



**2024/2025
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 nine hundred 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.

New vendors will receive a one-time 5% discount!

Conference Theme: Galactic Guardians of a Whole New World!



CONFERENCE DATES & INFORMATION

Conference Dates May 27-30	March 1, 2025, April 10, 2025, April 1, 2025, May 1, 2025,	Partner logo and descriptions needed. AV needs due. Conference Sponsorship Due Conference Slide Due
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HOTEL

Hyatt Regency Grand Cypress Resort, Orlando, FL

\$195 per night plus tax with an additional \$10 resort fee per room/per night charged

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

PARKING

Self- Parking-\$10 per day

SHIPPING INFORMATION

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

Guest Name/Guest Cell Number

1 Grand Cypress Blvd
Orlando, FL 32836
FASFAA

(Label) Box_____ of _____

Vendors are responsible for all incoming hotel shipping fees.

PACKAGE CHARGES

There is an incoming and outgoing handling charge for all boxes, pallets, and crates. Please see the Sponsorship page for a PDF with the full listing of charges.

SPONSORSHIP HIGHLIGHTS

New vendors will receive a one-time 5% discount!

Features	Platinum	Gold	Silver	General
Pricing	\$4600	\$3100	\$2100	\$850
Booth Space	2	1	1	n/a
Priority Placement by date	✓	✓	✓	n/a
Complimentary Registrations	2	2	1	n/a
Web Ad Banner	✓	n/a	n/a	n/a
Web Recognition as Sponsor/Logo	✓	✓	✓	✓
Luncheon Recognition/Conference placement.	✓	✓	✓	n/a
Slide in BP email introduction prior to conference	✓	✓	✓	n/a
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. Sponsorship begins July 1st and ends June 30th. (Please note that if you are a new or returning vendor, your information will be posted after July 1st)
3. Exhibit space includes: two chairs, skirted six' table, and complimentary wi-fi. Booth spaces 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. Conference meals and beverages are included.
5. There are no cancellations or refunds.

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

SPONSORSHIP OPPORTUNITIES

Platinum \$4600	Gold \$3100	Silver \$2100	General \$850
Must Be a Paid FASFAA Member	Must Be a Paid FASFAA Member	Must Be a Paid FASFAA Member	Must Be a Paid FASFAA Member
Two Booth Spaces- priority placement by date of receipt of paid Sponsorship/Commitment level	One Booth- priority placement by date of receipt of paid Sponsorship/Commitment level	One Booth- priority placement by date of receipt of paid Sponsorship/Commitment level	n/a
Two Comp Registrations	Two Comp Registrations	One Comp Registration	n/a
Logo on Website- main/ conference information page	Logo on Website- main/ conference information page	Logo on Website- main/ conference information page	n/a
Vendor Reception Recognition	Vendor Reception Recognition	Vendor Reception Recognition	n/a
List of Registrants three weeks in advance	List of Registrants three weeks in advance	List of Registrants two weeks in advance	n/a
May attend all regional workshops & present at two workshops on services for no more than five minutes. (advance notice required)	May attend all regional workshops & present at one workshop on services for no more than five minutes. (advance notice required)	May attend all regional workshops.	n/a
May attend the Director's Summit (tract)	May send one promotional email via listserv.	n/a	n/a
Send two promotional emails via listserv	n/a	n/a	n/a
Highlighted in one newsletter.	n/a	n/a	n/a
Lunch & Learn Opportunity	n/a	n/a	n/a
Banner Ad on FASFAA Website	n/a	n/a	n/a
Five percent Discount for new FASFAA Vendors. (first year only)	Five percent Discount for new FASFAA Vendors. (First year only)	Five percent Discount for new FASFAA Vendors. (First year only)	n/a

FASFAA 2024-2025 Ala Cart Options

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

These options require a paid conference sponsorship package. Single sponsorship opportunities such as the webinar platform and mobile app will be granted on a first come, first paid basis.

FASFAA 2024-2025 Ala Cart Options

Training Webinars (\$250)—No sponsorship limit

- 10-minute introduction of company product/services (one webinar)
- Logo on webinar page

Clock Hour Workshop (\$500)—No sponsorship limit

- Vendor booth space (in person)
- If attending in person or personally, provide a 10-minute introduction to company products/services.
- 1 8.5x11 flyer in workshop materials

New Aid/Intermediate Aid Officer Workshop (\$750)—No sponsorship limit

- Logo/ Web Banner on New Aid/ Intermediation Aid Officer webpage
- Vendor booth space (in person)
- If attending in person, provide a 10-minute introduction to company products/services.
- If attending virtually, provide a 10-minute introduction to company products/services.
- 1 8.5x11 flyer in workshop materials

Annual Director's Summit (\$500)—No sponsorship limit

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.

- Vendor Spotlights throughout summit.
- Vendor Roundtable Session—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

Newsletter Highlight (\$500)

- Includes in-depth conversation with president, allowing you to highlight yourself and your company.

Newsletter AD (\$100) (No sponsorship limit)

- One, half-page ad in each issue

New Opportunities

Sponsor Coffee (\$250) during this break- sponsoring vendors will have their PPT Slide showing in ballroom. (limit four)

Conference Bags (\$1000 pricing would need to be checked) Limit one vendor- first come first serve. The vendor logo will appear on the bag along with the conference logo.

Additional Information

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

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

For more information visit the [‘Sponsorship Opportunities’](#) page in the Business Partners menu of the [FASFAA](#) website.

SPONSOR PAYMENTS

Visit the [‘Sponsor Payments’](#) page for a specific link to the **sponsor registration**.

Reminder: All attending sponsors/vendors must be a registered FASFAA member.

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 one hundred 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.

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.

If partners select options 1 or 2, recognition 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.

- FASFAA does not offer a cancellation or refund if the vendor chooses to not attend after payment. 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 Conference Vendor Sponsor Chair.

Any business representatives attending the conference must choose a sponsorship level.

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.

PAYMENT INFORMATION

Payment can be made online via credit card or by check.

- If by check: Make payable to FASFAA.
- Mail to 4905 34th Street South, #334, St. Petersburg, FL 33711

THANK YOU FOR YOUR SUPPORT!

