



2023/24 SPONSORSHIP PROSPECTUS

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ANNUAL CONFERENCE

WHO ARE WE?

Since 1967, The **Florida Association of Student Financial Aid Administrators (FASFAA)** has been a not-for-profit educational corporation and is currently comprised of over 900 financial aid professionals. These individuals represent all sectors of the financial aid community, including post-secondary institutions in Florida, lending institutions, state governmental agencies, loan servicing agencies, and other organizations that support financial aid administration.

WHAT KIND OF SCHOOLS WILL PARTICIPATE?

We expect a variety of schools from private, public, and proprietary colleges, universities, trade, and technical schools throughout the state of Florida.

WHAT KIND OF EXHIBITORS WILL ATTEND?

Participating exhibitors have included banks and financial institutions, software and hardware companies, campus chatbot providers, community associations, college bursars, and state agencies.



You are cordially invited to be a part of it all!

FASFAA's annual conference is the premier event for financial aid administrators in the state! Nowhere will you find an environment more conducive to meaningful interaction between attendees.

Enclosed are materials detailing a variety of ways that your organization can benefit from being a member and joining the conference, along with sponsorship opportunities.

Submit your paid, completed registration and sponsorship forms by December 31, 2023, and receive a 5% discount!

CONFERENCE DATES & INFORMATION

Conference Dates May 21-24, 2024	December 29, 2023	Discounted sponsorship payment due
	March 1, 2024	Partner logo and descriptions needed.
	April 10, 2024	AV needs due
	April 10, 2024	Conference Sponsorship Due
	May 1, 2024	Conference Slides Due

HOTEL

SunSeeker Resort
Port Charlotte, FL
<https://www.sunseekeresorts.com/>

HOTEL RATE

\$179 per night

For hotel and travel information, including a hotel reservation link, visit the conference page.

Make sure you mention you are attending the FASFAA conference. This rate extends three days before the conference dates and three days after depending upon availability. Please make your reservations as early as possible to secure your room and rate.

PARKING

Overnight valet: \$23.00/night, plus applicable taxes.
(With in/out privileges) Self-parking: WAIVED Day valet: \$10.00/day self: \$1.00/hour up to \$5.00/day

SHIPPING INFORMATION

Conference materials and booths should be shipped to the following address:

TBD—Will be confirmed after hotel construction is completed

Hold For: FASFAA Conference
<<Representative Name>>
<<Company Name>>

Partners are responsible for all incoming hotel shipping fees.

PACKAGE CHARGES

There is an incoming and outgoing handling charge for all boxes, pallets and crates processed by our Security Department will be calculated in accordance with the table below. Boxes, pallets or crates received or shipped on Saturday or Sunday will incur an additional (in addition to the charges below) \$20.00 incoming and outgoing handling fee. Boxes, pallets or crates received prior to 48 hours of the first function will also incur a per box, pallet or crate storage fee as calculated below. This storage fee will also apply to each empty packing container stored during the Event.

Box 50lbs or less \$15 handling fee in and/or out - \$3 per day storage fee
Box/Crate 51lbs or more \$45 handling fee in and/or out - \$8 per day storage fee
Pallets \$200 handling fee in and/or out - \$25 per day storage fee.

SPONSORSHIP LEVELS

See how our various sponsorship levels compare:

Features	Platinum	Gold	Silver	Bronze
Price	\$4600	\$3100	\$2100	\$1100
Booth Space	2	1	1	
Priority Placement (based on sponsorship level)	✓	✓	✓	
Complimentary Registrations	2	2	1	
Web Recognition as Sponsor/Logo	✓	✓	✓	✓
Luncheon Recognition/Conference placement	✓	✓	✓	✓
Slide in BP email introduction prior to conference	✓	✓	✓	-
Electronic attendee list	3 Weeks before conference	3 Weeks before conference	2 Weeks before conference	2 Weeks before conference
Lunch and Learn Opportunity (Space limited)	✓	-	-	-

1. All sponsors and sponsor attendees must be paid, active members of FASFAA during the conference event.
2. Conference Sponsorship begins July 1, 2024 and ends June 30, 2025 (Please note that if you are a new or returning vendor, your information will be posted after July 1, 2024).
3. Exhibit space includes: two chairs, skirted six-foot table, and complimentary wi-fi. Booth space will be assigned based first on the level and second in order of payment received.
4. Food and beverage costs are not included in the sponsorship package price.

