



February 2013

Dear SCTEM Sponsor:

We are proud to report that the SCTEM 2012 Annual Conference and Tradeshow was an overwhelming success with a 99% favorable rating by all attendees. Over 65% of the attendees were Collegiate Travel Members representing over 67 Institutions of Higher Learning.

Our Collegiate Travel attendees want to meet, engage and learn from the Supplier community, and they support our Vendor Sponsors. If your Company would like to create or maintain a strategy within the Collegiate Travel Marketplace, then actively participating as a Sponsor of The Society for Collegiate Travel & Expense Management should be part of your 2013 Business or Marketing Plan.

The SCTEM Annual Conference & Tradeshow is the most targeted gathering of influential travel and expense decision makers from various colleges & universities, academic medical centers and research institutions across North America. We would like to invite you to attend and sponsor our 2013 event, which will be held September 29 – October 2 at the famous Vinoy Renaissance Resort in St. Petersburg, FL.

There you will be able to meet key university representatives such as:

- Travel Managers
- Procurement Directors
- Finance Officers
- Payment and Accounting Managers

Many Travel Supplier Companies target this multi-billion dollar market proactively.

Some of your peers and competitors that currently sponsor SCTEM include:

- Card Companies
- Financial Institutions
- Airlines
- Hotels
- Rental Car Companies
- Travel Management Companies
- Technology Providers
- T & E Systems Providers
- Media Companies

There are several sponsorship packages, and they are detailed on page two of this letter. They are available on a first-come, first-serve basis. To become an SCTEM sponsor or get more information on the benefits of participating in SCTEM, please contact me. I hope you will join us in St. Petersburg and share your products and services with the higher education community.

Sincerely,

Deborah Gulliver  
Executive Director, SCTEM

**SCTEM Annual  
Conference  
Vinoy Renaissance  
Hotel & Golf Club  
St. Petersburg,  
Florida**

**September 29 –  
October 2, 2013**

**[www.sctem.org](http://www.sctem.org)**

University Travel Office  
Michigan State University  
426 Auditorium Road,  
Administration Building,  
Room 360  
East Lansing, MI 48824

[gullive5@ctrl.msu.edu](mailto:gullive5@ctrl.msu.edu)  
517.355.0343



## SCTEM 2013 SPONSORSHIP PACKAGES

<b>Platinum Sponsor</b>	<b>Platinum Option 1</b>	<b>Amount</b>
	<p style="text-align: center;"><b>Sponsor Opening Reception</b>            5 Registrations            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	<b>\$20,000</b>
	<b>Platinum Option 2</b>	
	<p style="text-align: center;"><b>Sponsor Keynote Speaker</b>            5 Registrations            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	
<b>Gold Sponsor</b>	<b>Gold Option 1</b>	<b>Amount</b>
	<p style="text-align: center;"><b>Dinner Sponsor</b> (includes dinner, entertainment, table decorations, and open bar)            4 Registrations            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	<b>\$15,000</b>
	<b>Gold Option 2</b>	
	<p style="text-align: center;"><b>General Session Speaker Sponsor</b>            4 Registrations            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	
<b>Silver Sponsor</b>	<b>Silver Option 1</b>	<b>Amount</b>
	<p style="text-align: center;"><b>Shared Dinner Sponsor</b> (includes dinner, entertainment, table decorations, and open bar)            2 Registrations            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	<b>\$10,000</b>
	<b>Silver Option 2</b>	
	<p style="text-align: center;"><b>Lunch Sponsor</b>            2 Registrations            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	
	<b>Silver Option 3</b>	
	<p style="text-align: center;"><b>General Session Speaker Sponsor</b>            2 Registrations            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	

## SCTEM 2013 SPONSORSHIP PACKAGES (continued)

<b>Bronze Sponsor</b>	<b>Bronze Option 1</b>	<b>Amount</b> <b>\$5,000</b>
	<p><b>Shared Lunch Sponsor</b> (Hot lunch, entertainment and table decorations)            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	
	<b>Bronze Option 2</b>	
	<p><b>Breakfast Sponsor</b> (includes hot/full breakfast and table decorations)            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	
	<b>Bronze Option 3</b>	
<b>Bronze Sponsor</b>	<p><b>Conference Bags Sponsor</b>            1 Free Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	
	<b>Bronze Option 4</b>	
	<p><b>Educational Session Speaker Sponsor</b>            1 Tradeshow Booth            1 Intro Speaker            Sponsor name/logo on agenda and websites            Access to Collegiate Membership through a coordinated communication strategy</p>	
<b>Elite Sponsor</b>	<b>Elite Option 1</b>	<b>Amount</b> <b>\$2,000</b>
	<p><b>Shared Breakfast Sponsor</b> (includes hot/full breakfast and table decorations)            Sponsor name/logo on agenda and websites</p>	
	<b>Elite Option 2</b>	
	<p><b>Break Sponsor</b> (includes beverages and snacks)            Sponsor name/logo on agenda and websites</p>	
	<b>Elite Option 3</b>	
<b>Elite Sponsor</b>	<p><b>Educational Session Speaker Sponsor</b>            Introduction of Speaker            Sponsor name/logo on agenda and websites</p>	