



# National **Conference** and **Expo** 2009 **Exhibition** and **Sponsorship** Prospectus

The Customers ... The Contacts ... The Support ... The Success  
**All the People You Want to Reach**



**October 19-21, 2009 | The Rio | Las Vegas, Nevada**



College and University Professional Association for Human Resources



# SPONSORSHIPS

## Smart solutions... Better ROI... Higher visibility

Sponsorships allow your company to support the conference while achieving your company's marketing goals.

*Sponsorships increase exhibit booth traffic by as much as 104%. - CEIR*

**Mary Ann Wersch Premier Partners:** By invitation only  
**Tier 1:** >\$15,000  
**Tier 2:** \$7,500-\$14,999  
**Tier 3:** \$3,000-\$7,499

### Here are just some of the benefits our sponsors receive:

- Logo or name on conference Web site,
- Logo or name on conference e-mails and printed promotional materials,
- Full conference registrations,
- Discounts on Final Program advertising,
- Attendee e-mail addresses for one-time use,
- Insert into attendee tote bag,
- Plus many more! E-mail [sponsorships@cupahr.org](mailto:sponsorships@cupahr.org) for a full listing of benefits for each tier of sponsorship.



Upon sponsorship reservation a sponsorship contract detailing your benefits will be provided. Not all benefits provided for all tiers of sponsors. All sponsorships are subject to approval by CUPA-HR. Only CUPA-HR national corporate members are eligible to purchase sponsorships. Audiovisual, internet connection, and phone charges for any sponsorship event or activity may be the responsibility of the sponsor, depending upon venue. While every effort is made to offer the published list of sponsorship benefits, benefits may vary depending upon programming and venue. All sponsors are required to exhibit or, if exhibit space is not available, to pay a booth fee.

“Other events are less personal and less valuable to our company. CUPA-HR is by far our best chance to interface with current and future clients.”

# Your competition will be there

Here is a list of companies that exhibit and sponsor:

Academic Careers Online	Employment Screening Resources (ESR)	jobs.ac.uk	Sibson Consulting, a Division of Segal
Aetna	Fidelity Investments	JobTarget OneClick	SkillSoft Corporation
Affirmative Action Register	Fort Dearborn Life Insurance Company	John Hancock	Stan McKnight and Associates, Inc.
AIG Retirement	Fox Lawson & Associates	Kelly Services	Standard Insurance Company
American DataBank	Gallagher Benefit Services	King Abdullah University of Science and Technology	Stevens Worldwide Van Lines
Aon Consulting	Graystone Group Advertising	Koker Goodwin & Associates	SunGard Higher Education
Applicant Insight	HBCUConnect.com	Kroll	Terryberry Company
Bright Horizons Family Solutions	Hewitt Associates	LatinosinHigherEd.com	The Chronicle of Higher Education
Buck Consultants, an ACS Company	HigherEdDecisions	LawRoom	The Hartford
CampusDocs	HigherEdJobs.com	Liberty Mutual Insurance Group	The Talbot Group, Inc. Relocation Services
CIGNA International Expatriate Benefits	HireRight	LifeCare, Inc	The Wellness Corporation
Compensation Resources, Inc.	HireTouch by ImageTrend	LTC Solutions, Inc.	TIAA-CREF
Coventry Health Care	Hispanic Outlook in Higher Education Magazine	MetLife	Truescreen, Inc.
Datatel	ImageNow by Perceptive Software, Inc.	Minnesota Life	UnitedHealthcare
Development Dimensions International	ImmigrationTracker	NEOGOV	Validity Screening Solutions
Diverse: Issues In Higher Education	Income & Benefit Solutions, LLC	New Media Learning, LLC	Vanguard
Diversified Investment Advisors	Infohrm	Noel-Levitz	WFD Consulting
EBPA	ING	NorthgateArinso	Work Options Group
Emeriti Retirement Health Solutions	Inside Higher Ed	PeopleAdmin, Inc.	WorkForce Software
Employment Background Investigations, Inc.	Interview Exchange	Polaris Recruitment Communications	World Education Services
	Invesra	Preferred University Rx Purchasing Coalition	
	.Jobs	RiskAware	

## Industries represented by conference exhibitors

Benefits	HRIS
Compensation	Training & Development
Recruitment Advertising	Payroll
Health Care	HR Management
Diversity	AND More!
Background Screening	

To see a list of CUPA-HR member institutions visit [www.cupahr.org/cp](http://www.cupahr.org/cp)

"CUPA-HR does a great job getting attendees into the hall, and HR folks tend to engage, which is great."

