

**Gain Unique Access.
Create Partnerships.
Reach Higher Ed HR.**



**Annual Conference and Expo 2012 Exhibition and Sponsorship Prospectus
September 9-11, 2012 | Boston Marriott Copley Place | Boston, Massachusetts**



College and University Professional Association for Human Resources





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About CUPA-HR

CUPA-HR provides dynamic leadership to more than 13,000 higher education human resource professionals at more than 1,700 institutions by delivering essential knowledge, resources and connections that enhance individual and institutional capacity and effectiveness.

Attendee Demographics

REACH higher ed professionals.

ATTRACT clients with purchasing power.

TARGET the customers you need.

Get Connected. The CUPA-HR Annual Conference and Expo is the nation's premier higher education HR event, a gathering of professionals in higher ed HR from colleges and universities nationwide. With valuable knowledge about CUPA-HR members, our attentive Corporate Relations staff can help you meet and exceed your marketing goals.

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

-Past conference exhibitor



Attendee Demographics

CUPA-HR Expos attract campus professionals | 700-800 attendees*

From a variety of institution types | 46% Private, 54% Public

With extensive HR experience | 71% with more than 10 years

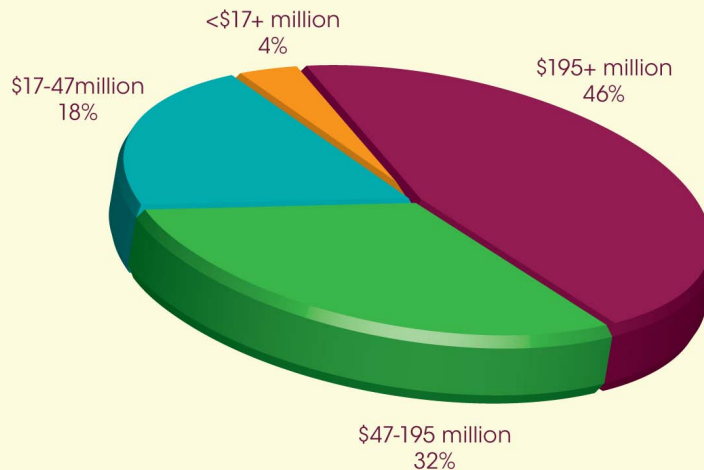
The ability to make buying decisions | 87% make purchasing decisions

And budgets to back it up | 78% have institutional budgets of \$47+ million

“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.”

-Past conference exhibitor

Institutional Budget Size



Primary Area of Focus



Visit www.cupahr.org/past to view a list of past attendees.

*Average number of attendees calculated from 2008-11.

EXHIBIT

CREATE new business opportunities.

CONNECT with clients and partners.

GENERATE revenue.

MEET New Leads. The CUPA-HR Expo provides the best exposure you will find to the higher education market. With fewer booths available this year, **we will sell out early**, so reserve your booth now for the best selection.

Why Exhibit?


- Shake Hands. The power of face-to-face marketing is undeniable, and CUPA-HR ensures ample time to interact with potential customers.
- Higher ROI. With a variety of opportunities, at catered events and during CUPA-HR's exclusive noncompetitive exhibit hall hours, you can connect with multiple clients and generate leads in a single location versus multiple trips for each.
- Be in good company. CUPA-HR is the premier association for higher education HR and is viewed as a trusted source of resources and information.

“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.”

-Past conference exhibitor



EXHIBIT



CUPA-HR is pleased to partner with exhibition management company MRA Services. Standard booth package: 8' x 10' booth — pipe and drape, 6' table, two chairs, wastebasket, ID sign.



The Benefits?

- Exclusive noncompetitive exhibit hall hours.
- Pre- and post-conference participant mailing lists for one-time use.
- Online Virtual Expo listing, promoted to attendees.
- Company name, description and booth number in the printed Expo Directory, given to attendees.
- One free badge registration and three free floor passes.
- Increased booth traffic with the option to provide exhibitor door prizes.

