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

PDG’s inaugural National AI and Connected Campus Conference is the premier conference for IT Decision Architects in higher education. In order to thrive in the next decade, universities and campuses across the nation will need to plan and implement strategic capital IT projects that meet the demands of the 21st century student. To meet these challenges, PDG’s AI and Connected Campus Conference brings together experts from schools and industries on the leading edge of innovation, security and planning to explore today’s best approaches to the demands and rewards of tomorrow.

Enclosed are materials detailing a variety of ways that your organization can benefit from involvement with the Student Loans & Financial Services Conference along with a conference registration form.

Sincerely,

Jason P. Beard
President & CEO
Professional Development Group II, Inc.
Important Dates & Information

Upon submission
- Company logo and description due *(see p.5 for details)*
- October 4: PowerPoint presentations due for sponsor speakers
- October 11: DEADLINE TO REGISTER; $200 late fee applies hereafter
- October 11: Hotel cut-off date - book early to avoid disappointment
- October 13: Vendor/Sponsor on site representative registration deadline *(see p.11 for details)*
- October 13: Electronic attendee list to Platinum and Gold sponsors
- October 20: Electronic attendee list to other qualified sponsors
- November 3: Booth set-up from 3:00 - 5:00pm
- November 4 & 5: Exhibit hours begin at 7:00am
- November 5: Booth breakdown after final networking break

CONFEERENCE HOTEL

DoubleTree Universal Orlando
5780 Major Blvd.
Orlando, FL 32819

Hotel phone: 407-351-1000
Hotel rate: $185/night +tax

For hotel and travel information, including a hotel reservation link, visit: [https://www.prodev.com/student-loans-hotel-travel](https://www.prodev.com/student-loans-hotel-travel)

Make sure you mention you are attending PDG’s Student Loans & Financial Services Conference. This rate extends three days prior to the conference dates and three days after. Please make your reservations early in order to avoid disappointment.

TRANSPORTATION

The DoubleTree Universal Orlando is located 17 miles from the Orlando International Airport. A taxi from the airport to the hotel is about $53 and an UberX costs about $26.

SHIPPING INFORMATION

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

DoubleTree Universal Orlando
5780 Major Blvd., Orlando, FL 32819
Hold For: PDG Student Loans Conference
<<Representative Name>>
<<Company Name>>

Vendors are responsible for all incoming hotel shipping fees.

DOOR PRIZES

We encourage, but don’t require, vendors to provide door prizes. Door prizes will be awarded during the last networking break on Tuesday.
## Sponsor Level Pricing

See how our various sponsorship levels compare:

<table>
<thead>
<tr>
<th>Features</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-conference workshop(^1)</td>
<td>1</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>General session presentation</td>
<td>1</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Breakout presentation</td>
<td>—</td>
<td>1</td>
<td>1</td>
<td>—</td>
</tr>
<tr>
<td>Included registrations</td>
<td>4(^2)</td>
<td>3(^2)</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Pre or post conference webinar</td>
<td>2</td>
<td>1</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>PDG Email blast</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Seat on advisory board</td>
<td>1</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Exhibit space(^3)</td>
<td>8’ x 10’</td>
<td>8’ x 10’</td>
<td>6’ x 6’</td>
<td>6’ x 6’</td>
</tr>
<tr>
<td>Electronic attendee list</td>
<td>3 Weeks prior to conference</td>
<td>3 Weeks prior to conference</td>
<td>2 Weeks prior to conference</td>
<td>2 Weeks prior to conference</td>
</tr>
<tr>
<td>Recognition as meal sponsor</td>
<td>Sunday Welcome Reception(^4)</td>
<td>Tuesday Happy Hour Reception(^4)</td>
<td>Lunch</td>
<td>Breakfast</td>
</tr>
<tr>
<td></td>
<td>$10,000</td>
<td>$7,500</td>
<td>$4,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

1. Pre-Conference Workshop includes logistics, audio & video, classroom space, and marketing. Additional costs may include food & beverage, additional Saturday night room block guarantee, or speaker reimbursements. Sponsor is responsible for all workshop content. A signed Webinar Agreement Form (pdf) must be included with registration.
2. Speakers are included in the number of registrations.
3. Exhibit space includes: 2 chairs, skirted 6’ table, and complimentary wi-fi.
4. Food and beverage costs are not included in sponsorship package price.
Exhibitor Pricing

