

SPONSOR PROSPECTUS



8:30 AM - 4:30 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

Networking Opportunities (Breakfast, Lunch, and other opportunities for engagement)

— Keynote

— Breakout Sessions



300+
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



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



APRIL 9, 2025



6:00 PM TO
9:00 PM



TBD



INVITEE
PROFILE

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



60+
ATTENDEES

EdgeCon
Spring 2025 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.



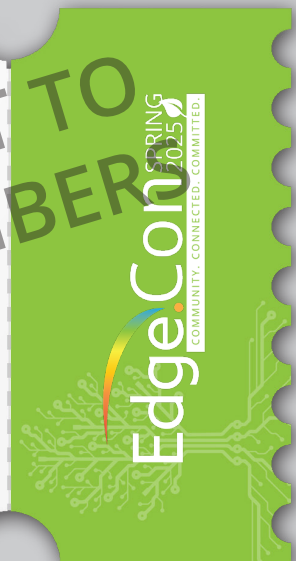
You're cordially invited to the EdgeCon VIP Reception, a premier event leading up to EdgeCon Spring 2024!

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 9, 2024 • 6 - 9 PM • LOCATION TBD

SAMPLE INVITATION SENT TO
HIGHER ED CABINET MEMBER



CONFERENCE TOTE BAG

LANYARD



SIDE 1



SIDE 2



MEAL & RECEPTION SIGNAGE - 24x36 POSTER

