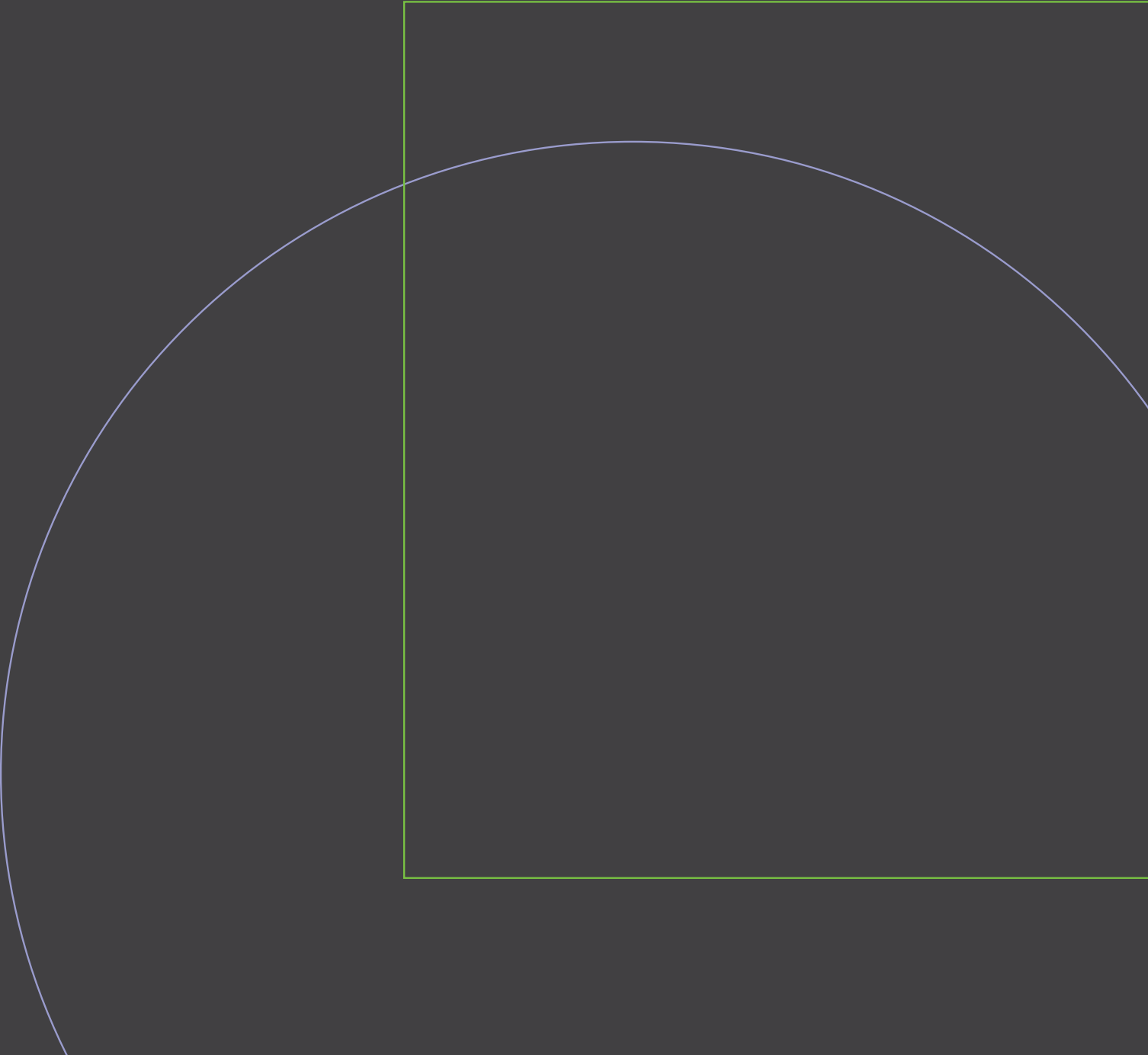


GMAC Annual Conference & Expo 2017

Graduate
Management
Admission
Council®

San Francisco, CA, USA | June 21-23, 2017

Exhibitor Prospectus & Sponsorship Opportunities



Join us at the GMAC Annual Conference

This coming June 2017, in San Francisco, CA, hundreds of professionals from the Graduate Management Education industry will gather together to gain insight and knowledge from colleagues and experts. For more than 30 years the Graduate Management Admission Council (GMAC) hosts this three-day event which includes a wide variety of concurrent sessions, networking opportunities, and speakers.