See how our various exhibit levels compare:

<table>
<thead>
<tr>
<th>Features</th>
<th>Full Booth</th>
<th>Tabletop</th>
<th>Non-Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference registration</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Exhibit space</td>
<td>8’ x 10’ (1)</td>
<td>6’ x 6’ (1)</td>
<td>None</td>
</tr>
<tr>
<td>Additional registration</td>
<td>$650</td>
<td>$650</td>
<td>$950</td>
</tr>
<tr>
<td>Vendor description in mobile app</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Electronic attendee list</td>
<td>2 Weeks prior to conference</td>
<td>2 Weeks prior to conference</td>
<td>Hard copy provided on site</td>
</tr>
<tr>
<td></td>
<td>$1,900</td>
<td>$1,700</td>
<td>$950</td>
</tr>
</tbody>
</table>

Exhibitor participation levels include conference meals, Sunday Welcome Reception, conference materials, and session attendance. Fees do not include admission to the Sunday afternoon workshop or Sunday refreshment break.

Company Description & Logo Specifications

We at PDG believe that you, the vendor, 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 in the conference app. Please use these guidelines when submitting your materials to info@prodev.com:

- Company description must be 250 words or less (PDG reserves the right to edit for length).
- An .EPS file of your logo is required. Please provide full color and single color versions if available.
- Submit your description immediately upon registration for maximum exposure. Platinum, Gold, and Silver sponsors must submit by July 6 to be included in the brochure; all others by September 30 for on-site materials. Non-Display Vendors are not eligible for inclusion.
Platinum Sponsorship

The **PLATINUM SPONSORSHIP** gives your brand and your message exposure throughout the calendar year, creating opportunities that go beyond the conference event.

- 60-minute agenda general session presentation
- Sunday 1/2 day pre-conference workshop¹
- Seat on advisory board
- Four (4) full access conference registrations²
- One (1) 8 x 10 exhibit booth³
- Advertisement banner on PDG’s home page for six months
- Pre and post conference webinars
- Two (2) PDG email blasts promoting sponsor’s conference session and pre-conference webinar
- Pre-conference booth selection
- Premium logo placement on conference email banners
- Premium logo placement on the front cover of conference brochure
- Premium logo placement on the front cover of conference app⁴
- Premium logo placement on conference posters⁴
- Premium logo placement on conference webpage
- Access to electronic conference attendee list 3 weeks in advance
- Wi-Fi sponsorship for conference
- Branded lanyards for conference attendees⁴
- Sunday Welcome Reception sponsor⁵

$10,000

Exclusive exposure
Most visibility
One available per industry segment

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1. PDG will provide the logistics, A/V equipment, hotel breakout space and 1 workshop promotion for the platinum pre-conference workshop. Additional cost with Pre-Conference Workshop may include F & B costs, additional Saturday night room block guarantee, or speaker reimbursements. Sponsor is responsible for all content of the workshops.

2. Speakers are included in the number of registrations.

3. Exhibit space includes: 2 chairs, skirted 6’ table, and complimentary wi-fi.

4. Deadlines for maximum visibility: July 6 (brochure) and September 30 (on site materials); see p.5 for artwork submission details.

5. Food and beverage costs are not included in sponsorship package price.
Gold Sponsorship

The GOLD SPONSORSHIP is a top spot with access to brand opportunities and exposure offering premium signage and messaging.

