiative  
Got It  
Great North American Companies  
Grove City College  
H & H Publishing Company  
Heiberg Consulting Inc./StudentAccess  
Hemisphere Educational Travel  
icouldbe.org  
I3results  
iGrad  
Inceptia  
Institute of International Education  
International Study Abroad  
Internet Essentials  
JCCI Resource Development  
JIST Publishing  
Jones & Associates Consulting Inc.  
Kala Publishing/The Money Ride  
Kaplan K12 Learning Services, LLC  
Keyto Publishing  
King's College Tours  
Krystal Clear Promotions  
Lacai  
MacMannes  
Marketing Ideas  
MasteryPrep  
McCann Associates  
MeritMoney.Com  
Mobile Team Challenge  
ModuMath  
My Study Buddy, LLC  
NACADA  
National College Access Network  
National Endowment for Financial  
Education  
National Security Agency  
National Student Clearinghouse  
National Student Loan Program  
National Tutoring Resource Center

NCS Pearson  
Noel-Levitz  
NSLP  
Number2.com  
Ogden & Associates International  
Paradigm Shift  
Pathways to Post-Secondary Education  
PCS Edventures  
Pennyman Specialty Tours  
Peterson's-A Nelnet Company  
PHI Enterprises, Inc.  
Positivepins.com  
Premier-A Franklin Covey Company  
Proforma Green Marketing  
Project Focus Consulting  
ProSource Specialties  
Public Identity, Inc.  
Richard L. Taylor, Jr.  
Rosetta Stone  
Rutgers University  
Scholars Information Services, Inc.  
Scholastic Testing Systems  
Scout from the University of California  
Signal Vine  
Silver Screen Design  
Sixup PBC  
Smart Systems, Inc.  
SmarterServices  
Spectrum Industries, Inc.  
Starfish Retention Solution  
Star Works Interactive, Inc  
Student Financial Assistance  
Study Smart Tutors, Inc.  
Success4Students  
TG  
The College Board  
The College Game  
The Pin Man- Positivepins.com  
The Princeton Review  
The Renaissance Education Group, Inc.  
The Sallie Mae Fund  
Travel Adventures, Inc.  
Travel America  
Treasures of Essence  
Tried and True Tutoring  
TRIO Store Ladies  
TRIOware  
Triumph College Admissions  
Uncommon Individual Foundation  
Union Institute  
UNIPAC  
USA Funds  
U.S. Dept. of Ed. – Federal Student Aid  
U.S. Department of State  
Venture Publications & Marketing, Inc.  
Wellness Reproductions Publishing Inc.  
Warm Spirit  
Wells Fargo Educational Financial  
Services  
West Love, Color, and Culture  
Woodburn Press

# EXHIBITOR REGISTRATION FORM



## Exhibitor Registration *(Please print or type)*

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

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

Name you would like listed in program (if different from contact) \_\_\_\_\_

Booth Attendees Names \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip code \_\_\_\_\_

Telephone \_\_\_\_\_

Company Website \_\_\_\_\_

Contact E-mail \_\_\_\_\_

E-mail you would like listed in program (if different from contact) \_\_\_\_\_

Prior Conference(s) Attended? \_\_\_\_\_ If yes, how many? \_\_\_\_\_

List any companies to which you do not wish to be adjacent? \_\_\_\_\_

Top 4 booth choices (in order): \_\_\_\_\_

Exhibit Options:  Booth  Package Deal  Package Deal with Hot Topic  Hot Topic Alone

Total Due \_\_\_\_\_  American Express  Discover  MasterCard  Visa

Name of person on credit card (if different from the contact above) \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

3-Digit Security Code \_\_\_\_\_

To register online, go to: <http://bit.ly/2E4GZbU>

# SPONSORSHIP AGREEMENT FORM



## Sponsor Registration (*Please print or type*)

Company Name

Contact Name

Title

Address

City

State

Zip code

Telephone

E-mail

How you would like your name to appear in conference promotional materials

### Sponsorship Levels

- Conference Community Platform \$10,000
- Newcomers Reception \$5,000
- Conference Bags \$10,000
- Badge Holders \$7,500
- Young Professionals Happy Hour \$5,000
- Conference Strand Sponsorship \$15,000
- Alumni Reception \$5,000
- Internet Kiosk \$3,500
- Hotel Key Cards \$5,000
- Coffee Break in Exhibit Area \$5,000 for one; \$7,500 for two; \$10,000 for all

E-mail: [patricia.mahomond@coenet.org](mailto:patricia.mahomond@coenet.org)

Questions? Please call 202-347-7430 x304

Mail or send a PDF of the Sponsorship Agreement Form to:  
**Patricia Mahomond**  
**Council for Opportunity in Education**  
1025 Vermont Avenue NW, Suite 900  
Washington, DC 20005

The Sponsorship Agreement Form must accompany all sponsorships.

A check for \$\_\_\_\_\_ is enclosed. (*Make check payable to: Council for Opportunity in Education*)

The Company logo and/or ad will be sent via e-mail. Acceptable file formats: jpg or gif

In witness whereof, the applicant has caused this application to be executed individually or by an officer, agent, or representative duly authorized to execute the same and agrees on behalf of the Sponsor to abide by all terms and conditions as stated within this sponsorship prospectus.

---

Signature

---

Name

Title

SPONSORSHIP AGREEMENT FORM DUE: Monday, July 1, 2019

Mail or send a PDF of Sponsorship Agreement Form to:

Council for Opportunity in Education

1025 Vermont Avenue NW, Suite 900

Washington, DC 20005

E-mail: [patricia.mahomond@coenet.org](mailto:patricia.mahomond@coenet.org)

Phone: 202-347-7430

Mail or send Exhibitor Information to:

Council for Opportunity in Education

1025 Vermont Avenue NW, Suite 900

Washington, DC 20005

E-mail: [patricia.mahomond@coenet.org](mailto:patricia.mahomond@coenet.org)

Phone: 202-347-7430

**For any questions or creative ideas to feature your products or services, contact Patricia Mahomond at 202.347.7430 or [patricia.mahomond@coenet.org](mailto:patricia.mahomond@coenet.org)**

**To register online as an exhibitor, go to: <http://bit.ly/2E4GZbU>**