



**ANNUAL  
CONFERENCE  
2015  
DENVER**

**Exhibitor  
and Sponsor  
Prospectus**



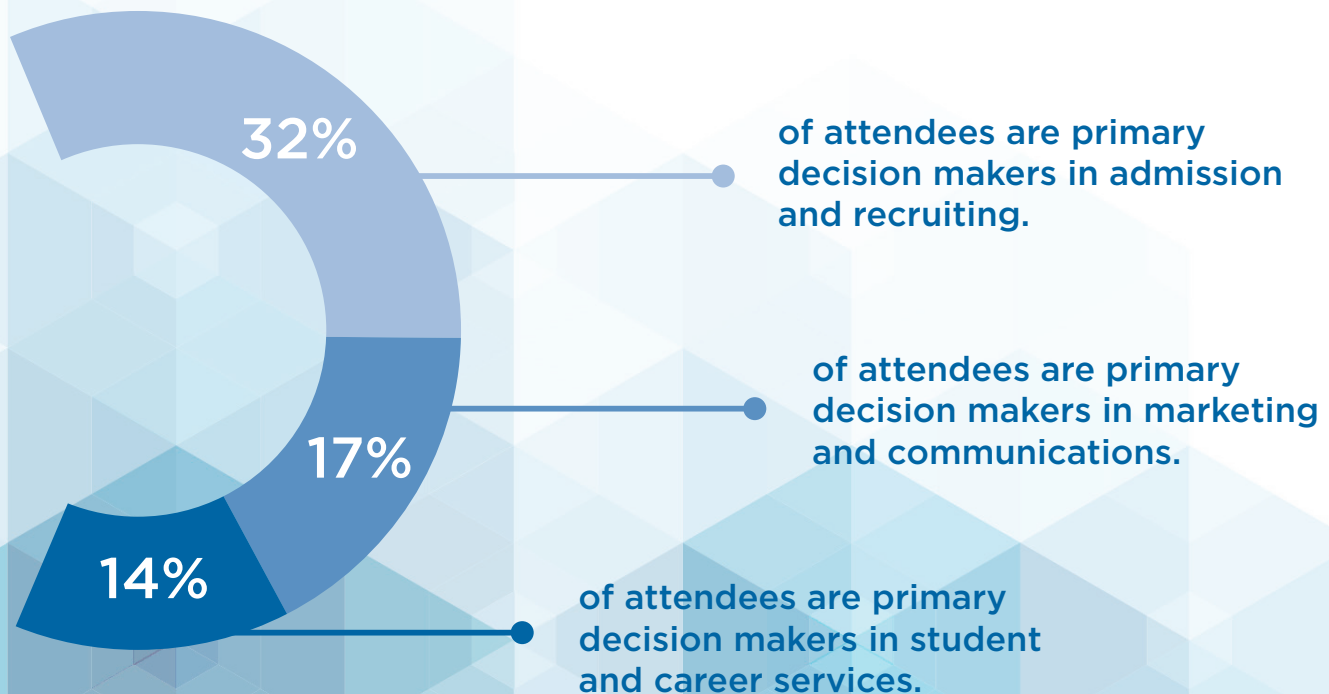
For more than 30 years the Graduate Management Admission Council® has been bringing together professionals from the graduate business and management industry to gain insight and knowledge from colleagues and experts. This event takes place over a three-day period and includes a wide variety of concurrent sessions, networking opportunities, and speakers.