- Breakout session presentation
- Three (3) registrations¹
- Pre or post conference webinar
- Pre-conference booth selection
- One 6’ x 6’ exhibit space included²
- Premium logo placement on the front cover of brochure³
- Premium logo placement on all conference posters³
- Premium logo placement on the conference website
- Ad in conference mobile app³
- Access to electronic attendee list 3 weeks prior to conference
- One email blast to the conference list
- Branded tote bags for conference attendees³
- Sponsor of Tuesday Happy Hour Reception⁴

$7,500
Premium exposure
High visibility
One available per industry segment

¹. Speakers are included in the number of registrations.
². Exhibit space includes: 2 chairs, skirted 6’ table, and complimentary wi-fi.
³. Deadlines for maximum visibility: July 6 (brochure) and September 30 (on site materials); see p.5 for artwork submission details.
⁴. Food and beverage costs are not included in sponsorship package price.
Silver Sponsorship

A ubiquitous and meaningful way to make a statement, the SILVER SPONSORSHIP offers dynamic opportunities for your brand to interact with an enormous pool of attendees and prospects.

- Two registrations
- One 6’ x 6’ exhibit space included¹
- Prominent logo placement on back of brochure²
- Prominent logo placement on the conference website
- Ad in conference mobile app²
- Access to electronic attendee list 2 weeks prior to conference
- One lunch sponsorship
- One pre-conference email blast to the conference list
- Webinar or session pitch to conference advisory group

$4,500
Extensive reach
Individual impact

Bronze Sponsorship

The BRONZE SPONSORSHIP has a budget friendly price with a big return on investment to make connections and find new business with valuable opportunities.

- Two registrations
- One 6’ x 6’ exhibit space included¹
- Logo in conference mobile app²
- Access to electronic attendee list 2 weeks prior to conference
- One breakfast sponsorship
- One pre-conference email blast to the conference list

$2,500
High value/low cost
Lasting impressions

1. Exhibit space includes: 2 chairs, skirted 6’ table, and complimentary wi-fi
2. Deadlines for maximum visibility: July 6 (brochure) and September 30 (on site materials); see p.5 for artwork submission details
## Branding Opportunities

Create visibility and gain maximum brand exposure.

<table>
<thead>
<tr>
<th>Branding Opportunity</th>
<th>Cost</th>
<th>Details</th>
</tr>
</thead>
</table>
| WEB AD                 | $1000 | - Ad will be on PDG’s website for 12 mo.  
- PDG website viewed by 2,000 people monthly  
- Ad will be linked to a PDG webpage with sponsor’s logo and company description |
| WEBINAR                | $950  | - PDG will provide a pre or post conference webinar  
- Webinar will include promotional email blast  
- PDG will manage all aspects of the webinar |
| MOBILE APP AD          | $500  | - Sponsor provides ad  
- Completed artwork must be provided to PDG by September 30 |
| PROMOTIONAL INSERT     | $500  | - Insert placed in each conference bag  
- Piece can be full color and double sided  
- Must be delivered to conference hotel by November 1 |
| NOTEPADS               | $500  | - Sponsor provides notepad  
- Must be delivered to conference hotel by November 1  
- PDG will distribute notepads in conference bags |
| CHARGING STATION       | $500  | - Company’s logo featured on signage at charging stations located throughout the conference area |
| PENS                   | $500  | - Sponsor provides pens  
- PDG will distribute pens in conference bags  
- Must be delivered to conference hotel by November 1 |
| SPONSORED BLAST        | $400  | - Four sponsorships available  
- Logo featured on attendee blasts  
- Blasts sent to over 11,500 recipients |
SPONSOR INFORMATION AND PRIMARY CONTACT (PLEASE PRINT LEGIBLY):

Company Name ___________________________ URL ___________________________
(As you would like it listed in all publications)

Primary Contact Name ______________________ Title _______________________
(This person will receive all invoices/payment related correspondence)

Address ___________________________ City/State/Zip _______________________

Phone _______________________ Fax _______________________ Email Address ________________

SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsorship (4 registrations)</td>
<td>$10,000¹</td>
</tr>
<tr>
<td>Gold Sponsorship (3 registrations)</td>
<td>$7,500¹</td>
</tr>
<tr>
<td>Silver Sponsorship (2 registrations)</td>
<td>$4,500¹</td>
</tr>
<tr>
<td>Bronze Sponsorship (2 registrations)</td>
<td>$2,500¹</td>
</tr>
</tbody>
</table>

