23rd Annual ANTSHE Conference 2020
Sponsor Information

APRIL 2–4, 2020 | Indianapolis, Indiana

SPONSORSHIP OPPORTUNITIES

Contact us today (301)992-2901 or visit us at: www.myantshe.org

"Disrupt the System...Move from Access to Success for the Non-Traditional Student"
ABOUT

Our mission is to provide scholarship opportunities, academic resources, and motivational support for non-traditional students, and to celebrate, and to build on the network of faculty, administrators, and advisors that work with and inspire non-traditional students to succeed.

The Association for Non-Traditional Students in Higher Education (ANTSHE) and its affiliated colleges, universities, and nontraditional students share a focus on providing key resources, research, and support for faculty and adult students at colleges and universities across the country. ANTSHE believes that adult learners reach a higher level of success and completion of their degree programs when they have the support of faculty, administrators, advisors, and other members of their informal support network (i.e., friends, family, colleagues, etc.). As a part of the informal support network, ANTSHE's leadership works with administrators, advisors, faculty and other leaders in higher education to address key factors involving nontraditional students, providing support for these networks to help them to be able to better support adult learners at their colleges and universities. Our publications, resources, outreach programs, and conferences are designed to share successful models and strategies to improve retention and completion rates for adult students. We provide assistance to administrators and faculty members in improving and assessing the adult programs at their institutions. ANTSHE also provides information on the importance of programs that support adult students to state legislatures, private foundations, and government agencies. ANTSHE welcomes academic professionals and nontraditional students from all types of academic institutions.

The Association for Non-Traditional Students in Higher Education, founded in 1997, is a national organization of individual and institutional members representing more than 500 colleges and universities. ANTSHE is a national 501(c) (3) not-for-profit educational organization governed by a Board of Directors and an Executive Director. Executive Officers who act in a variety of supportive roles are elected by members by nomination. ANTSHE is an organization whose principal support comes from its dues-paying individual and institutional members. Together, these members represent over 500 colleges and universities. Most of our institutional members are private, public, and for-profit colleges and universities, with programs designed to help nontraditional students succeed in achieving their degree goals. ANTSHE hosts an annual conference at various locations across the country. ANTSHE Conferences bring together administrators, advisors, faculty, nontraditional students, and individuals who provide support in some way to nontraditional students, for three days of networking, collaboration, and learning, with topics and issues impacting this growing population. ANTSHE also produces a quarterly newsletter, eNews page, and an annual publication, The Nontrad Journal, that provides an outlet for research, articles, and information pertaining to the adult student and addressing their needs. ANTSHE also provides a number of professional development events for administrators, advisors, faculty members, and students.
A Nontrad Story

A JOURNEY WORTH TAKING
a nontrad story

"I have taken full advantage of this second-chance opportunity to set an example for my children by showing them that despite all we have been through, we will still come out on top."

When Earlee Corbin was in high school, his ideas for college and the direction he would take was already set, at least in his own mind. Born and raised in the Eastern Shore of Maryland, it only made sense that, without question, he was going to play baseball for the University of Maryland Eastern Shore. In 2004, Mr. Corbin would begin this journey at the university just as he expected, until an unexpected family illness changed his life forever.

When Mr. Corbin learned that his father was diagnosed with cancer, he felt that as the youngest sibling, he had an obligation to his family, and that helping his family any way that he could was more important than attending college. Understanding the toll that his father’s illness was having on the family, he decided to drop out of college after two years, and returned home to work and help take care of the household. In between taking his father back and forth to treatments, he worked at United Parcel Service, and eventually was promoted to supervisor. He later began looking for other, higher paying jobs. Although he was qualified for the jobs he was applying for, he was turned down for them because he did not have a college degree.

This realization, along with the desire to provide a better life for his wife and children, would give him the push he needed to return to college, and besides, he had promised his dad that he would finish college. With strong support from his wife, Mr. Corbin decided to return to college, and began taking classes at the Metropolitan College at Johnson C. Smith University.

"Accomplishment will prove to be a journey, not a destination.”
-Dwight D. Eisenhower
"IT TOOK MY WIFE CHALLENGING ME TO DO BETTER TO GET ME TO RETURN TO COLLEGE."

At 30 years old, Mr. Corbin is now a junior at JCSU in the accelerated program for non-traditional students, Metropolitan College. His goal is to complete his Master of Arts degree in teaching, and become a certified teacher after graduation. He hopes to get certified as a business instructor and would like to be able to teach at a high school and teach as an adjunct in the evenings.

