

ANNUAL CONFERENCE | FORMERLY SEPC

EXHIBITOR & SPONSOR INFORMATION PACKET

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EXHIBITORS & SPONSORS

The Coalition for Collegiate Women's Leadership (<http://www.collegiatewomensleadership.org>). Formerly the Southeastern Panhellenic Association (SEPA), began with the first meeting of the Southeastern Panhellenic Conference (SEPC) more than 60 years ago.

Today, the Coalition continues to bring collegiate women together with the goal of education, support and connection. Thousands have taken part in our annual conference, a three-day event including education on leadership and pressing topics in the collegiate and fraternal community. Connections made at each event have created a unique and powerful network of female leaders, encouraging generations of women to rise as problem solvers in their chapters, campuses and communities. We believe that, together, women can change the world. We seek to give women the resources, programs and community they need to spark conversation and make positive impacts.

The Coalition, host of the largest student-run women's leadership conference for college women and we're looking for partners like you!

Our conference attendees have DIRECT contact with thousands of undergraduate college students. Annual conference participants are the leaders and decision-makers for both their councils and their chapters.

The Coalition truly appreciates the continued support of exhibitors and sponsors at the annual meeting each year. You each provide valuable products/services/tools/ for sorority members, councils and chapters.

A few notes:

- Exhibitor and sponsor registration closes January 9, 2018.
- To show our appreciation for your patronage, a listing of exhibitor and sponsors at the time of printing will be included in the conference program book and listed online.
- All exhibitors selling products MUST be Greek-licensed (www.greeklicensing.com) and provide products and services to NPC organizations.
- Exhibitor areas and sponsorship opportunities will be designated on a first come, first serve basis.
- The CCWL team has the right to refuse exhibitor or sponsor if they do not fit in with the mission and provide a value-added service to the conference and attendees. *T-shirt companies will also be limited to six.*
- Cancellations will only be refunded if submitted in writing 4 weeks before the first day of the conference with a \$100 administrative fee. Cancellations after 4 weeks before the first day of the conference will not be refunded.
- If an exhibitor does not show up to the conference no refund will be made.

The CCWL team has the right to refuse organizations if they do not fit in with the mission and provide a value-added service or experience to the conference and attendees.

We hope to see you in Atlanta!

- The CCWL Conference Team

SCHOLARSHIPS

Scholarships may be given to individuals who attend the Annual Conference in your business or organization's name. The scholarship value must be equivalent to the current conference registration price. Email sponsors@collegiatewomensleadership.org for additional information.

CONFERENCE INFORMATION

DIGITAL CONNECTION

Sponsors and Exhibitors are encouraged to connect with CCWL through our social media outlets. CCWL is committed to sharing social media posts about our exhibitors and sponsors and hope you'll also commit to sharing information about CCWL with your community. If you are interested in learning more about writing a blog post or providing content, please reach out to sponsors@collegiatewomensleadership.org.

- Coalition Website: <http://collegiatewomensleadership.org/>
- Conference Website: <http://conference.collegiatewomensleadership.org/>
- Social Media Handles
 - Facebook:
 - <https://www.facebook.com/Collegewomenlead/>
 - Instagram
 - @collegewomenlead
 - <https://www.instagram.com/collegewomenlead/>
 - Twitter:
 - @ccwomenlead
 - <https://twitter.com/CCWomenLead>
- Hashtags
 - #CCWL
 - #CollegeWomenLead
 - #CCWLeads

HOTEL RESERVATIONS

Sponsors and exhibitors attending the conference are welcome to stay at the conference hotel. Information about how to reserve a room with the conference room rate is online at <http://conference.collegiatewomensleadership.org>

EXHIBITOR INFORMATION

If you have questions about becoming a sponsor or customizing a sponsorship package, please contact exhibitors@collegiatewomen.org.