This is your opportunity to showcase your products and services to graduate management admission administrators. Securing a booth at the Expo enhances the conference learning experience for attendees by presenting solutions and information for challenges they may be facing. Attendees are looking to speak with Exhibitors who provide products and services in admissions, marketing, recruiting, student career services, and more to enhance their job.

The GMAC Annual Conference attracts:



230

different schools



680+

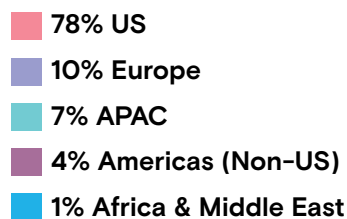
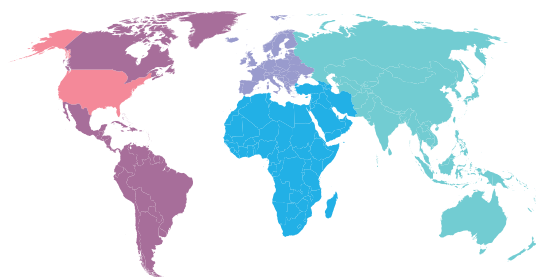
attendees



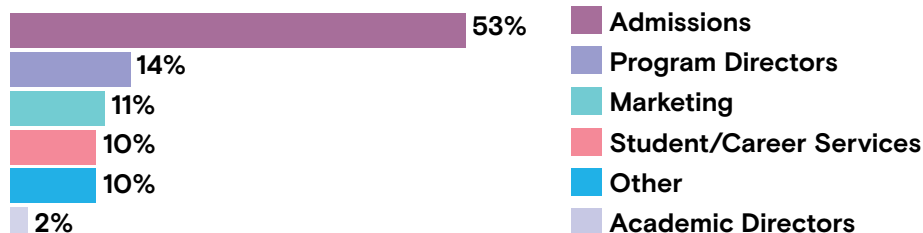
28

countries

Attendees Location



Primary Job Responsibilities



Location

The GMAC Annual Conference will be held at the Marriott Marquis in downtown San Francisco, CA, June 21-23, 2017. The exhibit hall will be located on the Yerba Buena Ballroom level of the hotel in Salon 7. This dedicated space for exhibits will be a great location for you to show your products and services to graduate admission professionals.

Schedule at a Glance

Wednesday, June 21

Noon – 2:30 pm	Expo registration & set-up
3 – 8:30 pm	Expo open
6:30 – 8:30 pm	Welcome reception

Thursday, June 22

10 am – 6:30 pm	Expo Open (including networking breaks)
5 – 6 pm	Reception
6:30 – 8 pm	Expo clean-up