Mr. Corbin states that since being at JCSU, he has looked at Mr. John Bannister and Dr. Laura McLean as mentors. He admires the fact that Mr. Bannister has been through the adult learner stage in life and yet he continues to pursue higher education. Dr. McLean doesn’t even know that he looks to her as a mentor because it’s not the guidance and advice that he looks for from her. Instead, he admires how she operates on campus and her passion for her students. Mr. Corbin says he has tried to have that same passion for his education as Dr. McLean has shown when helping her students succeed. As a nontraditional student, you always have those moments to where you question, “is it worth it?” Having to manage time in between work, family and school has been probably the toughest thing to grasp, and Mr. Corbin feels blessed that he has a family who understands the importance of his journey and what it will mean for them in the future.

Since returning to college, Mr. Corbin has maintained a 3.5 GPA while working full time, being a husband and a father—which he states, have been his greatest achievements in life. When Mr. Corbin started back to college he sought out ways to get involved, which led him to ANTSHE. He learned that the campus works with adult students, and with the help of other nontraditional students, he worked to revive the ANTSHE group on campus. The ANTSHE group has a sense of purpose to finish their degrees and to help others transition along the way. Each member of the ANTSHE group comes with a different story, and each person can learn from one others’ experiences. Mr. Corbin wanted to help other nontraditional students to be successful and took on the role of the President of ANTSHE at JCSU.

Since becoming the President of ANTSHE at JCSU, Mr. Corbin and the other members of the ANTSHE organization on campus have worked hard to motivate and encourage nontraditional student success. With the support of the college and the other members of the ANTSHE group, they are able to hold a tailgate party every year, donate to local charities, and do commercials for the university, raising awareness of the programs and support available to nontraditional students and spreading the word about the college and their focus on adult learners. ANTSHE at JCSU provides support and gives students the confidence they need to be successful. The ANTSHE group also have meet and greets at the beginning at each term, as students come on campus, and allows new students the opportunity to meet current students and see what the college is like. The members of ANTSHE will go to great lengths to make new students feel as comfortable as possible, even walking them to class if needed. The goal is for the new students to feel that they are not alone and they have a support system in ANTSHE. As the President of JCSU’s ANTSHE team, Mr. Corbin has had many opportunities to help other nontraditional students to succeed. He was also given the opportunity to represent his institution at the Bill and Melinda Gates Foundation as a part of their
“AMONG HISTORICALLY BLACK COLLEGES, JOHNSON C. SMITH UNIVERSITY AND DELAWARE STATE UNIVERSITY ARE TWO OF THE MOST INNOVATIVE WHEN IT COMES TO RECRUITING AT-RISK STUDENTS, KEEPING THEM IN SCHOOL, AND GIVING THEM THE SUPPORT THEY NEED TO GRADUATE.”

-Bill Gates

Town Hall Meeting. The Town Hall Meeting was successful and was meant to shine light on the disadvantages that minorities have when it comes to post-secondary education.

Mr. Corbin describes the other members of ANTSHE as a great group of individuals. He states that the ANTSHE group takes pride in serving their students and the community. When asked who his mentor is, Mr. Corbin describes how it was his wife’s idea for him to go back to college. He explains how his wife encourages him to continue, even when he loses focus, and she pushes him to get his work done. Other things that help him focus include his need to set an example for his children, showing them that despite all that they have been through, they will still come out on top, and his ability to set goals for himself. Mr. Corbin is also an avid sports fanatic and enjoys playing football, basketball, and softball.

When asked what advice he would give to other nontraditional students just beginning their educational journey, he states that the challenges and struggles to get scholarships, have a family, and maintain a high GPA are not easy, but it helps to get involved and share your story and experiences with others. It also helps to have the support of others around you who understand the work load and late nights. He also states that it is important to find mentors through networking and build relationships along the way, which can help you to get a job in the future.

Communication, according to Mr. Corbin, is the base to anything that happens on campus, as well as knowing who and what is needed in order for you to succeed. For example, it is important to know who your Dean is if you have specific questions. Find out if there is a support system on campus, and get involved. If you are able to, seek out professors that care as much as you do about your education. You can do this by building relationships with other students and talking about their professors and their experiences. When professors understand the students and their needs, and care about the materials, that makes a difference. If you are fortunate enough to get involved in an organization such as ANTSHE, it is important to get the support of the college. This can be done by inviting college/university leaders, professors, etc., to parties and encouraging them to get involved.
Mr. Corbin explained how the JCSU President takes pride in the ANTSHE organization on campus and has been able to see what the organization has done for the college and the community, and he has been able to watch the organization grow to be an important part of the college structure. Mr. Corbin states, "of course it would be easier to give up and continue the life you are living, but wouldn't it be better to work hard for 2-3 years and find the job you want. Returning to school allows you to set an example for your family and trying to better yourself. Education, as Mr. Corbin puts it, is one thing no one can take from you, and with education you can bounce back to where you want to be."
Corporate Sponsorship

The Annual ANTSHE Conference provides plenty of opportunities for corporations to reach key decision makers in higher education, including administrators, advisors, faculty, and even nontraditional students from across the country—leading to heightened visibility, connections, and exposure to your innovative solutions.