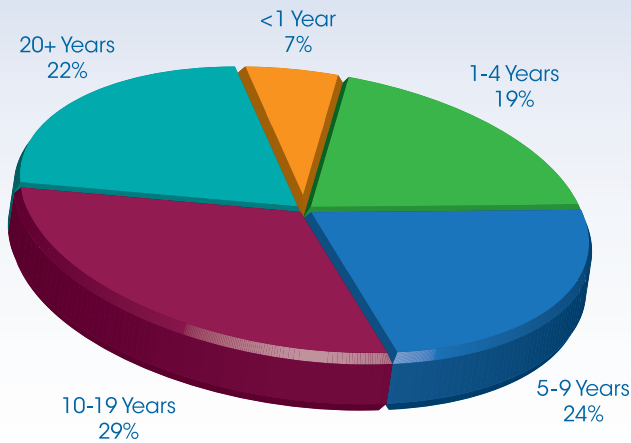
# A ONE-OF-A-KIND OPPORTUNITY

## Reach higher education professionals with purchasing power

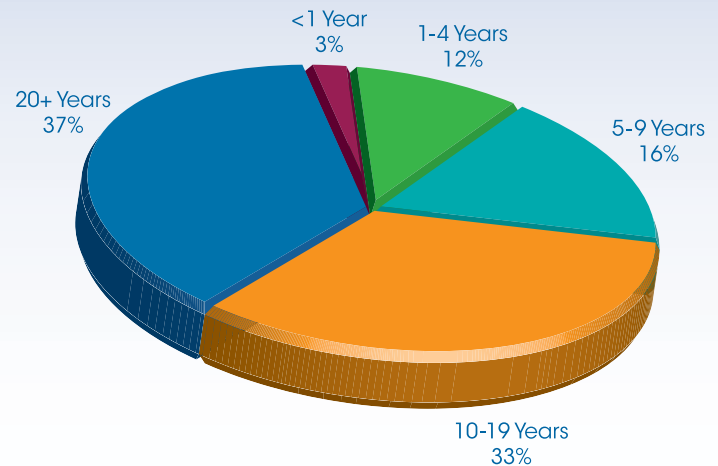
The CUPA-HR National Conference and Expo is the nation's premier higher education HR event, a gathering of professionals in higher ed HR from colleges and universities from across the country.

**Attendee Profile: Average Number of Attendees ≈ 900**

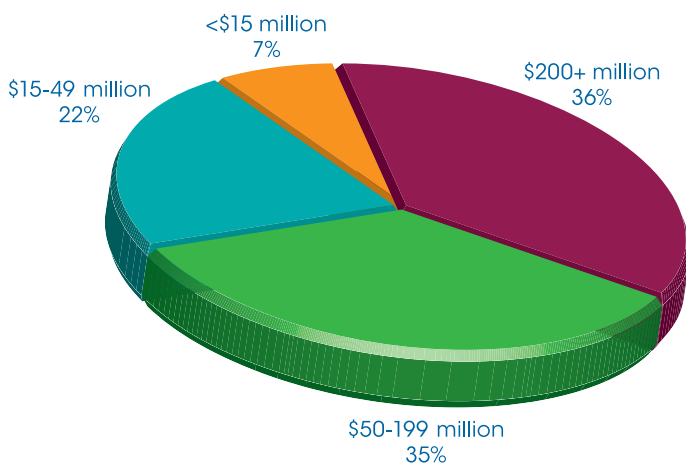
**Number of Years in Higher Ed HR**



**Number of Years in HR**



**Institutional Budget Size**



"This is a fabulous, and extremely worthwhile event! In my many years of conference and lead generation experience, I have never found an event like this."

## About CUPA-HR

Founded more than 60 years ago, CUPA-HR is the only professional association dedicated exclusively to higher ed HR. Widely known for its higher ed salary and benefits surveys, the association also provides thought leadership, professional development opportunities and vital online resources for its 10,000+ members.

