



# Association for Student Conduct Administration

*Sponsors and Exhibitors  
Information Packet  
22nd Annual Conference*



*Wednesday, February 3 – Saturday, February 6, 2010  
Tradewinds Grand Island Resort  
St. Pete Beach, Florida*

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***Past and Future ASCA Conference Sponsors and Exhibitors:***

I write on behalf of the 2010 Conference Committee to invite you to participate in the 22nd conference of the Association for Student Conduct Administration, formerly known as the Association for Student Judicial Affairs (ASJA). This year's conference will begin on Wednesday, February 3 and conclude on Saturday, February 6, 2010.

The Association for Student Conduct Administration (ASCA) is an organization of professional educators, many of whom hold responsibility for administering standards of student conduct within colleges and universities. The membership of ASCA believes that a primary purpose for the enforcement of conduct standards is to maintain and strengthen the ethical climate and to promote the academic integrity of our institutions. The mission of the Association is to support higher education professionals by providing educational materials and resources, intentional professional development opportunities, and a network of colleagues to facilitate best practices of student conduct administration and conflict resolution on college and university campuses (*excerpted from the ASCA web site*).

The Association traces its history to 1986, when a small group of individuals led by Don Gehring began to develop a framework for what would become ASCA. Today, the Association has nearly 1,700 individual members in the United States and Canada, representing about 800 institutions of higher education. The annual conference typically attracts more than 700 participants. To learn more about ASCA and the conference, check out the web site at <http://www.theasca.org/>.

Corporate Sponsors and Exhibitors have been longstanding and welcome participants in ASCA and have contributed to the Association's ability to help members connect with the resources and expertise needed to facilitate their work. Past Exhibitors and Sponsors Include:

- Symplicity
- NCHERM
- NaBit
- Adirondack Solutions
- CBORD Group
- And many others!

***If you have been with us in the past, we hope to welcome you back to this year's conference; if this is your first introduction to ASCA, we invite you to read further.***

Our theme *A New Day* couldn't be a more fitting one for this conference. As we begin a relationship with the fabulous Tradewinds Resort, a larger, more accommodating facility that

brings with it many attributes, so shall we hope to renew or begin one with you as a valued partner in our efforts to educate the nation's leaders in student conduct administration. As Sponsors and Exhibitors you will have the opportunity to market your organization's products and services to a large and varied group of student judicial affairs professionals and senior student affairs officers (SSAOs).

Sponsors and Exhibitors who participate in the annual conference will all enjoy the following benefits:

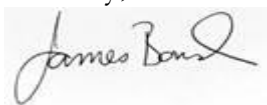
- Display space in an area designed for ideal exposure in high traffic areas and advertising space in both the conference program material and on the ASCA Conference webpage
- Attendance at receptions attended by Executive Board Members, conference committee members, and general membership of the association
- Attendance at all concurrent sessions
- Attendance at all plenary and keynote speaker sessions
- Conference meals and break food (including continental breakfasts, the business meeting brunch and closing banquet)
- New opportunities to meet with representatives from universities across the United States and Canada, like sitting with them at the annual brunch

Sponsors especially will have a greater chance to gain exposure for their products in new and innovative ways at the conference. This includes placing your company's logo on the conference gift, having it displayed prominently in the conference binder and publications, as well as other high profile opportunities.

**Those Exhibitors who elect to participate in the Sponsor Program will receive additional benefits as outlined in the Sponsorship section of this document. Please contact me directly to discuss your interest in these options.**

Feel very free to contact me at the number and/or e-mail address below if you have any questions about the enclosed materials. I hope you will be able to participate in our first conference in St. Pete Beach; consider joining us at our new and more spacious home in St. Pete in 2010!

Sincerely,



James Bond, JD  
2010 Coordinator for Sponsors and Exhibitors  
University of Maryland  
301-314-7598  
jebond@umd.edu

# Conference Schedule at a Glance

The 2010 Conference is still in its planning stages. For the most up-to-date schedule of the conference, please go to the conference website: [www.theasca.org/2010](http://www.theasca.org/2010). At the Tradewinds Resort, exhibitors will be able to display their information and services every day of the conference without interruption, a big difference since last year. The conference will begin on February 3 and continue until February 6, allowing you four complete days of display time, on top of the annual Connections Carnival, which will most likely take place on Thursday, February 4, 2010. We are also looking to create time in the schedule where you will have exclusive time with all the members of the association!