Whether you’re exhibiting, advertising, presenting, or sponsoring, you can create a package to meet your marketing goals at this unique adult learner-focused higher education event!

ANTSHE 2020 Opportunities

Additional opportunities such as advertising, presentations, sponsorships and emerging higher ed exhibits are available until March 15, 2020.

Exhibit Information

To add your company to the list of exhibitors and for booth space for the Sponsor/Exhibitor Showcase at the 2020 conference, please email president@antsheboardofdirectors.org.

Securing Booth Space

- Booths are offered to 2019 exhibitors as a priority.
- Next, ANTSHE partners, organizations, institutions, and members are offered the opportunity to secure booth space.
- Lastly, booths are available on a first-come, first-served basis.

Please Note: ANTSHE Members receive priority over nonmembers for booth selection. Learn more about ANTSHE Membership www.myantshe.org/membershipapplication or call 301-992-2901.

Booth Space Pricing

Booth space accommodates an 8’ table and allows for additional space for signage so long as it does not obstruct the view of other exhibitors’ booths, signage, demonstration, or intrude in their assigned space in any way.

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Standard Booth with 8’ table</td>
<td>$600 each</td>
</tr>
<tr>
<td>Additional Booth Space after Standard Booth Purchase</td>
<td>$150 each</td>
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Booth Space Includes

- Size includes a 8’ table (unless otherwise noted in the sponsorship packages)
- 2 chairs
- Electricity upon request
- Free wifi access.
- Multi-table discount
- Standard listing in the print, and web
- One complimentary full conference registration*, including special events.
- Includes access to one complimentary attendee address list for sending an approved direct mail piece (no e-mail or telephone solicitation).

*The complimentary conference registration must be processed in advance. A fee will apply to on-site registrations.

Additional Booth Space Information

- ANTSHE nor the conference center provides storage, placement, shipment, or return shipment of exhibit materials.

Exhibitor Set-Up and Removal

- Set-Up times are Wednesday, April 1 from 5:00pm-7:00pm
- and/or Thursday, April 2 from 7:30am-9:00am (All exhibitors MUST be set up no later than 9:00am Thursday, April 2)
- Tear-Down time is 12:00pm-1:30pm, Saturday, April 4 (All exhibits MUST be completely removed by 1:30PM) *Times are subject to change

Cancellation Policy

Exhibitor recognizes the damages that will incur for ANTSHE should they cancel or downsize. Exhibitor agrees to the following refund policy as liquidated damages in the event of cancellation or downsizing:

- 50% refund December 1–31, 2019
- 30% refund January 1-31, 2020
- 20% refund February 1–28, 2020
- No refund on or after March 1, 2020

All cancellations or request for downsizing must be made in writing. Cancellation fees will be determined based on the date of receipt of written notification.

Opportunities for Advertising, Presenting, and Sponsorship

Opportunities for advertising, presenting, and sponsorship at the Annual ANTSHE Conference will be available as of June 2019.
Some of the opportunities available to meet your overall objectives include:

Advertising for the ANTSHE Conference 2020 Program is now available.

Full Page..............................................$350
Half Page.............................................$175
Quarter Page.......................................$100

Premier Advertising Opportunities:

Inside Front/Inside Back Cover (Full Color)............$500

(All advertisements will be printed in black and white unless otherwise noted)

Digital files are recommended for advertisements and PDF files are preferred. Advertisements should be in high resolution and all fonts must be embedded. Ads should be emailed to: communications@antsheboardofdirectors.org.

ANTSHE reserves the right to determine if advertisement is related to the business or individual purchasing the advertisement.

Deadlines:
Space Reservation: February 1, 2020
Artwork closing date: February 10, 2020
Sponsorship Opportunities

The following sponsorship opportunities are available. However, we are happy to customize a package to meet your specific goals and objectives.