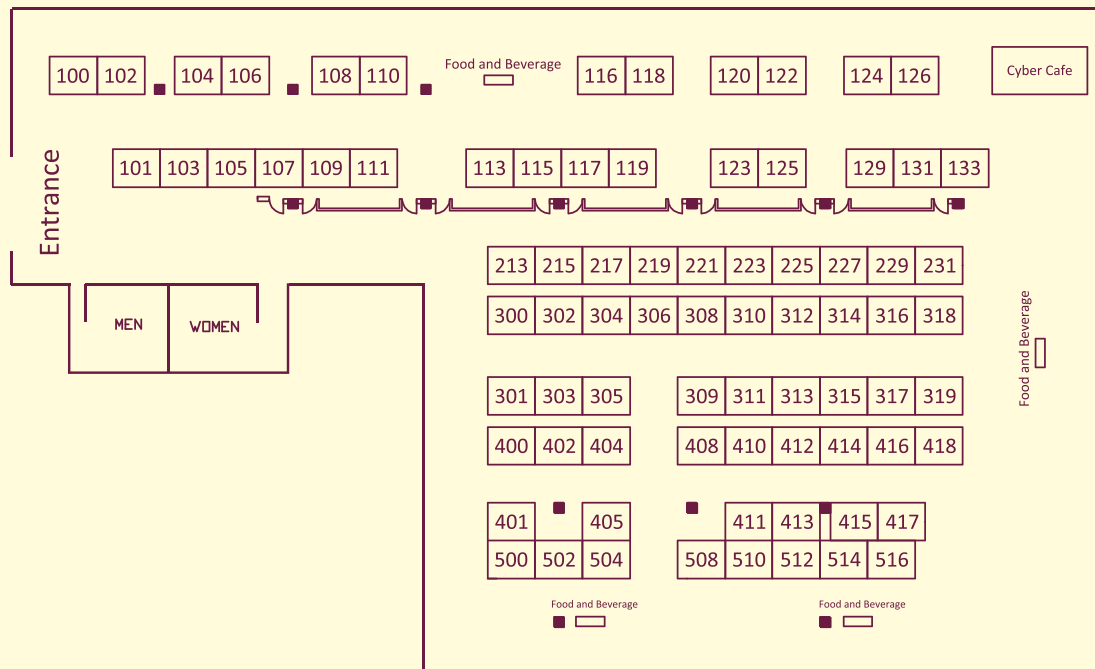
E-mail exhibits@cupahr.org or visit the Corporate Participation section of our website at www.cupahr.org/exhibit2012 to take advantage of these opportunities.

According to the Center for Exhibition Industry Research, on average, it takes only 1.6 sales calls to close a sale from an exhibition compared to 3.7 sales calls to close a sale without an exhibition lead.

EXHIBIT

What is the cost to exhibit?

	Member	Non-Member
Premium Booth	\$3,500	\$4,200
Corner Booth	\$3,100	\$3,800
Aisle/In-Line Booth	\$2,750	\$3,450



The CUPA-HR Expo generally follows a three-day pattern and provides open exhibit hall hours on Sunday night, a majority of the day on Monday and until lunchtime on Tuesday.

WHO EXHIBITS

Your Competition Will Be There.

Some Past Exhibitors and Sponsors Include:

Will You Be There?
For more information or to become a sponsor or exhibitor, visit www.cupahr.org/exhibit2012, e-mail us at exhibits@cupahr.org or call 877-287-2474 and ask to speak with a corporate relations representative.

Academic Keys
ADP
Aetna Inc.
Aon Hewitt
Applicant Insight
Aquire
ARAG
Assurant Employee Benefits
Avatar Academic, Inc.
Barnett Associates, Inc.
Benefit Consulting Group
Bright Horizons Family Solutions
Brill Neumann Associates
Buck Consultants
California Casualty Auto & Home Insurance
CAPTRUST Financial Advisors
CCLC - Childrens Creative Learning Center
CertifiedBackground.com
Cigna
Cornerstone OnDemand
CPS HR Consulting
Datatel
Dearborn National
Development Dimensions International
Diversified
Dollar Compensation Statements

EBPA - Employee Benefit Plan Administration
eDocAmerica
EmblemHealth
Emeriti Retirement Health Solutions
Executive Smart Search
Extend Health, Inc.
EyeMed Vision Care
Fidelity Investments
Fiduciary Partners Retirement Group, Inc.
Fox Lawson & Associates, a division of GBS
Gallagher Benefit Services
Genworth
Graystone Group Advertising
GroupOne Services, Inc.
Guardian by LawLogix
Halogen Software
HBCUConnect.com
HigherEdJobs
HireRight, Inc.
HireTouch by ImageTrend
Hispanic Outlook in Higher Education Magazine
HR Certification Institute
HR Plus
HRN Management Group
ING
Inside Higher Ed

Interview Exchange
InterviewStream
iStrategy Solutions
JobTarget OneClick
John Hancock
Justifacts Credential Verification, Inc.
Kroll Inc.
Kronos Incorporated
LawRoom
Lawson Software
Liberty Mutual Insurance Company
LTC Solutions, Inc.
McKnight & Associates, Inc.
Mercer
MetLife
MGT of America, Inc.
Milliman, Inc.
Minnesota Life
ModernThink, LLC
Multnomah Group
National Higher Education Recruitment Consortium (HERC)
Navigenics
NEOGOV
Noel-Levitz
Novartis Pharmaceuticals Corporation
NoviaCare Clinics
OPENonline

OptumRx
Oracle
PayFlex Systems USA, Inc.
PeopleAdmin
Peoplefluent
Perceptive Software Inc.
Preferred University Rx Purchasing Coalition
PRM Consulting Group
RiskAware, LLC
SageView Advisory Group
ScholarlyHires.com
Sibson Consulting, A Division of Segal
SkillSoft Corporation
Softdocs Inc.
Standard Insurance Company
SumTotal Systems, Inc.
SunGard Higher Education
TALX Corporation
Terryberry Company
The Chronicle of Higher Education
The Hartford Insurance Group
The Talbot Group, Inc. Relocation Services
The Wellness Corporation
Thomson Reuters
TIAA-CREF
Tracker Corp

Truescreen, Inc.
U.S. Bank
United Benefit Advisors
UnitedHealthcare
Universal Background Screening, Inc.
VALIC
Validity Screening Solutions
Vanguard
WFD Consulting
Wheaton World Wide Moving
Who's Where - Benefit Eligibility Administration
Workday, Inc.
WorkForce Software
Workplace Answers
WorkplaceDiversity.com
Workplace Options, Inc.
World Education Services, Inc.