Each day will also grant opportunities to highlight your company's products and services by hosting product demonstrations, sponsoring breaks, and by taking advantage of the amenities in the primary exhibitor space, noted below in the Hotel Information section.

## Hotel Information

The Tradewinds Resort will serve as the conference host site for the first time. We encourage you to reserve a room early by calling 1-800-808-9833. Tradewinds will be able to accommodate all of our needs as opposed to having satellite hotels. More information about the resort can be found on the conference website ([www.theasca.org/2010](http://www.theasca.org/2010)) or the resort's website ([www.tradewindsresort.com](http://www.tradewindsresort.com)).

### Tradewinds Resort

(1-800-808-9833)

\$195 (single) - \$225 (quadruple) per night depending on number of people per room

The primary location for all of our exhibitors will be in the **Banyan Breezeway** of the resort, a climate-controlled, high-traffic area where attendees will be encouraged to frequent. Feel free to explore the facility by visiting the website and going to the amenities tab: [http://www.tradewindsresort.com/ig\\_virtual.asp#](http://www.tradewindsresort.com/ig_virtual.asp#).

The current tax is 12 percent. When making reservations, be sure to specify that you are attending the ASCA Conference to obtain a reduced rate. Because there are a limited number of "conference rate" rooms and St. Pete Beach is a popular winter vacation destination, you must reserve your room at least one month or more in advance. *Please visit the ASCA Conference web site to check for updates on hotel availability.*

# Sponsorship Information

The Association invites sponsorship participation at the annual conference. Sponsorship levels and additional options are detailed below. Please note that all events are hosted by ASCA and/or an ASCA committee. Exhibitors sponsoring events will be recognized as a sponsor or co-sponsor of those events. **All sponsorship requests will be processed on a first-come, first-served basis.**

## Sponsorship Levels

*Diamond*      \$2,500 or greater

*Platinum*     \$2,000

*Gold*           \$1,500

*Silver*          \$1,000

*Bronze*         \$750

## **Diamond Level: \$2,500.00 or greater**

### **Events available for Diamond Level Sponsorship include:**

1. Entire Senior Student Affairs Officer (SSAO) Program (\$4,000)
  - a. Benefits: notation of sponsorship throughout program; appropriate promotional signage, including recognition poster or other imagery at events (excluding lunch)
2. Keynote Speaker
  - a. Benefits: promotional announcement at keynote address; appropriate promotional signage, including recognition poster or other imagery at event
3. The Conference Program
  - a. Benefit: your logo/company name on the conference program
4. Conference Gift
  - a. Benefit: your logo/company name on the conference gift

### **Diamond Level Sponsorship General Benefits Include:**

1. Special recognition in the Conference Binder
2. Conference registration for two individuals
3. Priority table location at the Connections Carnival and exhibitor space (if desired)
4. All benefits included with all lower levels

### **Platinum Level: \$2,000.00**

#### **Events available for Platinum Level Sponsorship include:**

1. Welcome Reception
2. Business Meeting and Brunch
3. Closing Celebration and Banquet
4. Company's Name/Logo in page of Conference Binder
5. Plenary Session

#### **Platinum Level Sponsorship Benefits Include:**

1. Promotional announcement at the beginning of the event; appropriate promotional signage, including recognition poster or other imagery at the event
2. Special recognition in the Conference Binder
3. Conference registration for two individuals
4. Table at the Connections Carnival and exhibitor space (if desired)
5. All benefits included with all lower levels

### **Gold Level: \$1,500.00**

#### **Events available for Gold Level Sponsorship include:**

1. SSAO Lunch
2. One Featured Speaker Session (three available)
3. One Pre-Conference Workshop (six available)
4. Conference gift with logo
5. Closing Social

#### **Gold Level Sponsorship Benefits Include:**

1. Promotional announcement at the beginning of the event; appropriate promotional signage, including recognition poster or other imagery at the event
2. Recognition in the Conference Binder
3. Item to be included with Registration package w/company logo
4. Conference registration for one individual
5. Table at the Connections Carnival and exhibitor space (if desired)
6. All benefits included with all lower levels

### **Silver Level: \$1,000.00**

#### **Events available for Silver Level Sponsorship include:**

1. Newcomer/Conference Mentor and Mentee Connections
2. SSAO Coffee/Snack Break
3. Product Demonstrations
4. One Coffee/Snack Break (several available)
5. Cocktail Hour prior to Closing Celebration and Banquet

