

SPONSOR PROSPECTUS



9 AM - 5 PM



ATTENDEE PROFILE

Cabinet-Level leaders,
Provosts, CIOs, Vice
Presidents of Academic
Affairs, instructional
designers, faculty, directors
of digital and online learning,
centers for teaching and
learning, and more!



AGENDA OUTLINE

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

—●—
Keynote

—●—
Breakout Sessions



EXPECTED ATTENDEES



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

"Nice work. The event was a hit!
Looking forward to the winter event."
- Jeremy G., Account Executive



"Loved the opportunity to network, the breakout sessions were wonderful, and the vendors were great - well spaced out but easy to locate and speak with."
- August S., Senior Director



A CAN'T MISS EVENT!

EDGECON SPRING FEATURING **KEYNOTE SPEAKER, RENOWNED AI AUTHOR** **DR. C. EDWARD WATSON**



"We need to acknowledge that AI is going to be an important thread in the education and research industries. In the higher education setting, these tools have the potential to offer personalized learning experiences, strengthen retention, and resolve accessibility issues. Along with the potential challenges this type of technology may introduce, we must also look at the positive opportunities that will arise and how we can better prepare our students for the world that is already waiting for them. I look forward to discussing the higher education landscape at EdgeCon and exploring suggestions for how we might move forward."

DR. C. EDWARD WATSON,
Associate Vice President for Curricular and Pedagogical Innovation with
the American Association of Colleges and Universities (AAC&U)



APRIL 18, 2024
THE COLLEGE OF NEW JERSEY

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	23	✓	Program, Website, Email, and VFTE	2		
Platinum Sponsor	\$9,000	2	✓	Full page in Program, Website, Email, and VFTE	4	✓	✓
Breakfast Sponsor	\$3,000	1		Event Signage, Program, Website, Email, and VFTE			
Lunch Sponsor	\$3,500	1		Event Signage, Program, Website, Email, and VFTE			
Coffee & Snack Sponsor	\$3,500	1		Event Signage, Program, Website, Email, and VFTE		✓	
Lanyard Sponsor	\$3,000	1		Lanyard, Program, Website, Email, and VFTE			
Check-In Registration Sponsor	\$3,000	1		Logo Branding on the iPads every attendee uses for check-in			
Tote Bag Sponsor	\$3,500	1		Brand logo prominently displayed on one side of the conference bag			

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



APRIL 17, 2024



6:00 PM TO
9:00 PM



TBD



INVITEE
PROFILE

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



60+
ATTENDEES

EdgeCon
Winter 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 Spring 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.

APRIL 17, 2024 • 6-9 PM • LOCATION TBD

EdgeCon
SPRING
2024
EXCELLING IN A DIGITAL TEACHING & LEARNING FUTURE

CONFERENCE TOTE BAG



SIDE 1



SIDE 2

LANYARD



SIGNAGE - 24x36 POSTER

