

INVITATION TO SPONSOR & EXHIBIT GUIDE



EOA 47th Annual Conference

“EOA, Power UP!: Unified Purpose, Position, and Power”

November 7-10, 2021

Hyatt Regency Indianapolis, IN

INVITATION TO EXHIBIT & SPONSOR GUIDE



The Educational Opportunity Association (EOA) will hold the 47th Annual Professional Conference November 7-10, 2021 at Hyatt Regency Indianapolis, IN. The EOA Annual Conference is the largest gathering of TRIO and GEAR UP professionals in the Midwest with an expected attendance nearing 500 members.

The conference will feature keynote speakers discussing innovative and research-based concepts to improve program management. A few of the sponsorship packages offer the opportunity for your organization to [present informative workshops](#) that engage membership and empower professionals to boldly broach the topics of advocacy, access, equity and inclusion in our current world, build and hone the skills of TRIO and GEAR UP professionals and offer immediate takeaways for participants.

We invite your involvement with TRIO Programs and EOA. Your sponsorship of the EOA 2021 Annual Conference is a great way to support the enrollment and retention of underrepresented and deserving students in higher education while advertising your organization. Your sponsorship will be used to support student scholarships and both student and professional development opportunities.

We hope you take advantage of this valuable opportunity to heighten the visibility of your organization by sponsoring the powerful work that is happening in the EOA region as we focus on **Powering Up with Unified Purpose, Position and Power!**

Warm Regards,

Melissa Luedtke

Melissa Luedtke
2021 EOA Annual Conference
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WHAT IS THE EDUCATIONAL OPPORTUNITY ASSOCIATION (EOA)?

The Educational Opportunity Association (EOA) is a professional association with the specific mission of leveling the playing field of educational opportunity for first-generation, low-income, underrepresented, differently abled students and veterans throughout the Midwest.

The EOA is a ten state region including Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, and Wisconsin who provides support to TRIO and GEAR UP programs and their participants by hosting professional development opportunities for both staff and students and via student scholarships.

WHO DOES TRIO/EOP/GEAR UP SERVE?

For more than 50 years TRIO and Educational Opportunity Programs such as GEAR UP have been helping first generation, low-income, underrepresented, differently abled students as well as veterans to graduate from high school and college.

Today there are just over 3,100 TRIO Programs serving more than 600,000 students across this great nation. In the EOA region there are more than 615 programs reaching more than 165,532 students.

TRIO Programs provide supportive services to disadvantaged individuals in an effort to increase the number of Americans earning college degrees.

WHY IS EOA WORK SO VITAL?

The services of EOA programs are needed because only 38% of high school seniors in the lowest income quartile attempt college, compared to 81% of the highest income quartile. Of those low income students who do enroll in college, only 21% finish their degree. TRIO Programs and EOA are working together to reverse this trend for the under-resourced population.

HOW CAN YOU DONATE TO EOA?

If you do not wish to serve as a sponsor/exhibitor or would simply prefer to donate, EOA is a non-profit organization and your donation is tax deductible. Donating to EOA is a wonderful way for your organization to support disadvantaged students as they work hard to earn their college degree. Simply complete the donation section at the bottom of the sponsor form indicating our tax identification number.

QUESTIONS?

If you would like further information or to learn more about EOA please visit our website at www.eoa.org.

EXHIBITOR & SPONSOR GUIDE AT A GLANCE



EXHIBITOR OPPORTUNITIES			
EXHIBITOR TYPES AND BENEFITS	BRONZE EXHIBITOR (VIRTUAL ONLY)	SILVER EXHIBITOR (IN PERSON)	GOLD EXHIBITOR (IN PERSON)
	\$ 300	\$ 500	\$1,000
# Exhibitors Available	Unlimited	10	5
Virtual Exhibitor Space via Whova conference app. No physical/on-site exhibit space.	X	X	X
Listed as an Exhibitor in Whova virtual conference app with company logo. Provides access to all attendee's individual information.	X	X	X
Ability to post video, flyers, photos, handouts, and offer promotions & deals via conference app.	X	X	X
Access to conference attendees via Whova app.	X	X	X
WiFi throughout venue included for all attendees.		X	X
Standard Exhibitor Space (conference registration <u>not</u> included). Includes one 10' x 10' space, one 6' table (draped in black), two chairs, and a wastebasket. (See attached Audiovisual Exhibitor Services Form for additional equipment contracted directly with Hyatt).		X	X
Company Logo Slideshow. Shown at sessions with all attendees throughout four-day event. Send company logo to wisconsin-president@eo.org by Oct. 1.			X
Daily Advertising Slideshow. Shown at sessions with all attendees throughout four-day event. Send advertisement on one power point slide to wisconsin-president@eo.org by Oct. 1.			X