**Silver Level Sponsorship Benefits Include:**

1. Appropriate promotional signage, including recognition poster at the event, and recognition in the conference newsletter
2. Conference registration for one individual
3. Recognition in the Conference Binder
4. Table at the Connections Carnival and exhibitor space (if desired)
5. All benefits included with lower level

**Bronze Level: \$750.00**

**Events available for Bronze Level Sponsorship include:**

1. Volleyball Tournament
2. Golf Outing
3. Tennis Tournament
4. Circuit Meetings

**Bronze Level Sponsorship Benefits Include:**

1. Appropriate promotional signage, including recognition poster at the event, and recognition in the conference newsletter
2. Conference registration for one individual
3. Recognition in the Conference Binder
4. Table at the Connections Carnival and exhibitor space (if desired)

# Additional Sponsorship Opportunities

In addition to (or in lieu of) the preceding levels of sponsorship, you may select from among the following options:

- “Opening Night” (Keynote Speaker *and* Welcome Reception)
  - \$4,500
  - This includes a Diamond Level sponsorship
  
- ALL Regular Conference Breaks (excluding SSAO Break)
  - \$4,000
  - This includes a Diamond Level sponsorship
  
- Closing Night (Cocktail Hour before closing, Banquet, and Social after Banquet)
  - \$3,000
  - This includes Diamond Level Sponsorship
  
- ALL Gaming Activities (Volleyball and Tennis Tournaments and Golf Outing)
  - \$1,500
  - This includes a Gold Level Sponsorship

These packages are subject to availability. If a portion of a package is already committed, the remaining portion may be discounted or substituted by the ASCA Conference Committee with notice to the exhibitor *prior to* agreement.

**Association for Student Conduct Administration  
CONFERENCE EXHIBITOR AGREEMENT**

The following is a binding agreement between \_\_\_\_\_ and the Association for Student Conduct Administration (ASCA) for services rendered during the ASCA 2010 Annual Conference. Any changes to the following require the agreement of the exhibitor and the ASCA Representative who has signed below.

ASCA agrees to provide display space and services listed below for the exhibitor during the ASCA annual conference held at the Tradewinds Resort in St. Pete Beach, Florida from Wednesday, February 4 - Sunday, February 8, 2010.

ASCA, in coordination with the Tradewinds Resort, agrees to be responsible for the following:

- Space:** Display space, approximately 5 feet by 10 feet.  
**Equipment:** One display table (2 feet by 6 feet), 2 chairs, and access to electric supply during all scheduled exhibitor display hours.  
**Conference:** Access to the following conference activities: all keynote presentations and programmatic sessions, all receptions, meals, and breaks open to all conference attendees.

Payments by exhibitor are to be made as follows:

- \$500 for first exhibitor representative
- \$200 for each additional exhibitor representative
- Or Sponsorship Level as specified on Exhibitor Registration Form

**Send signed agreement, payments, and exhibitor registration forms to:  
ASCA Central Office  
P.O. Box 2237  
College Station, TX 77841-2237**

*All payments are to be made no later than January 9, 2010*

ASCA and the Tradewinds Resort are not responsible for the safekeeping of any supplies, materials, or equipment of the exhibitor. Exhibitor bears sole responsibility for the security of all such items. Exhibitor agrees to comply with all local, state, and federal laws during this time period. This agreement does not provide the endorsement of the vendor or any products by ASCA, nor should exhibitor imply such endorsement in any manner. Conference time, scope, and arrangements are subject to unforeseeable events, such as inclement weather and other catastrophic happenings. ASCA is not responsible for any expenses incurred by the exhibitor due to any changes resulting from such events. Exhibitor agrees to read and abide by the attached copy of the ASCA Endorsement and Sponsorship Policy.

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Exhibitor \_\_\_\_\_ Date \_\_\_\_\_

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ASCA Representative \_\_\_\_\_ Date \_\_\_\_\_

**For questions, concerns, or amendments, please contact:**

James Bond  
2010 Coordinator for Sponsors and Exhibitors  
University of Maryland  
301-314-7598  
jebond@umd.edu

## **ASCA ENDORSEMENT AND SPONSORSHIP POLICY**

The following is a policy that will be used by the ASCA Board of Directors and its representatives to make decisions about and respond to endorsement, advertising, and sponsorship requests of the Association, its circuits, committees, etc.

