

Exhibitor Prospectus & Sponsorship Opportunities



Join us at the GMAC Annual Conference

This coming June 2018, in Boston, MA, hundreds of professionals from the graduate management education industry will gather 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 education sessions, industry experts, and networking opportunities.

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.

The GMAC® Annual Conference attracts:



230

different schools



800+

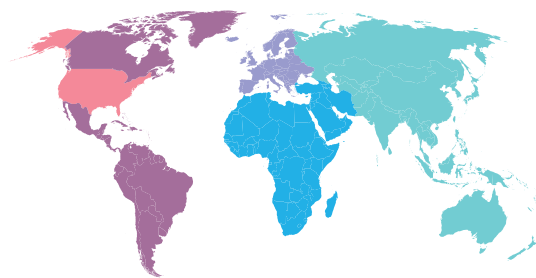
attendees



28

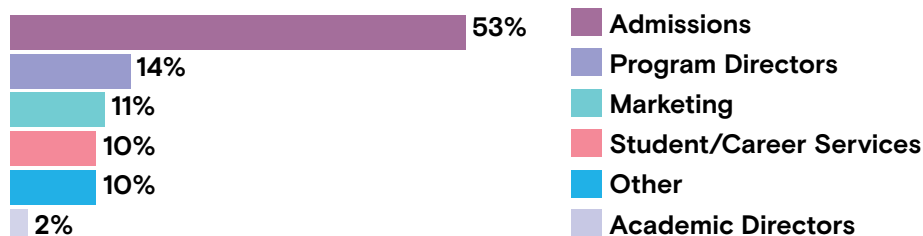
countries

Attendees Location



- 78% US
- 10% Europe
- 7% APAC
- 4% Americas (Non-US)
- 1% Africa & Middle East

Primary Job Responsibilities



Location

The GMAC Annual Conference will be held at the Boston Marriott Copley Place in Boston, MA, June 27-29, 2018. The exhibit space will be located throughout the 3rd and 4th floor atrium. Exhibitors will have the opportunity to interact with conference attendees at the welcome reception on Wednesday, June 27.

Schedule at a Glance

Wednesday, June 27

6:30 – 8:30 pm Welcome reception (exhibitors attend as guests)

Thursday, June 28

6 – 8 am Exhibitor set-up

8 am – 5 pm Exhibits open

Friday, June 29

8 – 11 am Exhibits open

11 am – 1 pm Exhibitor clean-up

Get in front of 800+ decision makers in higher education



What's Included?