Notes:






- The EOA 47th Annual Conference is scheduled as an IN PERSON event.
- Schedule indicates Exhibit times from 9am-5pm. Companies may determine when to staff booths. Between sessions is highly recommended.
- If COVID conditions require the event to be switched to ONLINE format:
 - The schedule will remain essentially the same.
 - All Sponsor & Exhibitor benefits will remain essentially the same with advertising/videos still shown.
 - All Sponsorships will be reduced/refunded \$500 due to no onsite exhibitor space.
 - Gold Exhibitors will be reduced/refunded \$500 due to no onsite exhibitor space.
 - Silver Exhibitors will be reduced/refunded \$200 due to no onsite exhibitor space.
 - Bronze Exhibitors (virtual only) will remain as is.
- [Click here](#) for Conference Registration information if you would like to attend as a participant in addition to being an exhibitor.



**EDUCATIONAL
OPPORTUNITY
ASSOCIATION**

A Midwest Association
of TRIO and College
Access and Success
Programs

EXHIBITOR & SPONSOR GUIDE AT A GLANCE

SPONSOR OPPORTUNITIES					
SPONSOR TYPES AND BENEFITS	DIAMOND SPONSOR 1 (IN PERSON) SOLD OUT 	DIAMOND SPONSOR 2 (IN PERSON) SOLD OUT 	DIAMOND SPONSOR 3 (IN PERSON) SOLD OUT 	PLATINUM SPONSOR (IN PERSON) SOLD OUT 	DOUBLE PLATINUM SPONSOR (IN PERSON) SOLD OUT 
	# Sponsorships Available	1	1	1	1
SPONSORSHIPS Include ALL EXHIBITOR Benefits listed above in addition to:					
Standard Exhibitor Space Includes one 10' x 10' space, one 6' table (draped in black), two chairs, and a wastebasket. (See attached Audiovisual Exhibitor Services Form for additional equipment contracted directly with Hyatt).	Standard space with Premium Visibility	Standard space with Premium Visibility	Standard space with Premium Visibility	Standard space with Premium Visibility	Double Premium Space includes 20' x 20' space, two 6' tables, four chairs
Recognized in Sponsor section of Whova virtual conference app with company logo.	Listed as "Diamond Sponsor"	Listed as "Diamond Sponsor"	Listed as "Diamond Sponsor"	Listed as "Platinum Sponsor"	Listed as "Double Platinum Sponsor" with company logo banner impressions across app home screen
Conference Registration Four-day event includes 8 meals/receptions (\$675-850 value/person).	One Company Representative	One Company Representative	One Company Representative	One Company Representative	TWO Company Representatives
Present one Concurrent Workshop Session (60 minutes). To submit click: Workshop Proposal . Proposals must be received by Sept. 1 deadline.	Present One Concurrent Workshop Session	Present One Concurrent Workshop Session	Present One Concurrent Workshop Session	Present One Concurrent Workshop Session	Present TWO Concurrent Workshop Sessions
Company Sponsorship Announced at an all attendee event.	Announced at EOAF Breakfast on Mon. Nov. 8	Logo/slideshow throughout Punch Bowl Social on Tues. Nov. 9	Announced at TRIO Achievers Luncheon on Tues. Nov. 9	Announced at President's Banquet on Tues. Nov. 9	Announced at Welcome & Opening Keynote session on Sun. Nov. 7 AND at Closing on Wed. Nov. 10
Company Video Commercial Shown at an all attendee event.	Video (1-2 min.) on Mon. Nov. 8	Slideshow on multiple TV's during 3 hour reception on Tues. Nov. 9	Video (1-2 min.) on Tues. Nov. 9	Video (2-4 min.) on Tues. Nov. 9	Video (3-5 min.) shown at Welcome & Opening Keynote on Sun. Nov. 7 AND at Closing Wed. Nov. 10
Daily Advertising Slideshow. Shown at sessions with all attendees throughout four-day event. Send advertisement on one power point slide to wisconsin-president@eo.org by Oct. 1.	X	X	X	X	X
Company Logo Slideshow. Shown at sessions with all attendees throughout four-day event. Send company logo to wisconsin-president@eo.org by Oct. 1.	X	X	X	X	X
EOA Corporate Membership. Open to corporations, businesses, industries or agencies having an interest in promoting the goals of the Association. Corporate Member is entitled to voice, but not eligible to vote or hold office.				X	X
Company logo on conference give-a-way item. Provided to all attendees.					X
Company Logo printed on key cards given to all hotel guests.					X