



Dear Employer:

Would you like to showcase your organization to over 100 colleges and universities throughout the Midwest? Are you interested in networking with representatives from these colleges to recruit some of the nation's best and brightest minds for your company? If yes, please consider participating as a sponsor in the 2011 Midwest Cooperative Education and Internship Association (MCEIA) Conference. Employers and educators will learn about current best practices, trends, and issues related to cooperative education and internships.

Experiential education is an increasingly important part of a college student's education—not to mention an employer's recruiting strategy! Each year, MCEIA holds a professional development conference to bring together career services representatives and employers. Founded over thirty years ago, MCEIA is dedicated to promoting the significance and values of cooperative education and other experiential learning.

This year's conference "Celebrating Traditions: Energizing Our Future" will be held October 23 – 26, 2011 at the Hotel InterContinental in downtown Milwaukee, WI. Members from throughout the Midwest will come to learn from our conference programming. On Monday evening, we will announce the Employer of the Year Award, providing recognition to an employer with an outstanding co-op/internship program. Many presenters including keynote speaker Mike True, Director of the Internship Center at Messiah College, will provide insight and expertise. Please visit our website, www.mceia.org, for more conference information.

Sponsorship of the MCEIA conference is an excellent opportunity for your organization to gain visibility and increase their access to talented college students across the Midwest. Please review the options on the Conference Sponsorship Packet. Once you have made your decision, please complete the form and send it to our attention. Please contact Dawn Koeltzow, dkoeltzow@bradley.edu, if you would like more information. We look forward to discussing this exceptional opportunity with you and hope to see you in Milwaukee!

Sincerely,

Your 2011 Conference Committee

Pamela Cooper, Illinois State University
Jean Donovan, Waukesha County Technical College
Jean Frederick, Carthage College
Crystal Fruit, Discover Financial Services
Lovetta Houston, Olive-Harvey College
Dawn Koeltzow, Bradley University

Amy Lane, University of Wisconsin – Stout
Juli Pickering, UW-Milwaukee, College of Engineering
Susan Seibert, Southern Illinois University Edwardsville
Cheryl Shearer, Lake County 19th Judicial Circuit Court
Christine Karaptian, Valassis
Mary Spencer, Milwaukee School of Engineering
Linda Walker, UW-Milwaukee, Career Development Center



Sponsorship Opportunities

Your organization can stand out and be recognized by college and university representatives if you consider any of the following sponsorship options. Deadline for sponsorship opportunities is October 1, 2011.

PLATINUM PACKAGE (\$4,000 AND UP)

This package includes the following:

- Headline display of your company name on MCEIA website and all printed materials for the conference
- Choice of Conference Event Sponsorship (i.e. awards banquet, keynote speaker, opening reception, lunch, etc.)
- Prominent full-page ad for your organization within the conference program booklet
- Membership and full conference registration for four (4) people
- Sponsorship of two conference workshops
- Exhibitor table

GOLD PACKAGE (\$3,000 TO \$3,999)

This package includes the following:

- Prominent display of your company name on MCEIA website and all printed materials for the conference
- Choice of Conference Event Sponsorship (i.e. breakfast, lunch, keynote speaker, networking event, cybercafé, etc.) – depending on availability.
- Prominent full-page ad for your organization within the conference program booklet
- Membership and full conference registration for three (3) people
- Sponsorship of two conference workshops
- Exhibitor table

SILVER PACKAGE (\$2,000 TO \$2,999)

This package includes the following:

- Display of your company name on MCEIA website and all printed materials for the conference
- Choice of Conference Event Sponsorship (i.e. breakfast, refreshment break, general session speaker, cybercafé, etc.) – depending on availability.
- Full-page ad for your organization within the conference program booklet
- Membership and full conference registration for two (2) person
- Sponsorship of one conference workshop
- Exhibitor table

BRONZE PACKAGE (\$1,000 TO \$1,999)

This package includes the following:

- Display of your company name on MCEIA website and all printed materials for the conference
- Half-page ad for your organization within the conference program booklet
- Sponsorship of one conference workshop
- Membership and full conference registration for one (1) person
- Exhibitor table

OLYMPIAN PACKAGE (\$500 TO \$999)

This package includes the following:

- Quarter-page ad for your organization within the conference program booklet
- Sponsorship of one conference workshop
- Exhibitor table



Additional Sponsorship Opportunities:

Single event sponsors are acknowledged in the conference program.

Conference Portfolios (\$1,000) - Binders or Conference Bags for all attendees. Sponsors will be acknowledged with a "Compliments of" card in the binder or bag.