EXHIBITOR

<table>
<thead>
<tr>
<th>Exhibit Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Full Booth (Two conference registrations and one 8x10 booth)</td>
<td>$1,900</td>
</tr>
<tr>
<td>Tabletop Exhibitor (Two conference registrations and one 6x6 exhibit space)</td>
<td>$1,700</td>
</tr>
<tr>
<td>Attending Non-Display Vendor</td>
<td>$950</td>
</tr>
<tr>
<td>Exhibitor Additional Registrant</td>
<td>$650</td>
</tr>
</tbody>
</table>

BRANDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Branding Opportunity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web ad</td>
<td>$1,000</td>
</tr>
<tr>
<td>Webinar</td>
<td>$950</td>
</tr>
<tr>
<td>Mobile app advertisement</td>
<td>$625</td>
</tr>
<tr>
<td>Note pads</td>
<td>$500²</td>
</tr>
<tr>
<td>Charging stations</td>
<td>$500</td>
</tr>
<tr>
<td>Pens</td>
<td>$500²</td>
</tr>
<tr>
<td>Promotional piece insert</td>
<td>$500²</td>
</tr>
<tr>
<td>Sponsored email blast</td>
<td>$400</td>
</tr>
<tr>
<td>Add late fee (if submitted after 10/11/19)</td>
<td>$200</td>
</tr>
</tbody>
</table>

TOTAL DUE: ___________________________

1. Registration deadlines for maximum visibility: July 6 (brochure) and September 30 (on site materials); see p.5 for logo submission details.
2. This pricing is for promotional items supplied by vendor. For a quote to have PDG produce an item call 812-339-6374 or email info@prodev.com.
The Sponsor hereby submits this contract for exhibit space at PDG’S Student Loans & Financial Services Conference, and hereby acknowledges and agrees to the terms and conditions set forth herein and to the sponsor rules & regulations, as the same may exist today or as they may hereafter be updated or amended, all of which are incorporated herein by this reference. The Sponsor further agrees that, upon acceptance of this application by PDG, this application shall become a legally binding contract, enforceable against the Sponsor in accordance with its terms. Please keep a copy of pages 11-13 for your records.

CANCELLATIONS / SUBSTITUTIONS / REFUNDS

Registration fees are not transferable mid-conference. Organizations that plan to have two or more people attend for only part of the conference and substitute others for the balance of the event must purchase separate registrations for each individual.

Sponsors unable to occupy and use the exhibit space contracted will be refunded 60% of all sponsor fees paid, given PDG is notified in writing before November 1, 2019. No refund of any fees will be made if notice of cancellation is received in writing on or after November 1, 2019. No sponsor benefits apply if booth space is cancelled. No refunds will be honored after the conference or after attendee lists have been distributed. Substitutions may be made prior to the start of the event if registrants cannot attend. Please notify PDG of substitutions by fax: 812-339-0138 or email: info@prodev.com.

ATTENDEE REGISTRATION

Once PDG has received and accepted the Vendor Prospectus and payment, PDG will generate a confirmation letter. Confirmation will be forwarded to the contact listed on the previous page. The confirmation letter will confirm sponsor benefits/requirements and the number of registrations based on the space contracted and due dates. To register on site attendees please fill out the registration form at: https://www.prodev.com/exhibitor-registration.

PAYMENT INFORMATION

Payment in full must accompany the signed sponsor contract.

☐ Check (payable to PDG)         ☐ Credit Card

Name ____________________________________________________________

Card # ___________________________    Exp. ______________

Return completed form and payment to Professional Development Group II, Inc. via:

POST
PO Box 99
Bloomington, IN 47402

EMAIL
info@prodev.com

FAX
(812) 339-0138

Questions? Call (812) 339-6374 or email info@prodev.com.
Sponsor Rules & Regulations

1. INSTALLATION & REMOVAL: No installation work will be permitted after the opening of the exhibit hall without consent of PDG. All exhibits shall be operational throughout the entirety of the conference(s). Thereafter, packing and removal shall be done as quickly as possible. Exhibitors shall not deface or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the hotel without the permission of PDG and the hotel.

2. STORAGE AND HANDLING: Storage and handling arrangements should be made through designated facilities at the appropriate hotel(s). Exhibitor responsible for fees.

