



SCUP2024
Annual Conference
July 21-23 • PHILADELPHIA, PA

Sponsorship Opportunities

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Build awareness of your firm and connect with leaders who understand the value of collaborative planning on their campus by sponsoring the conference. Explore the options listed below. SCUP is open to additional opportunities! Contact us if you have questions or ideas to share.

Please note: sponsorship descriptions and benefits are subject to change without notice but every attempt will be made on the part of SCUP to provide value to the sponsoring firm.

Sponsorship opportunities are first-come, first-served. Deadline to be included in the program is **Friday, May 31, 2024**.

All sponsors will receive the following (each sponsor type includes additional benefits):

- Acknowledgement as event sponsor in mobile app, website, social media channels, and email communications
- Sponsor badge ribbon
- Electronic list of opt-in registered attendees at eight (8) and three (3) weeks prior to the conference *Note: This list will only include those attendees who have consented to have their information shared with exhibitors or sponsors.*
- Final list of attendees emailed post conference *Note: This list will only include those attendees who have consented to have their information shared with exhibitors or sponsors.*

Premiere Supporter	\$15,000	1 Available
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This is your opportunity to build meaningful and long-lasting community relationships

- Four complimentary full-conference registrations
- Verbal thank-you from podium
- Banner ad in conference mobile app
- Topic table – roundtable presentation
- Signage at SCUP Registration Desk
- Branding on registration desk
- Social media recognition

Branded Lounge	\$13,000	SOLD
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Bring your recognition to an inviting relaxing space for attendees to network and recharge between and after sessions. *Sponsor pays for furniture, electrical, charging station, display stands, food, etc.

- Lounges identified in conference materials as sponsor firm
- Display marketing materials in lounge
- Floor cling decal with sponsor logo
- Three complimentary full-conference registrations



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Closing Reception	\$10,000	1 Available
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Celebrate gathering, learning, and collaborating together. The Tuesday night reception will be an opportunity for attendees to unwind discuss all the knowledge gained during the conference. Your company name will be the first thing attendees see as they enter the reception area.

Location: **Reading Terminal Market** – Famous indoor farmer's market offering diverse fare, housewares & area specialties since 1893. Home to 70+ family-owned, small businesses, Reading Terminal Market is Philadelphia's first public market.

- Logo display outside of welcome reception location
- Logo on cocktail napkins
- Two complimentary full-conference registrations

Keynote Session	\$7,500	2 Available
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Sponsor one of the keynote sessions:

Sunday – Ethan Mollick – “From Disruption to Opportunity: Embracing the AI Revolution”

Tuesday – Speaker TBD

- Verbal “thank-you” from the podium of the sponsored keynote session
- Logo on slide at sponsored keynote session
- Logo on event signage outside the sponsored keynote session
- Two complimentary full-conference registrations

Welcome Reception	\$7,500	1 Available
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The Sunday night reception will be an opportunity for attendees to meet up with old friends and make new ones. Your company name will be the first thing attendees see as they enter the reception area.

- Logo display outside of welcome reception location
- Logo on cocktail napkins
- Two complimentary full-conference registrations

Lanyard	\$7,500	SOLD
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Your logo will be on the lanyard of each attendee name badge at the conference. This will be an excellent opportunity to ensure your firm's visibility and recognition.

- Sponsor logo on the lanyard
- Two complimentary full-conference registrations



Sponsorship Opportunities

Relaxation Station	\$6,500	1 Available
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Be the firm that sponsors wellness in the Commons. Attendees will come to relax and benefit from their 10-minute neck and upper back massage during lunches, Monday Social Hour, and open time in the Commons. Sponsor may provide branded clothing for the massage practitioners for additional visibility.

- Display sign outside the space with the sponsor logo
- Provide branded shirts for massage therapists to wear
- Display marketing materials and giveaways in the multi-chair relaxation station
- One complimentary full-conference registration

Monday Social Hour	\$6,500	1 Available
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The social Hour is hosted in the SCUP Commons at the end of the first day of sessions.

- Signage on bar fronts
- Logo on cocktail napkins
- One complimentary full-conference registration

Vendor Presentations	\$4,200	4 Available
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Vendor presentations are “purchased” 60-minute sessions that follow the same educational requirements as regular concurrent sessions, are presented side-by-side with other sessions on the program, and in the same classrooms as concurrent sessions. These are not sales pitches. The session may receive continuing education credits based on the topic that is presented.

- One discounted full-conference registration
- Presenter badge ribbon

Conference Mobile App	\$4,000	4 Available
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Your sponsor banner artwork (with hyperlink to your website) is visible at the top of the conference mobile app. It shows every time an attendee opens the app to check their schedule, submit their CEU's, or look up session information. It has a high rate of visibility.

- Sponsor logo banner ad on mobile app homepage
- One complimentary full-conference registration

Concurrent Session Room	\$4,000	3 Available
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Sponsor a concurrent session room throughout the conference. Banner artwork is displayed on a large monitor outside the room.

- Digital signage display outside room
- One complimentary full-conference registration



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The SCUP Experience – Coming Together	\$3,500	SOLD
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Sunday afternoon gathering of new and returning conference attendees which is hosted by the SCUP Membership Committee. This event is wildly popular with attendees and involves food, a fun game, and prizes. All attendees are encouraged to attend.

- Sponsor will be publicly recognized by the SCUP Membership Committee
- Logo Display at the event
- One complimentary full-conference registration

SCUP 2024 Contributing Supporter	\$3,000	SOLD
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Sponsor prepares display sign to be located in public space near SCUP Registration Desk.

- One complimentary full-conference registration

Campus & City Tours	\$2,000	10 Available
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Sponsor a tour of a local campus or place of interest in the city. SCUP staff works with host institutions to develop the stops on the tour. One sponsor per tour.

- Logo display sign on the bus
- One complimentary seat on the tour bus for a representative from the sponsoring firm

Optional Tours:

- (7/21) – Verdant Temple: Campus-wide Walking Tour of Temple University
- (7/21) – Jaharis Hall and Roberts Music Building, Haverford College
- (7/21) – Temple University: Breathing New Life into a Midcentury Library Building
- (7/22) – Amy Gutmann Hall – University of Pennsylvania
- (7/22) – College Hall – University of Pennsylvania
- (7/22) – Community College of Philadelphia Main Campus Tour
- (7/23) – Vagelos Lab for Energy Science and Technology – University of Pennsylvania
- (7/23) – Community College of Philadelphia Career and Advanced Technology Center (CATC) Tour
- **SOLD**
- (7/24) – Swarthmore College's Values-Based Approach to Sustainability and Carbon Reduction
- (7/24) – Transforming the Residential Experience at Drexel University
- (7/24) – Reviving a Mid-Century Modern Masterpiece at UPenn

Contact the SCUP Commons Manager, KenDra McIntosh, with any questions.

734.669.3283 or kendra.mcintosh@scup.org

This information can also be found on SCUP's website, [SCUP 2024 Annual Conference](#).