



## **2019 – 2020 Business Partner Options Sign Up Instructions**

### **Highlights of our 2019-2020 Business Partner Options:**

- Pricing remains the same as for 2018-2019, and with an added value option for Tier 1.
- Tier 1 Partners: They will have the opportunity to sponsor an educational or research related webinar, without an added expense.
- Conference Booth selection, links at bottom of PASFAA emails, member spotlight selection: will be determined first by Tier, and then by date of Options/package renewal completion.
- Continued multiple engagement opportunities. Please note: One of our webinars in 2018 had 177 registered members.

### **General Instructions for all Tiers:**

- Review the options and choose a business partner Tier.
- Visit the Business Partner tab of the PASFAA.org website to sign up for your business partner Tier using 2019-2020 Business Partner Request Form.
- Submit payment as directed on your invoice. Payments are to be made after July 1.
- Tiers 1,2 & 3 submit your Banner Advertisement and Current Website (per specifications listed on page 3) to: Dan Wray at [dwray@pheaa.org](mailto:dwray@pheaa.org)
- Tier 1 & 2 submit all advertising materials per the special instructions.
- Review the instructions for registering and exhibiting for the Fall 2019 conference listed under additional information on Page 3.
- Ensure you review and understand the additional information and special instructions on Page 3.

**Please email all questions to Stephanie Zeppenfelt (Treasurer): [pasfaa1968@yahoo.com](mailto:pasfaa1968@yahoo.com)**

**Thank you for your continued support of PASFAA!**

**All Conference and Spring Training exhibitors must become members of PASFAA and register for the event(s) via the PASFAA website.**

### **Additional Information and Special Instructions**

#### **Exhibiting at Fall Conference**

- The PASFAA 51st Conference 2019 is October 7-9 at the Hershey Convention Center, Hershey, PA.

- The exhibit booth space is 8X10. There will be more details as the conference approaches. Choice of exhibit space/booths will be determined first by Tiers (Tier 1 partners first), and then by date of Options/package renewal completion.
- If a free conference registration is included, based on tier selection, the credit will apply only to the Fall Conference registration fee (including meals). There will be NO credit toward the cost of hotel rooms. All conference attendees must register for the conference via the PASFAA website.
- For credit receipt:
  - Sign up for membership.
  - Register for the 2019 Fall Conference.
  - Do NOT pay the invoice, if you are the first from your company to register.
  - Contact the Treasurer, Stephanie Zeppenfelt at [pasfaa1968@yahoo.com](mailto:pasfaa1968@yahoo.com) to indicate who will be using the credit for your company.
  - Your invoice(s) will be updated and a new copy will be emailed to you.

## **Session Room at Fall Conference (Tier 1 only)**

- Tier 1 Business Partners will have the option to reserve a demonstration room at the Fall Conference.
- The room and time allotment will be used for company specific demonstrations and will be listed as a “Sales Event”.
- Coordination of this option must be made with the conference chair, Shelby Maguire, by August 1<sup>st</sup>. This will be offered on a first-come-first-served basis.

## **Exhibiting at Spring Training (Tiers 1 & 2)**

- PASFAA offers two Spring Training events per year, East and West.
- Spring Training includes a simple table. No electric, pipe, or drape. Business Partners may bring a table skirt, handouts, and a small tabletop display.
- Exhibit tables do not need to be staffed at all times.
- One exhibitor registration fee per location will be waived.

## **Exhibiting at Spring Training (Tiers 3 & 4)**

- Exhibiting at Spring Training can be purchased separately:
  - **Both locations - \$500**
  - **One location - \$300.**

## **Registration Packet Materials (Tiers 1 & 2)**

- One piece of collateral can be submitted for placement in each participant’s registration packet for the Fall Conference, Spring Training, and Don Raley Institute. Committees will be in contact for submission of materials.

## **Banner Advertisements (Tiers 1 & 2)**

- PASFAA offers full color banner advertisement on its website. Advertisements appear on each page and rotate in random sequence every 8 seconds.
- Each banner advertisement links to the business partner's designated website. Banner advertisements will begin on November 1 and run through the end of October of the following year.
- Technical Specification: 468 pixels wide by 60 pixels high; not to 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.
- Please submit to Dan Wray at [dwwray@pheaa.org](mailto:dwwray@pheaa.org). Provide your company's name and website URL. If a change or new listing is requested after the initial posting, there will be a \$50 charge.

## **ListServ (Tier 1)**

- PASFAA generates approximately 200 ListServ announcements each year.
- Tier 1 partners will have a website link appear at the bottom of each ListServ announcement for the year.
- Please submit your website to Dan Wray at [dwwray@pheaa.org](mailto:dwwray@pheaa.org).

## **Monthly Spotlight (Tier 1)**

- Tier 1 business partners will be featured with announcement and logo for a monthly spotlight.
- The Spotlights will begin in November 2019 and continue to October 2020.
- The Spotlight will consist of the logo and a 300-character announcement approximately 2 inches by 2 inches.
- Conference Booth selection, links at bottom of PASFAA emails, member spotlight selection: will be determined first by Tier, and then by date of Options/package renewal completion.
- Monthly Spotlight Selection on the PASFAA website: Monthly selections will be based on Tier selection and then by date of Options/Package renewal completion. The Spotlight selection has a July 1, 2019 priority deadline for registration as a Tier 1 Business Partner.
- In the event that the number of Tier 1 partners exceeds 12, the time period will be pro-rated.
- In the event the number of Tier 1 partners is less than 12, the Spotlight can run randomly for the remaining un-selected months.

## **Webinar Recognition (Tier 1)**

- All PASFAA webinars from November 2019 to October 2020 will recognize all Tier 1 Business Partners, unless it is individually offered by that Business Partner.
- Logos that have been submitted to Dan Wray will be featured on a slide of the webinar presentation.

## **News Letter Advertisement (Tier 1)**

- The PASFAA Post is published quarterly (4 times per year).
- Tier 1 Ad Dimensions: 880W X 550L
- Submissions must be made to Keri Neidig at [keri.neidig@salliemae.com](mailto:keri.neidig@salliemae.com)
- Submission dates are as follows: **Winter – November 14<sup>th</sup>; Spring – February 11<sup>th</sup>; Summer – May 13<sup>th</sup>, Fall – August 12<sup>th</sup>.**