EXHIBITOR REGISTRATION

Exhibitor registration is available online at the [CCWL registration page](#). Payment can be taken online with a credit card during registration or checks should be made out to Southeastern Panhellenic Association Inc. and sent to following address:

Southeastern Panhellenic Association Inc.
Att. Exhibitors Registration
P.O. Box 896
LaGrange, GA 30241

EXHIBITOR HOURS

The CCWL 2018 exhibitor hours are as follows:

Friday, February 2: Check-in and Set-up time: 2pm

Friday, February 2: 5:00pm – 11:00pm

Saturday, February 3: 8:00am – 4:00pm

EXHIBITOR FEES

Exhibitor fees are \$1,500.00 for the first space and \$750 for additional spaces. All booths are first come, first serve. There is a chance we may sell out exhibitor spaces, so register early.

Exhibitor registration fees include two representatives at your booth. Your booth is an 8-foot-wide by 10-foot-deep space, one 6-foot skirted table and 2 chairs. Additional representatives must pay the current registration fee and register online at the [CCWL registration page](#). Meals are not included.

EXHIBITOR FAIR OPTIONAL BOOTH SERVICES

Optional booth services are available directly through the hotel. These include WiFi, electric, additional tables and more.

The hotel optional booth services form is available in your registration confirmation email. All forms must be submitted by January 16, 2018.

SPONSORSHIP AND ACTIVATIONS OPPORTUNITIES

Sponsorship opportunities are available in a wide-range of options to fit multiple needs and budgets. Depending on your desired involvement, one of our three packages might work for you or the a la carte options.

If there is something else you have in mind, please reach out to us. All sponsorships are on a first-come-first-serve basis.

All printed material costs for sponsorships are the responsibility of the sponsor and must be delivered to the hotel at least three business days before the start of the conference.

If you have questions about becoming a sponsor or customizing a sponsorship package, please contact sponsors@collegiatewomensleadership.org.

SPONSOR PRICING

For sponsorship pricing, please contact sponsors@collegiatewomensleadership.org.

SPONSOR REGISTRATION (ONLY IF NOT INCLUDED WITH PACKAGE)

Sponsor registration is available online at the [CCWL registration page](#). Payment can be taken online with a credit card during registration or checks should be made out to Southeastern Panhellenic Association Inc. and sent to following address:

Southeastern Panhellenic Association Inc.
Att. Exhibitors Registration
P.O. Box 896
LaGrange, GA 30241

EXHIBITOR INFORMATION (IF YOUR PACKAGE INCLUDES THIS)

If your sponsorship package includes an exhibitor booth, please review the exhibitor information listed in this package.

SPONSORSHIP PACKAGES

For sponsorship pricing, please contact sponsors@collegiatewomensleadership.org.

Package #1	Package #2	Package #3
<p>Number Available: 4 Includes registration for up to 4 individuals. Meals are not included.</p> <p>Pre-Conference Recognition</p> <ul style="list-style-type: none"> • Minimum of 5 social media posts on Facebook and Instagram • Logo on website • Dedicated block in e-newsletter • Mention in partner's newsletter sent before the conference • Mention in partners press release <p>On-Site Recognition</p> <ul style="list-style-type: none"> • Minimum of 5 social media posts on Facebook and Instagram • Mentions in conference program book – full page AD, listing on sponsors page, listing as sponsor of an event (if applicable) • Option to place branded item on chairs at open session (sponsor provides item) • Named sponsor and option to address all attendees for up to 3 minutes at a general session <ul style="list-style-type: none"> ○ Thursday – Opening Session ○ Friday – Philanthropy Luncheon ○ Friday – Afternoon General Session ○ Saturday – Closing Banquet • Optional large activation space (details to be discussed) • One table for exhibitor fair participation Friday night and Saturday • One sign listing you as sponsor to place by your booth • Option to setup Thursday afternoon for the start of the conference <p>Post-Conference Recognition</p> <ul style="list-style-type: none"> • One social media promotion on Facebook and Instagram • Mention in post-conference email • Full marketing report 	<p>Number Available: 4 Includes registration for up to 2 individuals. Meals are not included.</p> <p>Pre-Conference Recognition</p> <ul style="list-style-type: none"> • Minimum of 2 social media posts on Facebook and Instagram • Logo on website • Mention in partner's newsletter sent before the conference <p>On-Site Recognition</p> <ul style="list-style-type: none"> • Minimum of 2 social media posts on Facebook and Instagram • Mentions in conference program book – ½ page AD, listing on sponsors page, listing on exhibitor's page • Option to place branded item on chairs at open session (sponsor provides item) • One table for exhibitor fair participation Friday night and Saturday • One sign listing you as sponsor to place by your booth • Inclusion in Guidebook <p>Post-Conference Recognition</p> <ul style="list-style-type: none"> • One social media promotion on Facebook and Instagram • Mention in post-conference email • Full marketing report 	<p>Number Available: 4</p> <p>Pre-Conference Recognition</p> <ul style="list-style-type: none"> • Minimum of 1 social media posts on Facebook and Instagram • Logo on website • Mention in partner's newsletter sent before the conference <p>On-Site Recognition</p> <ul style="list-style-type: none"> • Minimum of 1 social media posts on Facebook and Instagram • Mentions in conference program book – ½ page AD, listing on sponsors page <p>Post-Conference Recognition</p> <ul style="list-style-type: none"> • One social media promotion on Facebook and Instagram • Mention in post-conference email • Full marketing report