Exhibitor participation levels include conference meals, welcome reception, conference materials, and session attendance.

COMPANY LOGO INFORMATION & SPECS

We at FASFAA believe that you, our partners, are vital to the success of our conferences. We express our appreciation by displaying your logo proudly on the conference website and making your company information readily available at the conference, throughout the conference agenda. Please use these guidelines when submitting your materials.

- Company description must be 100 words or less (FASFAA reserves the right to edit for length).
- A .JPG of your logo is required. Please provide full color and single-color versions if available.

SPONSORSHIP OPPORTUNITIES

Sponsorship Packages: A 5% discounted rate applied if paid in full before **December 31, 2023**

Platinum Level	<p>\$4,600 (*5% discount = \$4,370)</p> <ul style="list-style-type: none"> • Must be paid FASFAA Members • Two Exhibit Booth Spaces - Priority Placement by date of receipt of commitment • Two Complimentary Conference Registrations • Organization Logo on Conference Information Page JPEG format • Luncheon Conference Support Recognition by the level of sponsorship • Opening luncheon recognition (presence required) • Lunch and Learn—First come, first serve availability (limited to five spots) • Director’s Summit (see details in A-La-Carte section) • Vendor reception recognition • List of registrants three (3) weeks before the annual conference • Regional Workshops—May attend in person or virtual—Can provide 5 min presentation on products
Gold Level	<p>\$3,100 (*5% discount = \$2,945)</p> <ul style="list-style-type: none"> • Must be paid FASFAA Members • Conference Exhibit Booth - Priority Placement by date of receipt of commitment • Two Complimentary Conference Registrations • Organization Logo on Conference Information Page JPEG Format • Luncheon Conference Support Recognition by the level of sponsorship • Opening luncheon recognition (presence required) • Vendor reception recognition • List of registrants three (3) weeks before the annual conference • Regional Workshops—May attend in person or virtual—Recognition given to sponsors
Silver Level	<p>\$2,100 (*5% discount = \$1,995)</p> <ul style="list-style-type: none"> • Must be paid FASFAA Members • Conference Exhibit Booth - Priority Placement by date of receipt of commitment • One Complimentary Conference Registration • Organization Logo on Conference Information Page JPEG Format • Luncheon Conference Support Recognition by the level of sponsorship • Opening luncheon recognition (presence required) • Vendor reception recognition • List of registrants two (2) weeks before the annual conference • Regional Workshops—May attend in person or virtual—Recognition given to sponsors
Bronze Level	<p>\$1,100 Minimum (*5% discount = \$1,045)</p> <ul style="list-style-type: none"> • Must be paid FASFAA Members • Organization Logo on Conference Information Page JPEG Format • Luncheon Conference Support Recognition by the level of sponsorship • Opening luncheon recognition, if present • Vendor reception recognition • List of registrants two (2) weeks before the annual conference
General Sponsorship	<p>\$500 flat rate (no discount available)</p> <p>Must be a paid FASFAA Member (Funds will be allocated to general conference use)</p>

A-La-Carte

Sponsorship Add-On Options *(no discount available)*

These options require a paid conference sponsorship package. Multiple items in the menu below may be selected.

NOTE: A-La-Carte support begin July 1, 2024. Clock Hour Workshop support will be applied to the Fall 2024 workshop.

