

SPONSOR PROSPECTUS

Edge.Con

AUTUMN
2024

COMMUNITY.CONNECTED.COMMITTED.



OCTOBER 10, 2024
KEAN UNIVERSITY



9 AM - 5 PM



ATTENDEE
PROFILE

Presidents, Provost, CFOs,
CIOs, Cybersecurity Leaders,
Network Directors, Systems
Administrators, Procurement
Directors, and more.



AGENDA
OUTLINE

Exhibitor Networking
Opportunities
(Breakfast, Lunch, and
dedicated networking time)

— — —
Keynote

— — —
Breakout Sessions



EXPECTED
ATTENDEES



"Again, another excellent event put on by the Edge Team! The VIP session Wednesday evening was an excellent networking opportunity and to catch up with colleagues. The Keynote was fantastic and a great kickoff to the conference!"

- Ron Spaide, Chief Information Officer



"Great event, good venue, and great sessions. Well run and executed. Great job Edge!"
- George S., CIO



SPONSOR OPPORTUNITIES MATRIX

| | Cost | Number of Sponsorships Available | Booth at Event | Brand Recognition | Attendees | Marketing Materials in Attendee Bags | 5 Minute Address |
|-------------------------------|---------|----------------------------------|----------------|--|-----------|--------------------------------------|------------------|
| Exhibitor Sponsor | \$4,000 | SOLD OUT | ✓ | Program, Website, Email, and VFTE | 2 | | |
| Platinum Sponsor | \$9,000 | 2 1 | ✓ | Full page in Program, Website, Email, and VFTE | 4 | ✓ | ✓ |
| Breakfast Sponsor | \$3,000 | 1 | | Event Signage, Program, Website, Email, and VFTE | 2 | ✓ | |
| Lunch Sponsor | \$3,500 | 1 | | Event Signage, Program, Website, Email, and VFTE | 2 | ✓ | |
| Coffee & Snack Sponsor | \$3,500 | 1 | | Event Signage, Program, Website, Email, and VFTE | 2 | ✓ | |
| Lanyard Sponsor | \$3,000 | SOLD OUT | | Lanyard, Program, Website, Email, and VFTE | 2 | | |
| Check-In Registration Sponsor | \$3,000 | 1 | | Logo Branding on the iPads every attendee uses for check-in | 2 | ✓ | |
| Tote Bag Sponsor | \$3,500 | 1 | | Brand logo prominently displayed on one side of the conference bag | 2 | ✓ | |

EXHIBITOR GUIDELINES

EACH SPONSORSHIP WILL INCLUDE:



6-FOOT
TABLE



ELECTRIC
CONNECTIVITY



SHIPPING
INFORMATION

FULL EXHIBITOR KIT WITH LOGISTICS FOR SHIPPING AND LOAD-IN/OUT WILL BE FORTHCOMING.

TO EXPLORE PACKAGES AND AVAILABILITY CONTACT ADAM.SCARZAFAVA@NJEDGE.NET.

VIP RECEPTION



OCTOBER 9, 2024



6:00 PM TO
9:00 PM



THE CRANFORD SOCIAL
220 South Avenue East
Cranford, NJ



INVITEE
PROFILE

Higher education
cabinet-level executives,
CIOs, and digital and online
learning leaders will be in
attendance.



60+
ATTENDEES

EdgeCon
Spring 2024 edition



"Loved the dinner the night
before. Great conference."
- Scott H., CIO

TO INQUIRE ABOUT SPONSORING THIS UNIQUE GATHERING OF
HIGHER EDUCATION EXECUTIVE, CONTACT ADAM SCARZAFAVA AT
ADAM.SCARZAFAVA@NJEDGE.NET FOR MORE INFORMATION.



You're cordially invited to the **EdgeCon VIP Reception**, a premier event leading up to EdgeCon Autumn 2024!

The VIP Reception will provide a special, one-on-one opportunity to connect and engage with cabinet-level peers from the Edge community and the northeast region in a relaxed environment complete with live music, cocktails, a savory dinner buffet, and lively conversation.

RSVP online at SeeYouAtEdgeCon.com. Overnight accommodations using the EdgeCon room rate may also be booked via SeeYouAtEdgeCon.com.

OCTOBER 9, 2024 • 6-9 PM • THE CRANFORD SOCIAL



CONFERENCE TOTE BAG

LANYARD



SIDE 1



SIDE 2



SIGNAGE - 24x36 POSTER