**Wednesday, June 24 - Friday, June 26, 2015**

**Sheraton Denver Downtown Hotel**

1550 Court Place, Denver, Colorado USA 80202

## **Gain Access to Graduate Business and Management Decisions Makers From Around the Globe**

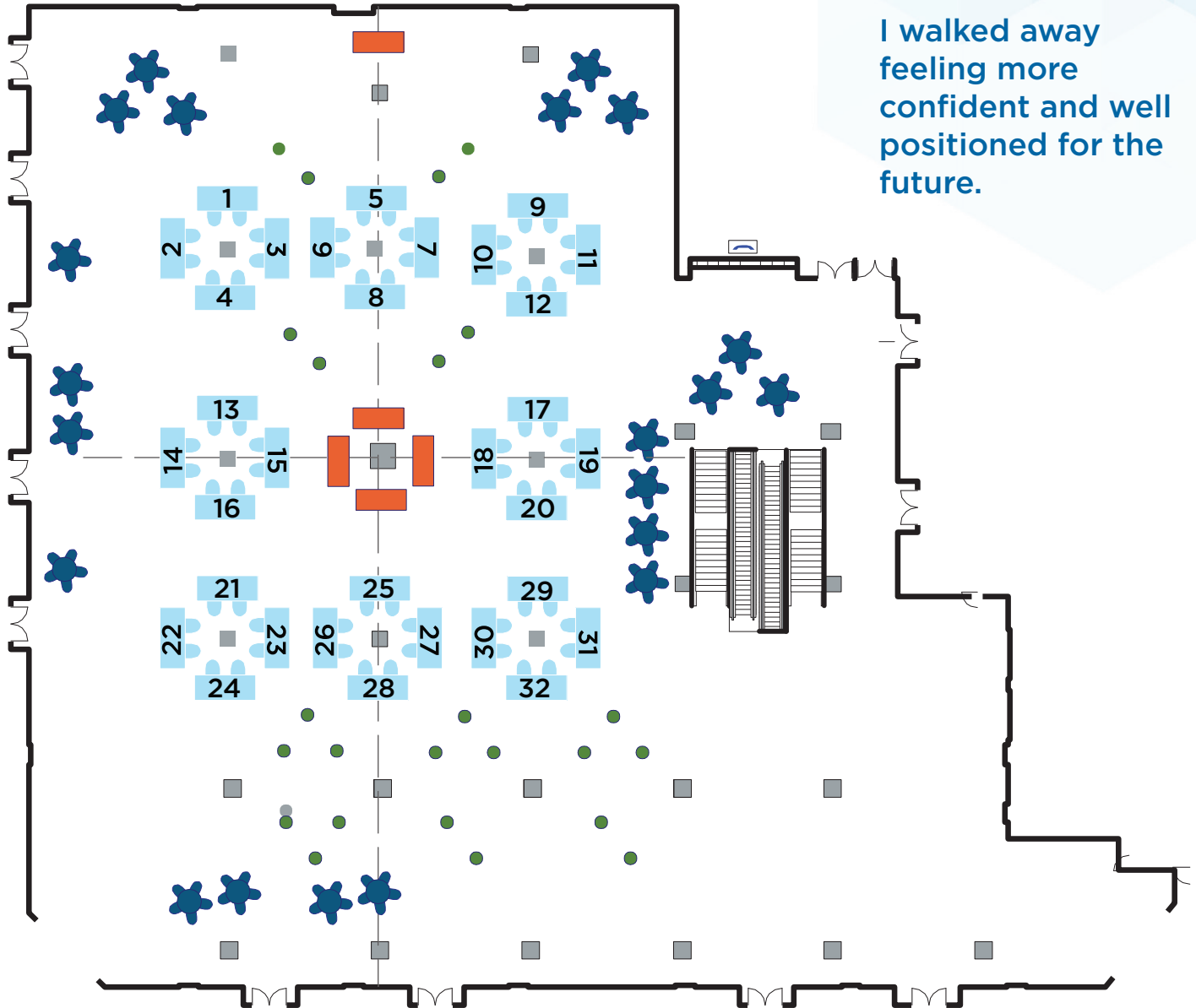


# VENDOR MAP


## Plaza Exhibit Area




I walked away feeling more confident and well positioned for the future.



## General Sessions Meals

 6'x30" Vendor Tables  
w/ 2 chairs and 1 power outlet  
(\$2,200 per table)