A-La-Carte (Yearly Support—select one or more)	<ul style="list-style-type: none"><input type="checkbox"/> Training webinars (\$250)—No sponsorship limit<ul style="list-style-type: none">○ 10-minute introduction of company product/services (one webinar)○ Logo on title page <input type="checkbox"/> Clock Hour Workshop (\$500)—No sponsorship limit (Held in November 2024)<ul style="list-style-type: none">○ Vendor booth space (in person)○ If attending in person or virtually, provide a 10-minute introduction of company product/services○ 1-8.5 x 11 flyer in workshop materials <input type="checkbox"/> New Aid/Intermediate Aid Officer Workshop (\$750)—No sponsorship limit (Held in January/February 2024)<ul style="list-style-type: none">○ Vendor booth space (in person)○ If attending in person or virtually, provide a 10-minute introduction of company product/services○ 1-8.5 x 11 flyer in workshop materials <input type="checkbox"/> Annual Director’s Summit (\$500)—No sponsorship limit (NOTE: 2024 Director’s Summit will be held on May 20, 2024 from 12p-5p & May 21, 2024 from 8a-12p at the conference location) <p>(Meeting of Financial Aid Directors, Assistant/Associate Vice-Presidents of Financial Aid/Enrollment Management & other senior financial aid leaders from across the state to discuss and share areas of common interest and advocacy)</p><ul style="list-style-type: none">○ Vendor table space○ Speed Sessions—time adjusted based on number of participants○ 1-8.5 x 11 company advertisement provided to attendees at check-in○ List of registrants three (3) weeks before the summit <input type="checkbox"/> Newsletter (\$100) No sponsorship limit<ul style="list-style-type: none">○ One-half page ad in each issue
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For more information visit the [‘Sponsorship Opportunities’](#) page in the Business Partners menu of the FASFAA website.

ONLINE SPONSOR PAYMENTS

Submit the [‘Sponsorship Form’](#) and pay online for your sponsorship selection.

1. *Sponsor discount can only be obtained through December 31, 2023, and must be paid in full to receive a full discount.*
2. *All attending sponsors/vendors must be a registered FASFAA member.*

CANCELLATIONS / SUBSTITUTIONS / REFUNDS

Registration fees are not transferrable.

Sponsors unable to occupy and use the exhibit space contracted will be refunded of all sponsor fees paid, given FASFAA is notified in writing before February 17, 2024.

- No refund of any fees will be made if notice of cancellation is received in writing on or after February 17, 2024.
- No sponsor benefits apply if booth space is canceled.
- No refunds will be honored after the conference or after attendee lists have been distributed.
- Conference partner substitutions may be made before the start of the event if the original registrants cannot attend. The new participant must have a current paid FASFAA membership and register to attend the conference. Please notify the [Vendor/Sponsor Chair](#).

SPONSOR RULES & REGULATIONS

CANCELLATION OF CONFERENCE

If FASFAA fails to hold its conference as herein provided, or fails to furnish Exhibitor space as stated herein, including circumstances of Force Majeure, it shall refund to Exhibitor any charges paid hereunder. Such a refund shall be accepted by the Exhibitor in full settlement of any loss or damage suffered or claimed by the Exhibitor.

Upon notification of the cancellation of the conference, partners may select one of the following options:

1. Keep the sponsorship commitment to FASFAA at the same level selected in the sponsorship package; or
2. Reduce a portion of the sponsorship commitment; or
3. Cancel the sponsorship commitment in its entirety. All funds will be refunded to the partner company.

Recognition for platinum sponsors will be provided on the Business Partner page as well as the opportunity to present their services or products as in-person conference sessions are converted to a virtual format.

The FASFAA president and vendor/sponsor chair must be notified in writing of the option selected upon the announcement of the cancellation of the conference.

ATTENDEE REGISTRATION

Once FASFAA has received and accepted the partner sponsorship, FASFAA will generate a confirmation email. The email will confirm sponsor benefits/requirements and the number of registrations based on the space contracted and due dates.

CHECK PAYMENT INFORMATION

- Make checks payable to FASFAA.
- Mail to 4905 34th Street South, #334, St. Petersburg, FL 33711

THANK YOU FOR YOUR SUPPORT!