3. USE AND CARE OF EXHIBIT SPACE: No part of an exhibit shall obstruct the view of adjacent booths. Exhibits shall not be unduly noisy, glaring, or otherwise objectionable. Audio-visual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent booths. The Exhibitor shall maintain his/her exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state, and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act, and all laws relating to access by disabled persons.

4. PROHIBITED ACTIVITIES: Except within the rented booth area, the following activities are prohibited by any Exhibitor: sale of goods or taking orders for sale of equipment, products, services or supplies; Food, alcoholic and non-alcoholic beverages may not be brought in from outside sources.

5. SUBLETTING SPACE: Exhibitors may not sublet or assign any part of their booth space, nor advertise or display goods or services other than their own. Exhibition advertisements and display must conform to the statement in the Exhibitor’s application describing displays.

6. FAILURE TO OCCUPY SPACE: Unless prior approval for delayed occupancy is received from PDG, any exhibit booth not occupied by the assigned Exhibitor by opening time of the exhibit hall at the appropriate conference(s), may be reassigned or used by PDG without refund to the Exhibitor.

7. SOCIAL FUNCTIONS: Exhibitors may not conduct social functions during the scheduled conference events and sessions. Social functions shall be at a time which will not interfere with PDG scheduled activities. PDG has the right to approve or cancel any vendor events scheduled at the conference hotel/venue that conflict with this policy. PDG must receive a copy of the function announcement or invitation two weeks in advance.

8. PUBLICITY MATERIAL, PHOTOGRAPHS AND MEDIA: PDG reserves the sole right to use any photographs, recordings, electronic images or publicity material received by or obtained by PDG in the course of the event for whatever use deemed proper by PDG and has the exclusive right to include photographic, video and other visual portrayals of attendees, Exhibitors and their Exhibits including its contents, in any pictorial medium of any nature whatsoever for the purpose of trade, advertising, sales, publicity and otherwise, without compensation to Exhibitor, and all rights titled and interest bearing (including all worldwide copyrights therein) will be PDG’s sole property, free of any claims of Exhibitor or any persons deriving any rights or interest from the Exhibitor.

9. EMAIL BLAST POLICY: PDG will provide all vendors with the list of attendees before and after the conference; this information will include attendees email addresses as a vendor you agree to use these emails for (1) email blast to the attendees either before OR after the event (this is limited to 1 blast; if you choose to blast before the event you cannot blast after the conclusion of the event). If any company is found to be abusing the attendee list for additional blasts, selling or redistributing, you will be subject to an email blast rental fee of $1500/email. If this is not paid within net (30) days of receipt of notice then PDG reserves the right to bar your company from future vendor opportunities.

10. SECURITY & INSURANCE: Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated hotel exhibit hall and/or concourse. PDG, its’ officers, directors, members and staff are not responsible for the safety of the property or the exhibitor, his/her agents, or employees, or harm or damage to such persons resulting from theft, fire, accident, or any other cause. In order to protect Exhibitor, PDG, the City, and the Facility and your Exhibit and property against loss, damage, theft or injury of any nature, and any claims arising from any activities conducted at the Facility, Exhibitor, at its own expense, is required to carry all insurance and/or policy riders necessary to cover all exhibits and equipment.

11. CANCELLATION OR RELOCATION OF CONFERENCE: If PDG fails to hold its conference as herein provided, or fails to furnish Exhibit space as stated herein, including circumstances of Force Majeure, it shall refund to Exhibitor any charges paid hereunder. Such refund shall be accepted by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

12. CONFERENCE CODE OF CONDUCT Exhibitor agrees to follow PDG’s harassment policy. Please take a moment to view our policy at this link: www.prodevmedia.com/conferences/PDG_Conferences_Anti_harassment_policy.pdf

13. LIABILITY AND INDEMNITY Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from, or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and his employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof, and (e) any other persons lawfully on or about the conference premises. Exhibitor agrees to indemnify and hold harmless PDG, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys’ fees, or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against PDG in any way relating to or arising out of this Agreement and/or Exhibitor’s use of exhibit booths at the event. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed.

Company Name: ______________________________________
Initials of Authorized Signer: ___________________________
Date: ____________________