 Open Seating

 Standing only tables

 Buffet

 Columns

**June  
24-26**

**Expo  
June 24-  
25**

## Conference Items Available for Sponsorship

Deadline is May 15, 2015

| # of Sponsors | Price    | Item Description    | Includes  |
|---------------|----------|---------------------|---|
| 1             | \$14,000 | Wi-Fi               | <ul style="list-style-type: none"> <li>• Conference signage with your name/logo as official mobile Wi-Fi sponsor</li> <li>• Signage around conference with your logo on it as the conference's official internet sponsor</li> </ul>   |
| 1             | \$7,000  | Thermos             | <ul style="list-style-type: none"> <li>• Company logo imprinted on thermos mug</li> <li>• Stuffing of thermos in conference bag</li> </ul>  |
| 1             | \$6,000  | Event Mobile App    | <ul style="list-style-type: none"> <li>• Conference signage with your name/logo as official mobile app sponsor</li> <li>• Signage around conference with your logo on it as the conference's official mobile app sponsor</li> </ul>   |
| 1             | \$5,000  | Conference Bag      | <ul style="list-style-type: none"> <li>• Company logo imprinted on bag; GMAC logo on other side</li> <li>• Stuffing of one promotional item in the bag (no ads allowed)</li> </ul>  |
| 1             | \$3,000  | Lanyard             | <ul style="list-style-type: none"> <li>• Company logo imprinted on one lanyard</li> <li>• Stuffing of item in conference bag</li> </ul>   |
| 1             | \$3,000  | Luggage Tag         | <ul style="list-style-type: none"> <li>• Company logo imprinted on luggage tag</li> <li>• Stuffing of luggage tag in conference bag</li> </ul>  |
| 1             | \$1,000  | Sticky Note         | <ul style="list-style-type: none"> <li>• Company logo imprinted on sticky note</li> <li>• Stuffing of sticky note in conference bag</li> <li>• <i>Sponsor can opt to bring own notes</i></li> </ul>   |
| 1             | \$800    | Pen                 | <ul style="list-style-type: none"> <li>• Company logo imprinted on pen</li> <li>• Stuffing of pen in conference bag</li> <li>• <i>Sponsor can opt to bring own pen</i></li> </ul>   |
| 6             | \$500    | Vendor Program Book | <ul style="list-style-type: none"> <li>• Logo featured on back page as a vendor book sponsor</li> <li>• If you also have a vendor table (and will be included in the vendor book) then your information will be presented in the back page pages (listed alphabetically with other vendor book sponsors)</li> </ul> |

## Vendor Expo

| # of Vendors | Price   | Item Description | Includes   |
|--------------|---------|------------------|--|
| 32           | \$2,200 | Exhibitor Table  | <ul style="list-style-type: none"> <li>• One 6ft draped table</li> <li>• AV and shipping will be conducted directly through the hotel</li> <li>• Two conference passes (for same two at vendor table)</li> <li>• Two vendor expo passes</li> <li>• Space in vendor book for logo and 50-word company description</li> <li>• Automatic inclusion in GMAC's Be Inspired contest</li> </ul> |

## Conference Events Available for Sponsorship\*

| # of Sponsors | Price    | Event Description | Includes  |
|---------------|----------|-------------------|---|
| 4             | \$15,000 | Reception         | <ul style="list-style-type: none"> <li>• Recognition as one of the reception sponsors</li> <li>• Opportunity to welcome attendees</li> <li>• Signage at reception with sponsor's logo</li> </ul>                                  |
| 4             | \$10,000 | Breakfast         | <ul style="list-style-type: none"> <li>• Recognition as one of the breakfast sponsors</li> <li>• Stuffing of one promotional item in conference bag (no ads allowed)</li> <li>• Signage at a lunch with sponsor's logo</li> </ul> |
| 6             | \$10,000 | Lunch             | <ul style="list-style-type: none"> <li>• Recognition as one of the lunch sponsors</li> <li>• Stuffing of one promotional item in the conference bag (no ads allowed)</li> <li>• Signage at a lunch with sponsor's logo</li> </ul> |
| 2             | \$8,000  | Keynote           | <ul style="list-style-type: none"> <li>• Recognition as one of the keynote sponsors</li> <li>• Opportunity to welcome attendees</li> <li>• Signage at reception with sponsor's logo</li> </ul>                                    |
| 4             | \$2,000  | Break             | <ul style="list-style-type: none"> <li>• Recognition as one of the break sponsors</li> <li>• Stuffing of one promotional item in the conference bag (no ads allowed)</li> <li>• Signage at a break with sponsor's logo</li> </ul> |

*\*Conference Event sponsors receive one table and two expo passes; acknowledgment of logo on mobile app and vendor book, link from event website to sponsor's website; pre-determined space in one issue of GMAC's Annual Conference e-newsletter sent to attendees; and inclusion on signage acknowledging sponsors.*

**All receptions and breaks are held in the expo space, which is located across the hall from where meals are served.**

**GMAC's *Be Inspired* contest will generate traffic and excitement to the expo space.**

# SCHEDULE

## June 24

|                |                              |
|----------------|------------------------------|
| Noon - 2:30 pm | Expo Registration and Set-Up |
| 3 - 8:30 pm    | Expo Open                    |
| 5 - 6:30 pm    | Annual Meeting               |
| 6:30 - 8:30pm  | Welcome Reception            |



This event is the only opportunity during the year where I can step back, reflect, refresh, and strengthen my own capabilities.