CUSTOM ACTIVATIONS – \$1,500 plus cost of the activation

For sponsorship pricing, please contact sponsors@collegiatewomensleadership.org.

Exhibitor booth not included, must be purchased separately.

Custom Activation Ideas

- Photo booth
- Professional headshot booth
- Letter writing activity
- Cell phone charging station

Pre-Conference Recognition

- Minimum of 2 social media posts on Facebook and Instagram
- Logo on website
- Mention in partner's newsletter

On-Site Recognition

- Minimum of 2 social media posts on Facebook and Instagram
- Mentions in conference program book – ½ page AD, listing on sponsors page
- Option to place branded item on chairs at open session (sponsor provides item)

Post-Conference Recognition

- One social media promotion on Facebook and Instagram
- Mention in post-conference email
- Full marketing report

A LA CARTE SPONSORSHIP OPPORTUNITIES

For sponsorship pricing, please contact sponsors@collegiatewomensleadership.org.

SPONSORSHIP OR ACTIVATION OPPORTUNITY	DESCRIPTION
Early Exhibitor Setup	Opportunity to setup before the official opening of the exhibitor fair, recognition in the program book and social media promotion. <ul style="list-style-type: none"> • Thursday afternoon at 3pm – two available (available to non-shirt companies) • Friday morning at 8am – three available
Product Placement	Select your product – anything from nametags, conference badges, pens, etc. Sponsorship fee is in addition to the cost of the item.
Flyer on Chair at a Program	One-page flyer placed on all chairs at any of the following sessions. <ul style="list-style-type: none"> • Opening Session – 2 available • Philanthropy Luncheon – 2 available • Large Group Program – 2 available • Leadership Series Sessions – 2 available

	Closing Banquet – 2 available
Program Book ADs	<p>Black and white half page or full page AD in the program book.</p> <ul style="list-style-type: none"> • Half page AD dimensions: 5.5 inches tall by 8.5 inches wide • Full page AD dimensions: 11.5 inches tall by 8.5 inches wide
Newsletter Block	<p>Listing in the monthly newsletter sent to current attendees, past attendees and supporters of the conference.</p> <p>One photo and up to 4 sentences in the newsletter block. Newsletter is mailed out monthly.</p>
Snap Chat Filter	<p>Branding opportunity on a custom Snap Chat filter.</p> <p>There will be no more than 3 custom Snap Chat filters per day and options exist to purchase the rights to be the single Snap Chat filter for a day.</p>
Photo Booth	<p>Branding opportunity on printed and digital images, social media promotion and sponsorship listing in the program book and other marketing materials. Price may vary based on time available for photo booth.</p>
Professional Head Shots	<p>Opportunity to provide professional headshots for conference attendees.</p> <p>Social media promotion and sponsorship listing in the program book and other marketing materials.</p>
Friday Night Marketplace	<p>Named sponsor of the marketplace. Materials placed out for attendees. Social media promotion and sponsorship listing in the program book and other marketing materials.</p> <p>This historical event brings students and professionals out to visit exhibitors and enjoy the entertainment provided each year.</p>
Programming Tracks	<p>These sponsorships are specific to a segmented group of attendees and range from 50 – 100 individuals. This includes materials placed on all chairs and three minutes to address all attendees at the beginning of the program with the ability to show a movie. Social media promotion and sponsorship listing in the program book and other marketing materials.</p> <ul style="list-style-type: none"> • Presidents Track • Emerging Leaders Track • Professionals Track
Leadership Series	<p>Named sponsor of the program. Materials placed on all chairs and three minutes to address all attendees at the beginning of the program with the ability to show a movie. Social media promotion and sponsorship listing in the program book and other marketing materials.</p> <p>3 opportunities are available. There are about 300 attendees in each session.</p>
Large Group Programs	<p>These sponsorship opportunities are for all conference attendees (about 1,000) and includes materials placed on all chairs and three minutes to address all attendees at the beginning of the program with the ability to show a movie. Social media promotion and sponsorship listing in the program book and other marketing materials.</p> <ul style="list-style-type: none"> • Opening Session Thursday Evening <ul style="list-style-type: none"> ○ 1 available ○ This session kicks off the start of the annual conference. There is a dynamic keynote speaker and excitement is high for the start of the conference.