## ADVERTISING

# Maximize your investment with an ad in the conference program

The conference program offers prime advertising space. Because attendees consistently open their programs at the tabs, these pages are viewed more often than regular ads, giving your message maximum exposure.

The spiral bound 5.5 x 9.25 book includes seven two-sided dividers, for a total of 14 color ads. Priority space is held for premier partners who wish to advertise.

### Advertising Rates:

**Cover 2, 3 and 4** - \$2000/members \$2400/nonmembers

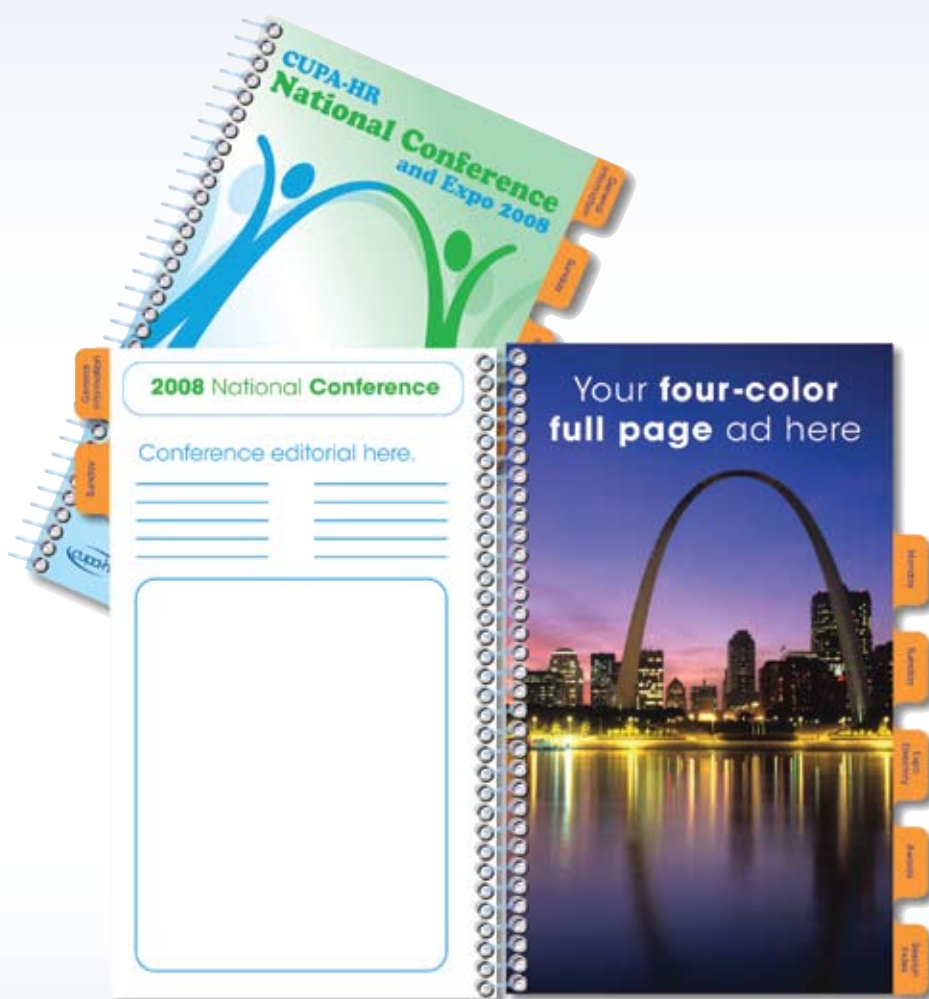
**Tabs** - \$1500/members \$1900/nonmembers

### Advertising Deadlines:

Ad Reservations – August 3

Artwork Due – August 7

“This was our first year exhibiting at CUPA-HR’s national conference. We have never experienced such a great show! Attendees appreciate exhibitors and have a genuine interest in hearing about their products and services. We exhibited at the show based on a recommendation from another exhibitor and, boy, was it worth it!”



To take **advantage** of these **opportunities** ...

E-mail [exhibits@cupahr.org](mailto:exhibits@cupahr.org) or visit the Corporate Participation section of our Web site at [www.cupahr.org](http://www.cupahr.org).