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## June 25

|                  |               |
|------------------|---------------|
| 10 am - 6 pm     | Expo Open     |
| 10:45 - 11:15 am | Break         |
| 3:15 - 3:45 pm   | Break         |
| 5 - 6 pm         | Reception     |
| 6:30 - 8 pm      | Expo Clean-up |



A great opportunity to exchange ideas with other professionals in the business school market.

**13.5**  
Hours

Expo Time

**4**  
Hours

Key Conference Time  
in Expo Space Only

# ATTENDEES

This conference attracts **600+** graduate business admissions and program directors from global institutions that engage in a high-level exchange of ideas.

## Annual Conference Attendees by Role

**54%**

Admissions & Recruitment

**34%**

Program Management & Direction

**6%**

Marketing & Communications

**6%**

Student & Career Services

## More than 230 global universities attended in 2014 including:

|  |   |
|--|---|
| Arizona State University                     | Pennsylvania State University               |
| Asian Institute of Management                | Purdue University                           |
| China Europe International Business School   | Rutgers, The State University of New Jersey |
| Columbia University                          | Stanford University                         |
| Copenhagen Business School                   | Stockholm School of Economics               |
| Duke University                              | Texas A & M University                      |
| Emory University                             | University of Alabama                       |
| ESADE Business School                        | University of California, Berkeley          |
| Florida State University                     | University of Chicago                       |
| Georgia Institute of Technology              | University of Kansas                        |
| Hong Kong University of Science & Technology | University of Maryland                      |
| Indian School of Business                    | University of Michigan                      |
| Johns Hopkins University                     | University of North Carolina, Chapel Hill   |
| London Business School                       | University of San Diego                     |
| National University of Singapore             | University of Texas at Austin               |
| Northwestern University                      | University of Virginia                      |
| Ohio State University                        | University of Wisconsin                     |
|  | Washington State University                 |



# TERMS AND CONDITIONS

## All Sponsors are subject to a Terms and Conditions Agreement to Include:

- Company will be recognized as a Sponsor of the Sponsored Event/Item in a manner consistent with the qualified convention and trade show rules set forth in § 513 (d) of the United States Internal Revenue Code (IRC) and the Treasury regulations thereunder.
- Recognition shall be limited to a statement that Company is a Sponsor of the GMAC event, including a thank-you statement and placement of Company's logo, but shall not include general advertising information or any endorsement. Such recognition shall be as follows:
  - The sponsor's name, logo, and internet address in printed and digital media and/or on GMAC websites (as determined by GMAC).
  - A single static internet website link that takes the viewer only to the sponsor's home page.
  - Other acknowledgement as outlined in the specific sponsor item in the 2015 Annual Conference sponsorship options.

## All Vendors are subject to a Terms and Conditions Agreement to include:

- All Exhibitor displays must fit on the assigned table. Signage (other than that which can fit on exhibitor's table) and floor displays are not permitted unless approved in advance by GMAC.
- All of the following practices are expressly prohibited: activates outside the contracted table space, distribution of samples outside table space, excessive noise that interferes with other Exhibitors, solicitation of business by anyone other than representatives of Exhibitor, promotion of any activities that draw GMAC attendees away from the Expo during conference hours, etc.
- Exhibitor assumes the entire responsibility and liability for all losses, damages, and claims arising out of Exhibitor's activities on the premises.
- Exhibitor shall maintain adequate general commercial liability and property damage insurance coverage and such other insurance coverage as required by applicable law, GMAC and/or hotel for participation in the Expo.
- All audio/visual and shipping and receiving by hotel costs are the responsibility of the vendor.



The Graduate Management Admission Council® (GMAC®) is the global nonprofit organization of leading graduate schools of business and management. GMAC was founded in 1953 by nine US-based business schools. Today, the Council has 212 member schools around the world and is based in Washington, DC with regional offices in London, New Delhi, and Hong Kong. GMAC is the go-to source of information about graduate management education.

We believe that business and management are critical to the economic and social well-being of people worldwide. We have four focus areas:

1. Advocate for graduate management education and its value to individuals and society.
2. Grow and diversify the candidate pool—globally and regionally.
3. Develop assessments to meet global management education needs.
4. Extend the value to schools of our products, services, and industry knowledge.