Visit our website at www.cupahr.org/exhibit2012 to view a complete list of current and past exhibitors.

WHO EXHIBITS

Industries often represented among conference exhibitors and sponsors:

Benefits Consultants | Recruitment Advertising | Financial Services
Healthcare and Non-Healthcare Insurance Providers | Diversity
Background Screening | HRIS and Technology | Compensation
Training and Development | Workplace/Worklife

Visit our website at www.cupahr.org/industries to find details about these participating industries.





SPONSOR

SMARTER solutions.

BETTER return on investment.

HIGHER visibility.

Get Noticed. Sponsorship at the CUPA-HR Annual Conference is the best way to build brand recognition, customer loyalty and show your commitment to the higher ed HR community while achieving your company's marketing goals.

“CUPA-HR sponsorships have helped elevate our presence within the higher education HR community.”

-John Ikenberry,
HigherEdJobs

Why Sponsor?

- Stand out. Distinguish your company from your competitors with the exclusivity of a sponsorship.
- Make an impression. Impress a valuable audience and attract qualified clients.
- Show your support. CUPA-HR attendees realize that without sponsor support, our events would not be possible. They appreciate your company's dedication to higher ed HR.



SPONSOR

Sponsorships increase exhibit booth traffic by as much as 104%. - Center for Exhibition Industry Research

The Benefits?

The benefits of sponsorship far outweigh those of exhibiting alone:

- Early booth selection for next year's show.
- Attendee e-mail addresses to generate interest (*Tier 1 and Tier 2 sponsors only*).
- Brand visibility with your logo or name on the web, in promotions and on event signage.
- Additional complimentary badge registrations.
- Event-specific benefits such as addressing the audience or your logo on a featured take-home item.

For a full list of available sponsorships and their benefits, e-mail sponsorships@cupahr.org.

Upon sponsorship reservation, a sponsorship contract detailing your benefits will be provided. Not all benefits are 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. 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.

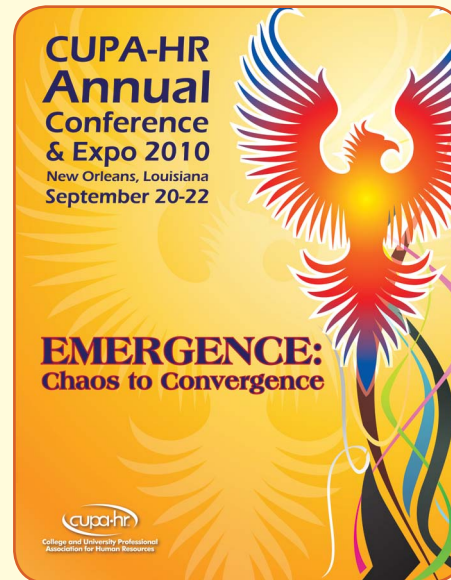
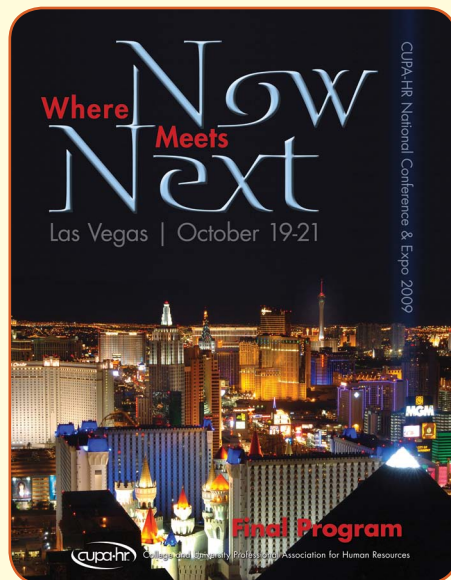
ADVERTISE

INCREASE booth traffic.

HIGHLIGHT services.

STAND out.

87% of our attendees either influence or make the final decision for their HR products/services. Our attendees have power; buying power to influence purchasing decisions. The CUPA-HR conference program is distributed to every conference attendee — 700-800 people — and most consult it many times each day during the conference to find critical information.



ADVERTISE

MAXIMIZE your conference investment. The CUPA-HR Annual Conference program provides yet another tool to increase visibility, bring traffic to your booth and provide virtual face time with influential prospects as they read through valuable information. After the show, many attendees keep their program — a valuable resource — to review what they've learned and who they connected with at the conference.

For rate information, artwork specifications and to reserve your advertising space, e-mail exhibits@cupahr.org.

