



Dear Potential Sponsor:

Please accept this invitation to sponsor the Association of Florida Colleges Student Development Commission's 50<sup>th</sup> Annual Spring Conference, "Celebrating 50 years of professional development and success." This year's conference will be hosted by Pasco-Hernando State College in Wesley Chapel, FL on May 16-18, 2017.

The Student Development Commission promotes student service programs throughout the state of Florida, and the members represent academic advising, admissions, career development services, counseling, student disability services, financial aid services, registration, recruitment, retention, student activities, testing, assessment, internship and placement, records, international student services, and more.

We are expecting approximately 150 attendees from all of the 28 Florida College System institutions. The attendees will consist of administrators, faculty, career service staff, and professional staff. Your sponsorship will allow you to showcase your organization, services, and/or products to student affairs professionals statewide. There are many ways that you can support the conference. We have an array of sponsorship packages available, or you may customize your package with individual selections. All of our sponsorship options are explained in the sponsorship package. I am also happy to discuss the choices with you.

The Student Development Commission appreciates your support. Please contact me with any questions that you may have regarding sponsorship. I look forward to working with you.

Yours in Service,

Deanne Abrams

2017 Sponsorship Coordinator and Immediate Past-Chair  
dabrams4@valenciacollege.edu  
407-528-2038

# AFC Student Development Commission

## 2017 Sponsorship Levels

### **Gold Sponsorship - \$1000**

#### **Sponsor Benefits**

- 2 Complimentary Registrations\*
- Listing on the Conference Website
- Name in Conference Program
- Logo in Conference Program
- Logo link to sponsor website from SDC website
- **Full page** advertisement in Conference Program
- 6 ft. Draped Table and 2 chairs
- **5 minutes to speak at General Session**
- Promotional materials in Conference Bag
- Power Point slide with logo/name
- Recognition at all portions of event
- **1/2 page** color advertisement in pre-conference e-newsletter, *The Network*

### **Silver Sponsorship - \$750**

#### **Sponsor Benefits**

- 2 Complimentary Registrations\*
- Listing on the Conference Website
- Name in Conference Program
- Logo in Conference Program
- Logo link to sponsor website from SDC website
- **1/2 page** advertisement in Conference Program
- 6 ft. Draped Table and 2 chairs
- Promotional Materials in Conference Bag
- Power Point slide with logo/name
- Recognition at General Session or Awards Luncheon/Reception
- **1/4 page** color advertisement pre-conference e-newsletter, *The Network*

### **Bronze Sponsorship - \$500**

#### **Sponsor Benefits**

- 1 Complimentary Registration\*
- Listing on the Conference Website
- Name in Conference Program
- Logo in Conference Program
- Logo link to sponsor website from SDC website
- 6 ft. Draped Table and 2 chairs
- Power Point slide with logo/name
- Listing in pre-conference e-newsletter, *The Network*

## **A La Carte Sponsorship - Under \$500**

### **Sponsor Benefits**

- 2 minute video presentation about your college/business to run before the Opening Session or Awards Luncheon - **\$300**
  - Refreshment Break - **\$300**
  - Table with your Brochures - We do not return leftover items. - **\$100**
- Send brochures to: John Fey, Asst. Director of Student Engagement and Leadership Development  
Pasco-Hernando State College 10230 Ridge Road New Port Richey, FL 34654

## **Advertising Partner - \$75-250**

### **Sponsor Benefits**

- Ad in Conference Program – deadline for printing is April 15, 2017
  - ¼ page - \$75
  - ½ page - \$125
  - Full page - \$250

**We accept in-kind donations which will be recognized according to the above sponsorship levels.**

*\*Additional registrations at non-member rate*

All sponsorship levels conform to the Contract Terms in this sponsorship packet.

Become a sponsor today at [www.afcsdc.org](http://www.afcsdc.org)!

## **CONTRACT TERMS – 2017 CONFERENCE SPONSORSHIP**

1. Full payment must accompany the application/contract. All payments are nonrefundable. The balance must be paid by April 30, 2017.
2. Each single sponsorship display table at the SDC Sponsorship Hall will have a display table rental as noted on the Sponsorship Application.
3. The SDC reserves the right to approve the character of any display table, any goods therein and the attendant advertising and sales promotion and to prohibit anything which in its judgment because of noise or other objectionable features may detract from the show in general.
4. All sound equipment must be regulated so that it does not disturb neighboring display table. The SDC reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, sponsors may not play music during the trade show, either live or recorded.
5. Sponsors will not be permitted to assign, sublet, or share with others any part of the space allotted to them.
6. The SDC reserves the right to require any sponsor to move his display table to another location if it is in the best interest of the show.
7. Advertising materials cannot be distributed outside of the sponsor's table.
8. Sponsorship display table areas must be kept clean. Sponsors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
9. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
10. Objectionable practices by sponsors should be reported immediately to SDC and not after the show is completed.
11. It is agreed that the SDC and host site shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the sponsorship area.
12. The sponsor agrees to indemnify and hold harmless the SDC and host site or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.
13. The SDC and host site will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.
14. Neither the SDC nor host site maintains insurance covering property brought onto or stored on the host site's premises by sponsors and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
15. Sponsors will not offer educational/training programs within the show facility simultaneous to the SDC Spring Conference related programs.
16. The SDC is not responsible for monitoring the proximity of competitors' tables. A list to-date of secured sponsors can be obtained upon request from the SDC.
17. Sponsor agrees to indemnify and defend the SDC and host site against all suits brought against the SDC and/or host site, based on a negligence or products liability cause of action in which the sponsor is the alleged active tortfeasor and the SDC is included in the suit based on this exhibit agreement.

## **DISPLAY CONSTRUCTION**

1. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshal's Office.
2. No construction will be allowed at the sides or above the display tables that may obscure the view of any adjacent tables.
3. All materials used for decorating must be flameproof.
4. Construction and signs that are above 8 feet in height are to be approved by the SDC.
5. All applicable city, county, and state codes and ordinances must be complied with as well as those of the host facility.
6. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.

## **INTERPRETATION OF RULES**

1. The interpretation of all rules and regulations is the responsibility of the SDC Board or their designated representative. All decisions of said group or representatives are final.