

2011-12 Exhibitor - Advertising packages and A La Carte menu

PASFAA invites your support by offering the following package options that combine vending opportunities at the 2011 Fall Conference and year-round advertising. Please choose from one of the four packages and/or the a la carte menu items. Be sure to click the “Continue” button to verify your data and final price before submission.

When making your package and/or a la carte selections, please consider the following:

Conference exhibiting packages- The 2011 PASFAA Fall Conference will be held October 23-26, 2011 at the Station Square Sheraton Hotel in Pittsburgh, PA. As a conference exhibitor, your company will have the right to conduct business with members of PASFAA in the Exhibitor Area. Various complimentary conference registrations are included (normally \$200 each) with the package options. (NOTE: the complimentary conference registrations do not include the cost of meals, hotel rooms or the annual association membership fee). Exhibit space provides for a fully covered and draped table and electrical supply. Arrangements for additional requirements may be made through the Conference committee. In addition to the fall conference vending opportunity, the newly created package options allow for your company to take advantage of all other advertising and promotional opportunities available through PASFAA for a full year at a substantially lower rate than previous years.

Website link – For the duration of one year, a link to your company’s website will appear on PASFAA.org as part of the cost for each of the conference vending packages. The PASFAA website generates approximately 172,000 unique hits per year.

Newsletter ad – The PASFAA Post is distributed quarterly to the entire membership of the association. The newsletter supports full color ad layouts and is published four times per year beginning with the winter issue following the annual conference. In addition to the built-in advertising opportunities with conference packages 1-3, a la carte options for full and half-page ads are also available.

Advertising materials – PASFAA attracts approximately 350 attendees from post-secondary institutions to its annual fall conference and nearly 300 members to its spring training events. In addition, hundreds participate in other training events such as the annual Don Raley Institute and Fundamentals Workshops. Options exist for your business to submit one piece of collateral for placement in each participant’s conference and/or training packet. This promotional benefit is available within conference package options 1 and 2 or through an a la carte selection.

Banner Ads – The PASFAA website offers full color ads that appear on each page and rotate in random sequence providing each business partner equal exposure. The ads change approximately every eight seconds. Each banner ad will also link to your designated website. The technical specifications for the ads must meet the following:

- 468 pixels wide by 60 pixels high
- May not exceed 20K
- Accepted in .gif or .jpg format
- May be black & white or full color
- May be animated as long as size does not exceed 20K

Upon submission of your ad, you will be asked to provide your name and website address (URL) to link to your company website. The banner ad options are available within package options 1 or 2 or through an a la carte selection. New ads will begin on November 1 each year and will run through the end of October of the following year. The submitted ad will run the duration of the year. If a change or new listing is requested after the initial posting, there will be a \$50 charge.

If selecting a banner ad, please email the ad file to Michael DeGroft at degroft@stevenscollege.edu .

ListServ ads - Each year, PASFAA generates approximately 200 Listserv announcements of job openings, requests for volunteers at training events, and calls for legislative advocacy. As a benefit for choosing conference package 1, your message and a link to your designated website will appear at the bottom of each announcement for the duration of the year (November through the following October). Should more than one business partner choose conference package 1, the ListServ ads will rotate with each announcement. You will be contacted by PASFAA to submit your ListServ message and link.

Package 1 (\$2500)

- 1 Booth Space at fall conference
- 4 Free Conference Registrations
- Recognition in Conference Program and verbal recognition at the fall conference
- Link to website on the Business Partners page of PASFAA.org
- 1 full page color ad for each edition of the newsletter
- Advertising materials in fall conference packet, Spring Training, Don Raley (weeklong beginners workshop in summer), and Fundamentals (fall pre-conference workshop for beginners)
- Banner ad on PASFAA.org
- List Serv Announcement Advertisement

Package 2 (\$2000)

- 1 Booth Space at fall conference
- 3 Free Conference Registrations
- Recognition in Conference Program and verbal recognition at the fall conference
- Link to website on the Business Partners page of PASFAA.org
- ½ page color ad for each edition of the newsletter
- Advertising materials in fall conference packet, Spring Training, Don Raley (weeklong beginners workshop in summer), and Fundamentals (fall pre-conference workshop for beginners)
- Banner ad on PASFAA.org

Package 3 (\$1500)

- 1 Booth Space at fall conference
- 2 Free Conference Registrations
- Recognition in Conference Program and verbal recognition at the fall conference
- Link to website on the Business Partners page of PASFAA.org
- ½ page color ad for each edition of the newsletter

Package 4 (\$1000)

- 1 Booth Space at fall conference
- 1 Free Conference Registration
- Recognition in Conference Program and verbal recognition at the fall conference
- Link to website on the Business Partners page of PASFAA.org

A La Carte options:

- Additional Booth Space (1) at Fall conference (\$500)
- Advertising during Don Raley, Fundamentals and other training activities (\$500)
- PASFAA Newsletter - 4 full page ads (\$1000)
- PASFAA Newsletter - 4 half page ads (\$600)
- Website Banner Advertisement - year round (\$800)
- General Contribution to PASFAA

SIDE-BY-SIDE COMPARISON OF PACKAGES AVAILABLE

Package	Booth Space	Conference Recognition	Website Link	Newsletter Ad	Advertising Materials	Banner Ad	List Serv
Package 1 \$2500	1 Booth Space at fall conference plus 4 Conference Registrations	Recognition in Conference Program and verbal recognition at the fall conference	Link to website on the Business Partners page of PASFAA.org	1 full page color ad for each edition of the newsletter	Advertising materials in fall conference, Spring Training, Don Raley, Fundamentals and other training activities	Banner ad on PASFAA.org	List Serv Announcement Advertisement
Package 2 \$2000	1 Booth Space at fall conference plus 3 Conference Registrations	Recognition in Conference Program and verbal recognition at the fall conference	Link to website on the Business Partners page of PASFAA.org	½ page color ad for each edition of the newsletter	Advertising materials in fall conference, Spring Training, Don Raley, Fundamentals and other training activities	Banner ad on PASFAA.org	
Package 3 \$1500	1 Booth Space at fall conference plus 2 Conference Registrations	Recognition in Conference Program and verbal recognition at the fall conference	Link to website on the Business Partners page of PASFAA.org	½ page color ad for two editions of the newsletter			
Package 4 \$1000	1 Booth Space at fall conference plus 1 Conference Registration	Recognition in Conference Program and verbal recognition at the fall conference	Link to website on the Business Partners page of PASFAA.org				

A LA CARTE OPTIONS

1	2	3	4	5	6
1 Additional booth space at fall conference	Advertising at fall conference, Spring Training, Don Raley, Fundamentals and other training activities	4 full page ads in the PASFAA newsletter	4 half page ads in the PASFAA newsletter	Website banner advertisement year-round	General contribution to PASFAA
\$500	\$500	\$1,000	\$600	\$800	