

EVENT BENEFITS

All event underwriting partners, contributing sponsors, and event sponsors enjoy the following benefits:

Pre-Event

- **Virtual event registration list** provided three weeks in advance (includes individual's name, institution, title, and state)
- **Company name in footers of pre-event emails** to potential registrants and/or registrants with hyperlink to company website
- **Acknowledgement on the event website and virtual platform** to include company logo/name and hyperlink to company website

Event

- **Complimentary passes to attend** the event (Number provided depends on the event and sponsorship level).
- **Customized, company profile** with logo, contact information, and link to company website on the event website and virtual platform. Page is active for six (6) months.
- **Underwriters/sponsors are welcome to fully participate in event sessions** and contribute to the conversation about higher education issues.
- **We limit the number of underwriting/sponsoring companies based on the size of the event** to ensure maximum visibility for our underwriter/sponsors.
- **Only underwriting/sponsoring companies will be invited** to the event.
- **AGB President and CEO will thank and acknowledge underwriters/sponsors** in welcoming remarks at the opening and closing webinar in the event.
- **At the beginning of all webinars in the virtual events, the session moderator will verbally acknowledge underwriters/sponsor support** accompanied by a recognition slide with company logos.
- **Underwriters/sponsors will be featured in a virtual environment** with branding and engagement opportunities for attendees to access company materials, interact with a company representative during the event, or opt-in for follow-up from a company representative later.

Post-Event

- **All webinars produced for the virtual event will be available for viewing** for 90 days after the event. All webinars will include the underwriter/sponsor acknowledgement as noted above.
- **Final registration list** (includes individual's name, institution, title, and state).
- **Listing in shared recognition ad in the May/June issue of *Trusteeship* magazine**, print and digital editions, thanking all AGB underwriters/sponsors; includes company logo and name. Circulation: 35,000.

