


MBA RESEARCH CONCLAVE

A CURRICULUM & TEACHING CONFERENCE

*The Premier Gathering for Business, Marketing, Finance,
Management, and Entrepreneurship Educators!*



October 11–13, 2024
Columbus, Ohio

SPONSORSHIP OPPORTUNITIES - 2024

**Choose Your
Sponsorship Level
Today!**

Contact:

Tammy Cyrus

CyrusT@MBAResearch.org

614-486-6708

Visit MBAResearch.org/Conclave for
additional conference information.



SPONSORSHIP OPPORTUNITIES - 2024

MBA (Marketing and Business Administration) Research and Curriculum Center is a not-for-profit 501(c)(3) organization. Established in 1971 as an education foundation, MBA Research is operated by a consortium of 28 state education departments. Our mission is to support educators in the preparation of students for careers in business and marketing.

WHY SPONSOR?

Each year, some of the best and brightest teachers and administrators nationwide attend MBA Research Conclave. While it is a smaller conference, sponsors will have the chance to impact approximately 200 decision-makers from across the country—state and local supervisors who influence purchasing, and business and marketing teachers who make purchasing decisions for their local programs.

WHO IS OUR MARKET?

- High school faculty teaching marketing, business management, finance, hospitality & tourism management, entrepreneurship
- State and local administrators
- Two-year college faculty

EARLY COMMITMENT BENEFITS

- Continuing, repeat exposure throughout the year
- Website promotion begins immediately upon payment and continues through the end of the conference in October 2024
- Selection of session sponsorship is first come, first served

DATES AND DEADLINES

- Early deadline for sponsorship is July 31, 2024
- The deadline for sponsorship is August 31, 2024
- Promotional materials for the registration packet must be received by September 13, 2024

DATES

October 11–13, 2024

LOCATION

Hyatt Regency Columbus
350 North High Street
Columbus, OH 43215

WHO ATTENDS?

State administrators, high school business teachers, high school marketing teachers, BPA advisors, DECA advisors, FBLA advisers, local administrators, district administrators, two-year college faculty, thought-leaders, and trendsetters from across the country

EXHIBIT SCHEDULE

Exhibit Setup:

Friday, October 11: 8:00 a.m. – 1:00 p.m.

Exhibit Hours:

- Saturday, October 12: 8:00 a.m. – 4:30 p.m.
- Sunday, October 13: 8:00 a.m. – 1:00 p.m.

Exhibits will be closed during general sessions. We ask that you refrain from having your booth open at that time.

Exhibit Move-Out:

Sunday, October 13: 1:00 p.m.

Shipping and Receiving information will be shared via email with all sponsors.



Major Sponsor - \$2,500

- Two conference registrations (including meals and *The Celebration!*)
- Continuous listing on the conference website from the date of payment until the end of the conference
- Inclusion of logo/sponsor info in the electronic program application
- Company representative invited to speak to the entire group (limited to two minutes) at a general session (excludes opening and closing sessions)
- Opening session silent recognition via PowerPoint slides or equivalent
- Complimentary **large** exhibit space with two 6-foot tabletops
- One Concurrent Session presentation
- Complete set of mailing addresses for all Conclave registrants
- Inclusion of two promotional items in the registration packet
- Receive recognition as a “Major Sponsor”

Contributing Sponsor - \$1,000

- One conference registration (including meals and *The Celebration!*)
- Continuous listing on the conference website from the date of payment until the end of the conference
- Inclusion of logo/sponsor info in the electronic program application
- Opening session silent recognition via PowerPoint slides or equivalent
- Complimentary **standard** exhibit space with one 6-foot tabletop
- One 15-minute Quickstop Session presentation
- Complete set of mailing addresses for all Conclave registrants
- Inclusion of one promotional item in the registration packet
- Receive recognition as a “Contributing Sponsor”

Partnership - \$500

Can't attend? Consider partnering with us.

- Continuous listing on the conference website until the end of the conference
- Inclusion in regular email promotions of the conference from the date of payment
- Inclusion of logo/sponsor info in the electronic program application
- Opening session silent recognition via PowerPoint slides or equivalent
- Inclusion of one promotional item in the registration packet

**In addition to the sponsor benefit levels (above):
A la Carte Sponsorship Opportunities
(available on a first-come, first-served basis)**

Opening General Session	\$2,000
Closing General Session	\$1,000
General Breakfast (two available)	\$3,500
General Lunch (two available)	\$5,000
Break (one available)	\$1,000
Conclave Program App	\$2,000
<i>The Celebration!</i> Social	\$10,000 exclusive
Consortium Representatives Breakfast (available for Friday)	\$2,500 private breakfast
Overall Sponsor of MBA Conclave	Contact Rick Mangini (ManginiR@MBAResearch.org)



SPONSORSHIP RESERVATION

2024 MBA Research Conclave
October 11–13, 2024 ♦ Columbus, OH

Please complete this form, including payment information, and email it to Tammy Cyrus (CyrusT@MBAResearch.org).
If you prefer, mail your form to MBA Research, P.O. Box 12279, Columbus, Ohio 43212-0279, or Fax: 614-486-1819.

PLEASE PRINT OR TYPE

Company Name: _____
(Exactly as it should appear in the conference program, promotions, signs, etc.)

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Name as it should appear on the badge: _____

Sponsor Options

Sponsor Package (Choose 1):

☐ Partnership ☐ Contributing Sponsor ☐ Major Sponsor \$ _____

A la Carte Options (please list)

_____ \$ _____

_____ \$ _____

_____ \$ _____

TOTAL AMOUNT DUE \$ _____

MBA Research should address future correspondence regarding sponsorship to:

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____ Fax: _____

Method of Payment

☐ Visa ☐ MasterCard ☐ Check ☐ PO # (established accounts): _____

Account number: _____ Exp. Date: _____ 3-digit CVV #: _____

Billing address for CC statement (if different from above): _____

For MBA Research use only

_____ Sponsorship reserved

Paid \$ _____

Confirmation ____/____/____