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| | <ul style="list-style-type: none">• Philanthropy Luncheon benefiting Circle of Sisterhood Friday Afternoon<ul style="list-style-type: none">○ 1 available○ This luncheon is a time for attendees to come together for a good cause. Information will be shared about philanthropy and highlights from the past year's activities with Circle of Sisterhood.• Student Perspectives Friday Afternoon Session<ul style="list-style-type: none">○ 1 available○ A dynamic program allowing students to share their perspective and insight on tough and challenging topics.• Closing Banquet Saturday Night<ul style="list-style-type: none">○ 1 available○ As the annual conference comes to an end the Closing Banquet is a chance to celebrate the last 3 days and those who applied to the Recognition Program and hear from a powerful closing speaker. |
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SPONSOR AND EXHIBITOR TERMS AND AGREEMENTS

All CCWL sponsors, by completing the application form online and forwarding with the payment as stipulated below, agree to all the following points:

APPLICATION FOR EXHIBITOR SPACE

All fully completed applications should be completed online with payment. An application is only considered complete when payment and registration are both received. All exhibitor displays shall relate to the activities of the CCWL and its members and shall not detract from the general character of the conference. Accordingly, CCWL reserves the right to decline any exhibitor application that it feels, at its sole discretion, is not appropriate for the conference. CCWL decision will be final.

SPACE FEES

Regular exhibitor fees (outside of what is included in sponsorships) shall be \$1,500 for the first booth and \$750 for additional booths for licensed exhibitors. Fees shall be payable in U.S. funds.

EXHIBITOR HOURS

Exhibitors must be present in their booths during marketplace hours. CCWL is not responsible for booths without exhibitor staffing during marketplace hours. Exhibitors should report to the exhibitor fair no later than five minutes before the exhibitor fair opens.

CONFIRMATION OF SPACE

Each exhibitor space shall be assigned and confirmed by CCWL. Your space shall not be confirmed until application and payment have both been received. The number of booths, which an exhibitor may rent shall be limited only by exhibitor hall space requirement.

CANCELLATION DEADLINES

Any exhibitor who pays the full amount and cancels the contracted booth(s) before December 22, 2017 will be charged a \$100 administrative fee. Cancellations after this will not be refunded. Further, no refund shall be made to any exhibitor who fails, for any reason, to occupy the space reserved.

STANDARD EXHIBITOR BOOTH

Each exhibitor booth shall consist of space approximately 8 feet wide by 10 feet deep and shall contain one 6-foot table and two chairs. The height of all displays must not exceed 10 feet. The exhibitor shall adhere to decorum and good taste as well as safety and structural integrity. No exhibitor shall erect any walls, partitions, paintings, decorations, or other types of obstructions, which would interfere with the view of any other exhibitor's booth.

ADDITIONAL FURNITURE/ELECTRICITY/INTERNET

Additional furniture (tables, chairs, etc.) and electricity will be available to exhibitors at an extra charge and pending availability. Please forward any such requests to the hotel using the supplied form on the CCWL website and in your registration email confirmation. The cost for such additional services shall be at the sole expense of the exhibitor.