Get in front of 600+ decision makers in higher education in just two days



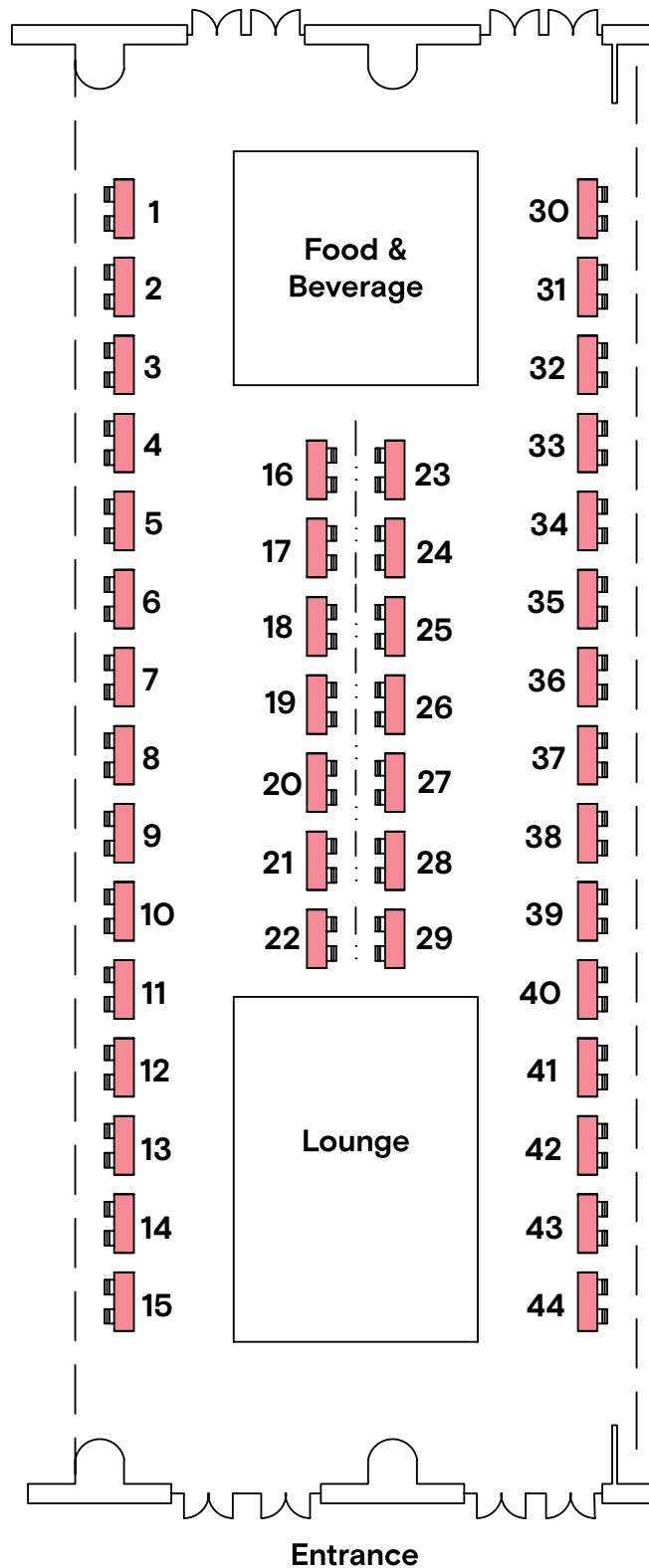
What's Included?

\$2,500

- Prominent 6' x 6' table booth space central to all Conference events
- Each booth contains:
 - » One 6'x30" skirted table, two chairs, wastebasket, identification sign with booth number
- Two conference passes which include access to receptions, breakfasts, lunches and many concurrent educational sessions
- Company listing in full color Expo book with 50-word description, logo and ability to advertise your booth giveaways
- Exposure on Conference website with a link to company website
- 14 hours of Expo time
- Visibility on conference mobile app
- Logo and listing in pre-conference e-Newsletter to all attendees
- Attendee contact information at the end of the conference of attendees that opted in during registration



- AVAILABLE BOOTH
- SOLD BOOTH



Visit the website to view the most up to date floor plan.

Increase your Impact with Sponsorship Opportunities

Sponsorship Opportunities			
Conference Items & Events			
# OF SPONSORS	ITEM	DESCRIPTION	INVESTMENT
1	Conference Bag	Give attendees a helping hand by sponsoring the Conference bag. Your company logo will be placed on the front of the bag and will be distributed to all attendees. Conference bag included in this price.	\$5,000
1	Lanyard	Have your logo worn by every attendee by sponsoring the Conference lanyard. Lanyard included in price.	\$2,500
1	Pen	Be in the minds of everyone as they jot down notes during the sessions. Sponsor the Conference pen. Pen included in price.	\$1,000
1	Water bottle	Quench attendee's thirst during the Conference and back at home by sponsoring the Conference water bottle. Water coolers will be available throughout the Conference. Water bottle included in price.	\$4,000
Up to 6	Mobile Conference App Banner Ad	Be in every attendee's hand when they check for the next session, plan their agenda and network with other attendees. Your banner ad will rotate at the top of the mobile app screen for all three Conference days. *not exclusive	\$6,000
1	Headshot Lounge	One of the more popular offerings at the Conference, the Headshot Lounge is a great place to get your company's message out. Sponsor the lounge and have an additional place to display your materials.	\$3,500
1 per break	Networking Break	Help attendees get a boost between sessions by sponsoring a Networking break. Your company name/logo will be on break signage. Choose from the following breaks: Thursday, June 22 • Morning • Afternoon Friday, June 23 • Morning	Cost per break: \$2,000
1	Welcome Reception	The Welcome Reception offers attendees and sponsors an evening networking opportunity that includes great food and drink for all. You will have signage at the reception, logo on beverage napkins and the opportunity to welcome attendees.	\$10,000
1	Networking Reception	Help attendees unwind after a full day of learning. You will have signage at the reception and the opportunity to welcome attendees.	\$4,000

All sponsorship opportunities include onsite sponsor recognition.