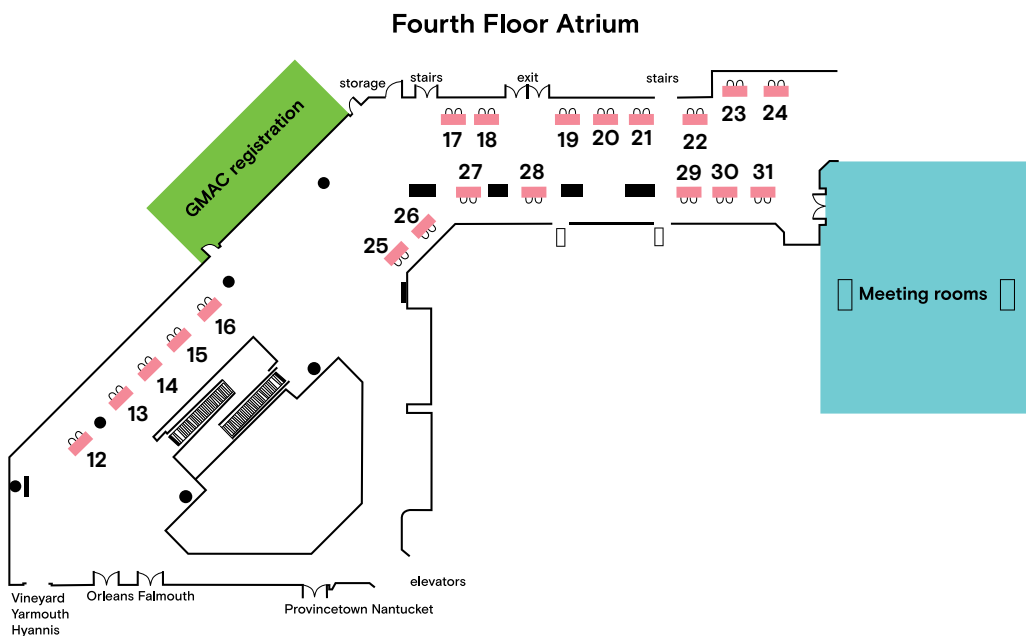
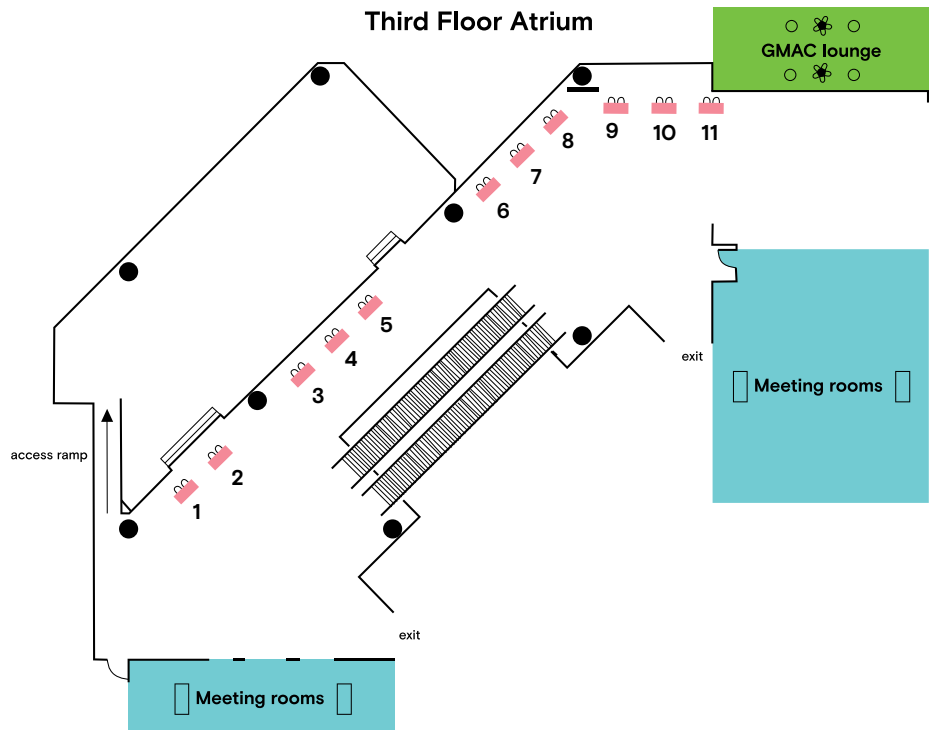
\$2,500

Each booth contains:

- 6' x 6' table booth space central to all conference events, includes: one 6' x 30" skirted table, two chairs, and identification sign with exhibitor number
- Two conference passes, which include access to the conference welcome reception, 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
- 12 hours of expo time
- Inclusion on conference mobile app
- Listing in pre-conference e-newsletter to all attendees
- Contact information from attendees who've opted in to exhibitor communications



- Available booth
- Sold booth



Click here

to visit our website to view the most up-to-date floor plan.

Email us at programs@gmac.com with any questions about the GMAC Annual Conference and Expo 2018

Increase your Impact with Sponsorship Opportunities

Sponsorship Opportunities

Conference Items & Events

Number 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.	\$5,000
1	Lanyard	Have your logo worn by every attendee by sponsoring the conference lanyard.	\$2,500
1	Pen	Sponsor the conference pen and be on the minds of everyone as they jot down notes during the sessions.	\$1,000
1	Water Bottle	Quench attendees' thirst during the conference and back at home by sponsoring the conference water bottle. Water coolers will be available throughout the conference.	\$4,000
6 available	Conference Mobile App Banner	Be in every attendee's hand when they check for the next session, plan their agenda and network with other attendees. Your banner will rotate at the top of the mobile app screen for all three conference days. *not exclusive	\$1,000 per banner
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.	\$5,000
3 available	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 28 <ul style="list-style-type: none"> • Morning • Afternoon Friday, June 29 <ul style="list-style-type: none"> • Morning 	\$2,000 per break
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.	\$5,000
5 available	Meal Sponsorship	Gain exposure and brand visibility for your company. Choose to sponsor a breakfast (3 available), or a lunch (2 available). Your company will be featured on signage for the sponsored meal and will be listed as a sponsor in our conference app.	\$5,000 per meal

All sponsorship opportunities include onsite sponsor recognition.

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