REGISTRATION

By completing the application, there is no need to complete a conference registration form. This will serve as your registration form. Any updates to representatives attending the conference

should be provided to CCWL. All hotel arrangements are the responsibility of the exhibitor. Registration provides only booth space and no meals are included.

EXHIBITOR SCHEDULE

The dates for the CCWL Exhibitor Fair shall be February 2-3, 2018. Exhibitors must be dismantled from the CCWL Exhibitor Fair area no later than 5:30pm on Saturday of the event.

SECURITY

CCWL shall not be responsible for the loss by theft or otherwise of any property of the exhibitor and thus recommends that exhibitors remove any portable technology or other valuables from the CCWL Exhibitor Fair when not attended. Security will be provided Friday from the close of the exhibitor fair to the beginning of the exhibitor fair on Saturday morning.

INDEMNIFICATION

CCWL agrees to indemnify and hold harmless exhibitors from any and all liability, loss or damage, including reasonable attorney's fees and expenses, which Exhibitor may suffer as a result of any third-party claims, demands, costs or judgments arising out of CCWL failure to perform any of the obligations arising out of this Agreement. Exhibitor agrees to indemnify and hold harmless CCWL from any and all liability, loss or damage, including reasonable attorney's fees and expenses, which CCWL may suffer as a result of any third-party claims, demands, costs or judgments arising out of Exhibitor's failure to perform any of the obligations arising out of this Agreement.

CCWL and the facility in which exhibitor fair spaces are housed will not be responsible for any injury, loss, or damage that may occur to a exhibitor, the exhibitor's employees or property, or to any other person prior, during, or subsequent to the period covered by the exhibitor contract. Each exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, save and hold harmless CCWL and the facility in which exhibitor spaces are housed and their employees and agents against all crimes, losses, damages to persons or property, governmental charges of fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of exhibitor hall premises or part thereof.

DAMAGE TO PROPERTY OF OTHERS

Exhibitors agree not to injure, deface or to otherwise damage the host property or others. If such damage occurs, the exhibitor is liable to the owner of the property.

PROHIBITED POSTING/STICKERS

No stickers, decoration, poster, sign or similar items shall be posted on, tacked on, nailed, screwed, distributed or otherwise attached to any column, wall, floor or any other part of the CCWL and/or conference building or furniture.

DISTRIBUTION OF MATERIALS/SALES

The printed advertising or other materials of the exhibitor may be distributed only from within the exhibitor's own booth. Drawings, contests, lotteries or the sale of merchandise of any kind and description may be permitted only if pre-approved in writing by CCWL and promotional give-aways are permitted and encouraged so long as they fit in good taste with the leadership mission of CCWL.

ALCOHOLIC BEVERAGES & OTHER DRUGS

The sale, distribution and/or consumption of alcoholic beverages or drug substance in the CCWL Exhibitor Fair or conference shall be strictly prohibited.

ADA COMPLIANCE

The exhibitor must be in full compliance with Title III of the Americans with Disabilities Act in all of its offerings of public information and services during the conference.

MUSIC LICENSING

Any exhibitor using licensed music in the area of their booth, or any booth presentation or any other presentation during the course of the conference shall be responsible for reporting any such use to ASCAP or BMI and shall pay any licensing fee due for any such use of music.

PAYMENT OF LICENSE FEES/TAXES

Exhibitors shall be solely responsible for the payment of any ASCAP or BMI licensing fees, the payment of any sales or for the collection and payment of any sales or other tax necessitated by any sales tax or promotion within its booth or any other place on the conference premises during the course of the said conference. CCWL shall not be responsible for the payment of such fees or tax, and the exhibitor hereby expressly holds CCWL harmless for the obligation of the payment of any such fee or tax and further agrees to indemnify CCWL and in the event that a demand for the payment of any such fee or tax is made upon CCWL. CCWL reserves the right to prohibit sales. Exhibitors are responsible for acquiring appropriate license.

SHIPPING AND HANDLING

All shipping to and from the conference shall be under separate agreement and conditions by the exhibitor and the hotel. All expenses related to shipping and handling will be the sole responsibility of the exhibitor.