- 1) Approved items and services must have a nexus with the vision, mission, and core values of the Association and be of benefit to ASCA members.
- 2) Requests must be legal, meet the ethical guidelines of the Association, and be within institutional policies where applicable.
- 3) All decisions about endorsements, advertising and sponsorships will be made by agreement between the President, the President-elect, and the Past President with input from the Executive Director. These decisions include but are not limited to content issues, fee waivers or reductions, use of the ASCA name and/or logo, etc. There may be times that the President will determine that input from the entire Board of Directors is necessary to make a final decision of a request.
- 4) A time and place may be designated at the Annual Conference, Gehring Academy, Circuit activities, or other Association events at which vendors [exhibitors], products, and/or services may be displayed, following a fee structure created and advertised in advance of these events. Such arrangements will not be construed as an ASCA endorsement of the vendors, products, or services displayed. Exhibited materials must have this clearly stated.
- 5) Use of the Association name, namesake, logo, or any other symbol commonly associated with the Association is prohibited unless the Board or its leadership grants prior written approval for each individual use.
- 6) Prior written approval must be obtained from the Association for each and every request under this policy, unless alternative arrangements are specific in the original request.
- 7) An Association mailing list provided under provisions outlined in the by-laws may not be released or used for any other purpose than the purpose specified in the original request.
- 8) Officers (or past officers) or members (or past members) will not use their positions or the ASCA name to imply Association endorsement or sponsorship of non-ASCA activities.
- 9) Partnerships already established in MOU's (for example, ACPA, NASPA, AFA, FEA etc. and their affiliated state/regional organizations) are accepted as co-sponsors of national, circuit, or state affiliated ASCA activities. The Central Office can provide a list of organizations with current MOUs on file. Notification of such partnerships must be made to the Board through the appropriate liaison and/or representative.
- 10) Violating this policy may result in the revocation of membership and/or related privileges associated with membership, a letter of censure, or legal redress. In addition, the Association may seek to rectify any perception of implied consent on the part of the Association.

*Approved February, 2006*



## 2010 ASCA Exhibitor Registration

**Please provide the following information for the Primary Exhibitor Representative:**

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First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email Address \_\_\_\_\_ Telephone \_\_\_\_\_

**Additional Representatives/Exhibitors:**

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First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Email Address \_\_\_\_\_ Telephone \_\_\_\_\_

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First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Email Address \_\_\_\_\_ Telephone \_\_\_\_\_

**Exhibitor Registration:**

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\_\_\_\_\_ Primary Exhibitor      **\$500**

\_\_\_\_\_ Additional Exhibitor      **\$200**

\_\_\_\_\_ Additional Exhibitor      **\$200**

**Exhibitor Registration \$ \_\_\_\_\_**

**Subtotal**

*-over please-*

**Sponsorship Interest:**

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**I am interested in participating as an ASCA 2010 Conference Sponsor at the following level:**

\_\_\_\_\_Diamond \$2,500

\_\_\_\_\_Silver \$1,000

*\*Sponsorships are processed on a first-come first-served basis*

\_\_\_\_\_Platinum \$2,000

\_\_\_\_\_Bronze \$750

\_\_\_\_\_Gold \$1,500

\_\_\_\_\_Additional Sponsorship Opportunities

**Exhibitor Sponsorship Subtotal** \$ \_\_\_\_\_

*Please note: sponsorship at any level covers the cost of one (1) registration and exhibitor space for one (1) exhibitor. Some sponsorship levels cover costs for two (2) individuals. For detailed information regarding benefits associated with specific sponsorship levels, please consult the Sponsorship Information section of this booklet. If you are not sponsoring, use the cost per individual exhibitor calculations.*

Exhibitor Registration Fee Subtotal \$ \_\_\_\_\_

Exhibitor Sponsorship Fee Subtotal \$ \_\_\_\_\_

**Total Fee** \$ \_\_\_\_\_

**Method of Payment:**

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**Credit Card**

Type \_\_\_\_\_ Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_

Billing Address (as it appears on credit card statement):

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

**Check** (payable to ASCA): Check # \_\_\_\_\_

ASCA Federal Employer ID #: 74-2530417

TX Vendor ID #: 300112688820000

For questions about payment, please contact the ASCA Central Office  
979-845-5262 phone; 979-458-1714 FAX

**Mail printed form and check to:**  
**ASCA Central Office**  
**P.O. Box 2237**  
**College Station, TX 77841-2237**