Hospitality Suite (\$750) - Food, beverages, and suite space for attendees and their guests. Sponsorship sign with company logo will be placed in the suite for nightly gathering and networking.

CyberCafé (\$1,000) - Laptops made available for guests in main conference programming area. Sponsorship sign with company logo will be placed in cybercafé recognizing your sponsorship.

Opening Reception (\$2,000) – A welcome and networking session for all conference attendees on Sunday Evening, October 23. Sponsor will be acknowledged at the event and there will be a sign with company logo at the event.

Breakfast (\$1,500 one breakfast sponsor or \$3000 sole sponsor of 2 breakfast events) – Provide breakfast on either, or both, days of the conference, October 24th or October 25th. Sponsor will be acknowledged at the event and there will be a sign with company logo at the event.

Refreshment break (\$700 co-sponsor donation for a single break, \$1400 for 2 breaks, or \$2800 single sponsor for all 4 breaks) – Coffee/Tea for attendees during one of the morning breaks or Coffee/Tea and snacks for one of the afternoon breaks. There will also be a sign with company logo at the event.

In-kind Donation – Includes company name listed within the conference program booklet. Sample donations include conference bag gifts (approx. 150), door prizes (i.e. gift certificates), etc.

BECOME AN ADVERTISER IN OUR PROGRAM BOOK!

Conference Program Ad Rates:

- \$500 – Back cover full-page
- \$400 – Inside front or inside back cover full page
- \$300 – Full page
- \$200 – Half page
- \$100 – Quarter page

BECOME AN EXHIBITOR!

Exhibitor Rates:

- \$350 – Table for 2 days
- \$200 – Table for 1 day

MCEIA 2011 Conference – Sponsorship Registration

Last Name _____ First Name _____

Title _____ Department _____

Institution/Company Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

Sponsorship Package Options (Select one):

_____ **PLATINUM PACKAGE (\$4,000 AND UP):** includes headline display of your company name on MCEIA website and all printed materials for the conference, acknowledgement at your sponsored conference event (several choices), prominent full-page ad for your organization within the conference program booklet, exhibitor table, membership and full conference registration for four (4) people, sponsorship of two conference workshops

_____ **GOLD PACKAGE (\$3,000 TO \$3,999):** includes prominent display of your company name on MCEIA website and all printed materials for the conference, acknowledgement at your sponsored conference event (several choices), prominent full-page ad for your organization within the conference program booklet, exhibitor table, membership and full conference registration for three (3) people, sponsorship of two conference workshops

_____ **SILVER PACKAGE (\$2,000 TO \$2,999):** includes display of your company name on MCEIA website and all printed materials for the conference, acknowledgement at your sponsored conference event (several choices), full-page ad for your organization within the conference program booklet, exhibitor table, membership and full conference registration for two (2) people, sponsorship of one conference workshop

_____ **BRONZE PACKAGE (\$1,000 TO \$1,999):** includes display of your company name on MCEIA website and all printed materials for the conference, half-page ad for your organization within the conference program booklet, exhibitor table, membership and full conference registration for one (1) person, sponsorship of one conference workshop

_____ **OLYMPIAN PACKAGE (\$500 TO \$999):** quarter-page ad for your organization within the conference program booklet, exhibitor table, sponsorship of one conference workshop

Additional Options:

_____ **Conference Portfolios** (\$1,000)

_____ **Opening Reception** (\$2,000)

_____ **Cybercafé** (\$1,000)

_____ **Hospitality Suite** (\$750 - food, beverages, and suite space)

_____ **Exhibitor Table** (\$350/2 days)

_____ **Exhibitor Table** (\$200/1 day)

_____ **Breakfast** (\$1,500 one breakfast sponsor or \$3,000 sole sponsor of 2 breakfast events)

_____ **Refreshment break** (\$700 co-sponsor donation for a single break, \$1,400 for 2 breaks, or \$2,800 single sponsor for 4 breaks)

Conference Program Ad Rates:

_____ \$500 – Back cover full-page

_____ \$400 – Inside front or back cover full page

_____ \$300 – Full page

_____ \$200 – Half page

_____ \$100 – Quarter page

_____ In-kind donation (Please describe): _____

Payment must accompany this form. Confirmation will be sent once payment is processed. FIN 31-1053436. Make check payable to the **MCEIA 2011 Conference**. Mail payment, or in-kind donation, and form to: Dawn Koeltzow, Bradley University, Smith Career Center, 1501 W. Bradley Ave., Peoria, IL 61625