

SPONSOR PROSPECTUS



8:30 AM - 4:30 PM



**ATTENDEE
PROFILE**

Presidents, Provosts,
CFOs, CIOs, Enrollment
Leaders, Students Services,
Administrative Leaders,
Technologists, and more.



**AGENDA
OUTLINE**

Networking Opportunities
(Breakfast, Lunch, Reception)



Keynote



Breakout Sessions



**EXPECTED
ATTENDEES**



“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



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



“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	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	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	1		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



JANUARY 8,
2025



6:00 PM TO
9:00 PM



NASSAU INN
10 PALMER SQUARE W



INVITEE
PROFILE

Presidents, Provosts, CFOs,
CIOs, Cabinet Members, Vice
Presidents, and more.



60+
ATTENDEES

EdgeCon
Autumn 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.

THIS EVENT IS NOT OPEN TO THE ENTIRE VENDOR COMMUNITY.
ONLY THE (2) VIP RECEPTION SPONSORS MAY ATTEND.



You're cordially invited to the EdgeCon VIP Reception, a premier event leading up to
EdgeCon Winter 2025!

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 nation 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.

JANUARY 8, 2025 • 6-9 PM • NASSAU INN
10 Palmer Square W, Princeton, NJ 08542



SAMPLE INVITATION SENT TO
HIGHER ED CABINET MEMBERS

CONFERENCE TOTE BAG

LANYARD



MEAL & RECEPTION SIGNAGE - 34x36 POSTER

