



The Colleges Chief Student Services Officers Association facilitates the mission of serving all students and providing a high quality education. Each of the 114 college CSSOs provide vision, direction and leadership to a diverse and dedicated staff. The Association strives to meet the mission of our organization to assist students in reaching their academic and career goals across the state.

We would like to invite you to be a sponsor for the Annual CSSO Conference, March 24-26, 2020 at Marriott Bonvoy's, Sheraton Gateway Los Angeles Hotel at LAX in Los Angeles, California. This year's conference will also include a pre-conference institute designed to provide professional growth opportunities. The conference will host college decision-makers ranging from vice presidents, deans, directors and faculty all looking at professional development and new and innovative ways to serve students. This year's theme is **"Making the Promise a Clear Reality: The Relentless Pursuit of Student Equity & Success."**

Chief Student Services Officers...

- lead Student Services for 2.5 million students
- provide access and support for underserved populations
- lead Equity and Social Justice conversations on their campuses
- envision and implement innovative technology and processes

Our annual conference is an opportunity to collaborate with colleagues, to learn from those whose innovative and successful ideas are paving the way to increasing student success. More than 300 representatives from student services, instruction, categorical programs, the State Chancellor's Office, and a myriad of other constituents will convene, all focused on improving student success and completion while maintaining access for underrepresented student populations. We hope you will consider being a sponsor and sharing your contributions to student success with the field and the service to our 2.4 million California Community College students. For more information on the conference, updated periodically, go to www.calcsso.org.

Attached is a complete list of available sponsorship packages (including exhibitor only and advertising opportunities) in two different formats – by level and by benefits – for your consideration. To secure your commitment, go to <http://events.constantcontact.com/register/event?llr=eurwqyab&oeidk=a07eg8z5v5d3e5aab3a>. You will receive immediate confirmation and our conference management team, MeetingWise LLC, will follow up with you as needed.

For questions or to obtain additional information contact: Eric Bishop at (909) 652-6502 or eric.bishop@chaffey.edu.

This is a dynamic and changing time in California Community Colleges and CSSO leadership and ALL discussions are critical to student success. Join us and be an active participant in our leadership movement. We look forward to having you involved!



Chief Student Services Officers
Association

Ensuring Opportunities for Success for Every Student



CSSO 2020 Conference Sponsor & Exhibitor Benefits by Level

| Platinum (\$15,000) <i>2 opportunities</i> | Gold (\$10,000) <i>4 opportunities</i> | Silver (\$5,000) <i>6 opportunities</i> | Bronze (\$2,500) <i>12 opportunities</i> | Copper (\$1,500) <i>6 opportunities</i> | Exhibitor (\$1,000) <i>limited opportunities</i> |
|---|--|--|--|---|--|
| 1 full conference registration Table in exhibit area Listing in program book Opportunity to purchase post con mailing list, \$250 Exhibitor listing in conference app with interactive map | 1 full conference registration Table in exhibit area Listing in program book Opportunity to purchase post con mailing list, \$250 Exhibitor listing in conference app with interactive map | 1 full conference registration Table in exhibit area Listing in program book Opportunity to purchase post con mailing list, \$250 Exhibitor listing in conference app with interactive map | 1 full conference registration Table in exhibit area Listing in book Opp to purchase post con mailing list, \$250 Exhibitor listing in conference app with interactive map | 1 full conference registration Table in exhibit area Listing in book Opp to purchase post con mailing list, \$250 Exhibitor listing in conference app with interactive map | 1 full conference registration Table in exhibit area Listing in book Opp to purchase post con mailing list, \$250 Exhibitor listing in conference app with interactive map |
| PLUS | PLUS | PLUS | PLUS | PLUS | |
| Premium exhibit table placement Logo in program book Sponsorship of OPENING GENERAL SESSION & RECEPTION (INCLUDING ONE DRINK TICKET) with signage Website listing (on conference page) Sponsor profile in conference app | Premium exhibit table placement Logo in program book Sponsorship of LUNCH AND GENERAL SESSION with signage Website listing (on conference page) Sponsor profile in conference app | Premium exhibit table placement Logo in program book Sponsorship of BREAKFAST AND GENERAL SESSION with signage Website listing (on conference page) Sponsor profile in conference app | Premium exhibit table placement Logo in book Sponsorship of REFRESHMENT BREAK with signage Website listing (on conference page) Sponsor profile in conference app | Premium exhibit table placement Logo in book Sponsorship of PRE-CONFERENCE INSTITUTE with signage Website listing (on conference page) Sponsor profile in conference app | |
| An additional registration (total of 7) Company bio (50 word) in program book COMP mailing list FULL PAGE ad in program book | An additional registration (total of 5) Company bio (35 word) in program book COMP mailing list FULL PAGE ad in program book | An additional registration (total of 3) Company bio (20 word) in program book COMP mailing list FULL PAGE ad in program book | An add'l (total of 2) Company bio (10 word) in program book COMP mailing list HALF PAGE ad in program book | | |
| More registrations (total of 3) 10 minutes at the podium Logo projected at all general sessions. Banner ad and activity feed announcements (multi) in app *Insert in conference bags | More registrations (total of 3) 6 minutes at the podium Logo projected at hosted session. Banner ad and activity feed announcement in app *Insert in conference bags | More registrations (total of 3) 3 minutes at the podium Logo projected at hosted session. Banner ad and activity feed announcement in app *Insert in conference bags | | | |
| More registrations (total of 5) Additional time at the podium (total of 3-5 minutes) Logo on front cover of program Additional mailing list opportunity (pre-conference) Ad on inside front cover | More registrations (total of 5) Additional time at the podium (total of 3-5 minutes) Logo on front cover of program Additional mailing list opportunity (pre-conference) Ad on in or outside back cover | | | | |
| More registrations (total of 7) Networking opportunity with CSSO Board Opportunity to do a 15 minute breakfast talk Double exhibit table (<i>allowing space for 10' pop up</i>) Logo on tote bag Recognition on home page App Splash Page (first page attendees see when opening app) visibility. Opportunity to place materials on chairs at opening GS | | | | | |