<table>
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<tr>
<th>Platinum $10,000</th>
<th>Gold $5,000</th>
<th>Silver $3,000</th>
<th>Bronze $1,500</th>
<th>Non-Exhibiting Sponsorship - $700 (No Limit)</th>
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<tbody>
<tr>
<td>- Three (3) Full Conference Registrations</td>
<td>- Two (2) Full Conference Registration</td>
<td>- One (1) Full Conference Registration</td>
<td>- One half-price conference registration</td>
<td>- Recognition in Conference Program</td>
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<tr>
<td>- Guaranteed keynote speaking slot on 1st day of conference, executive level speaker recommended and approval of speaker is required.</td>
<td>- Track Session Speaking/Presentation Slot – An industry-related presentation delivered by your company at a scheduled session within the Conference agenda.</td>
<td>- Breakfast Sponsor</td>
<td>- Complimentary quarter page ad in conference program</td>
<td>- Recognition in all official conference publications, and promotions, as well as online and social media.</td>
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<tr>
<td>- Keynote Broadcast: Your keynote presentation will be broadcast live on the ANTSHE website and made available within 24 hours, maximizing your ability to promote your session to a broader, non-attendee audience. A custom URL with an embedded live player displaying your company logo will be made available for you to promote your keynote.</td>
<td>- Lunch sponsor (non-exclusive)</td>
<td>- Complimentary final program half page ad</td>
<td>- Complimentary quarter page ad in conference program</td>
<td>- Opportunity to provide informational collateral in the registration materials and bags</td>
</tr>
<tr>
<td>- Track Session Speaking/Presentation Slot – An industry-related presentation delivered by your company at a scheduled session within the Conference agenda. (ANTSHE Conference approval of speaker and topic required)</td>
<td>- Complimentary conference program full page ad</td>
<td>- Complimentary exhibit space</td>
<td>- Complimentary exhibit space</td>
<td>- Quarter page ad in conference program</td>
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<tr>
<td>- Recognition as a Platinum Sponsor &amp; Logo placement on all conference bags</td>
<td>- One complimentary exhibit space</td>
<td>- Sponsor recognition on all official conference signage</td>
<td>- Complimentary exhibit space</td>
<td>- Fulfillment Report</td>
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<tr>
<td>- Complete sponsorship of President’s Welcome Reception</td>
<td>- Sponsor recognition on all official conference signage</td>
<td>- Sponsor recognition in all official conference publications and promotions</td>
<td>- Logo recognition on all official conference signage</td>
<td>- Fulfillment Report</td>
</tr>
<tr>
<td>- Recognition in newsletter and published in The Nontrad Journal</td>
<td>- Sponsor recognition in all official conference publications and promotions</td>
<td>- Opportunity to provide informational collateral in the registration materials and bags</td>
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<tr>
<td>- Sponsorship includes all marketing: on-site signage, ad opportunities, on-site presence, logo on presentation during conference events, title to conference program</td>
<td>- Opportunity to provide an Insert in Conference Bags– Insert a creative branded giveaway item in the conference bag to get the attention of all conference attendees distributed at registration.</td>
<td>- Opportunity to provide informational collateral in the registration materials and bags</td>
<td>- Special sponsor ribbon for all attending company members.</td>
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<tr>
<td>- Banner ad on conference website landing page</td>
<td>- Media coverage in local newspaper.</td>
<td>- Logo on conference website landing page</td>
<td>- Space on the sponsor table for organization flyer or brochure</td>
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proprietary area, access to mailing list and database, logo on collateral, logo on media buy.
- Sponsor banners at entrance of Expo area.
- Complimentary conference program premium position ad (Note: there are a limited number of premium position ads, and they are available on a first come, first served basis. If premium position ads are not available, two full page ads will be substituted.)
- 2 Exhibit tables and chairs
- Recognition in e-mails leading up to the conference.
- Media coverage in local newspaper
- Opportunity to provide an insert in Conference Bags–Insert a creative branded giveaway item in the conference bag to get the attention of all conference attendees distributed at registration.
- Special sponsor ribbon for all attending company members
- Space on the sponsor table for organization flyer or brochure
- Fulfillment Report

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<th>A La Carte Sponsorship Opportunities</th>
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<tr>
<td>Sponsor recognition on website and conference program, social media</td>
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<tr>
<td>Sponsored Lunch $4,000 (sponsor recognition in program, social media, and table tents)</td>
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<tr>
<td>Conference Bags $650</td>
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<tr>
<td>Name Badges (Donate badges with your college/university or organization, or $500)</td>
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<tr>
<td>Special Event (Painting party with snack and refreshments, shuttle, etc.) $1,000</td>
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</tbody>
</table>

We are happy to work with you to design a sponsorship opportunity customized to meet your organization’s needs and expectations.

**Contact the ANTSHE Conference Team to develop your plan for the 23rd Annual ANTSHE Conference 2020! We look forward to seeing you in Indy!**