*Limited to one brochure, flyer or promotional item; each additional item \$250.

IMPORTANT: App features are being introduced in 2020 as an added benefit at no additional cost to you as we experience the first year of app usage; cost may apply in future years.

Notes: This is a table top show with floor space for one 3' pop up banner only; sponsors will get premium placement. Mailing List – one time use of post-conference attendee opt-in email list. Website (for one month pre-conference and five months post). Conference App Visibility Note: app includes an attendee list and a lead generation feature.

OTHER OPPORTUNITES:

- Aren't able to attend the conference or desire additional visibility? Purchase a program ad for \$500 full page or \$300 half page.
- Don't see an exact fit for your company above? Contact us regarding opportunities to customize your package.



CSSO 2020 Conference Sponsorship Levels / Benefits at a Glance



| | Level / Benefit | Platinum (\$15,000) 2 opportunities | Gold (\$10,000) 4 opportunities | Silver (\$5,000) 6 opportunities | Bronze (\$2,500) 12 opportunities | Copper (\$1,500) 6 opportunities | Exhibitor (\$1,000) limited opportunities |
|-----------------|---|---|---|--|--|---|---|
| Attend | Complimentary full conference registrations | 7 | 5 | 3 | 2 | 1 | 1 |
| | Networking opportunity with CSSO Board | X | X | | | | |
| Educate | Opportunity to do a 15 minute breakfast talk | X | X | | | | |
| | Write an article to be shared with membership | X | | | | | |
| Interact | Time at podium | 10 minutes | 6 minutes | 3 minutes | | | |
| | Table in exhibit area (tabletop show) | X (double; allowing for 10' pop up) | X | X | X | X | X |
| Promote | Recognition and Logo Placement (all levels receive thank you signage recognition) | Logo/listing (50 word bio) in program book; logo on program cover and tote bag; logo projected at all general sessions | Logo/listing in program book (35 word bio); logo on program cover and logo projected at hosted session. | Logo/Listing in program book (20 word bio) and logo projected at hosted session. | Logo/Listing in program book (10 word bio) | Logo/Listing in program book | Listing in program book |
| | Signage – logo placed on hosted event signage | X OPENING GS & RECEPTION INCLUDING DRINK TICKET | X LUNCH & GENERAL SESSION | X BREAKFAST & GENERAL SESSION | X REFRESHMENT BREAK | X PRE-CONFERENCE | |
| | Mailing List – one time use of post-conference attendee opt-in email list | X PLUS one time pre-conf list | X PLUS one time pre-conf list | X | X | Opportunity to purchase post conf mailing list, \$250 | Opportunity to purchase post conf mailing list, \$250 |
| | Program Book Advertising | Full Page (inside front cover) | Full Page (inside or outside back cover) | Full Page | Half Page | | |
| | Website (for one month pre-conference and five months post) | Listing and logo on conference page; recognition on home page | Listing and logo on conference page | Listing and logo on conference page | Listing on conference page | Listing on conference page | |
| | NEW! Conference App Visibility | Splash Page (first page attendees see when opening app) Banner Ad, Sponsor profile with interactive map, multiple activity feed announcements | Banner Ad, Sponsor profile with interactive map, Activity feed announcement | Banner Ad, Sponsor profile with interactive map, Activity feed announcement | Sponsor profile with interactive map | Sponsor profile with interactive map | Exhibitor listing with interactive map |
| | *Insert in conference bags | X | X | X | | | |
| | Opportunity to place materials on chairs at opening general session | X | | | | | |

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