



February, 2012

Dear SCTEM Sponsor:

We are proud to report that the SCTEM 2011 Annual Conference and Tradeshow was an overwhelming success with a 96% favorable rating by all attendees. Over 65% of the attendees were Collegiate Travel Members representing over 70 Institutions of Higher Learning. One area highlighted by the Collegiate Travel attendees was a lack of Vendor participation in 2011. Our 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 long-term strategy deployed against the Collegiate Travel Marketplace, then actively participating as a Sponsor of The Society for Collegiate Travel & Expense Management should be part of your 2012 Business or Marketing Plan.

**SCTEM Annual
Conference
Ravella at
Lake Las Vegas,
Nevada**

**September 30 –
October 3, 2012**

www.sctem.org

The SCTEM Annual Conference & Tradeshow is the most targeted gathering of influential travel and expense decision makers from Universities, Medical Centers and Research Institutions across North America. We would like to invite you to attend and sponsor our 2012 event, which will be held in late September in TBD.

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 September and share your products and services with the higher education community.

Sincerely,

Deborah Gulliver
Executive Director, SCTEM
University Travel Manager

Gullive5@ctrl.msu.edu
(517)355-0343

**SCTEM 2012
SPONSORSHIP PACKAGES**

Platinum Sponsor	Package A	Amount
	Keynote: Peter Sheahan, Bestselling author, Leader on Maximizing Business and Market Opps, & Founder and CEO of ChangeLabs 1 Free Tradeshow Booth 1 Intro Speaker Sponsor name/logo on agenda and websites Access to Collegiate Membership through a coordinated communication strategy	\$20,000
Gold Sponsor	Package B	Amount
	Dinner Sponsor (includes dinner, entertainment, table decorations, and open bar) 2 Free Registrations 1 Free Tradeshow Booth 1 Intro Speaker Sponsor name/logo on agenda and websites Access to Collegiate Membership through a coordinated communication strategy	\$15,000
Silver Sponsor	Package C	Amount
	Shared Dinner Sponsor (includes dinner, entertainment, table decorations, and open bar) 1 Free Registration 1 Free Tradeshow Booth 1 Intro Speaker Sponsor name/logo on agenda and websites Access to Collegiate Membership through a coordinated communication strategy	\$10,000
	Package D	Amount
	Keynote Sponsor (Speaker TBD) 1 Free Tradeshow Booth 1 Intro Speaker Sponsor name/logo on agenda and websites Access to Collegiate Membership through a coordinated communication strategy	\$7,500
	Package E	Amount
	Lunch Sponsor (Hot lunch, entertainment and table decorations) 1 Free Tradeshow Booth 1 Intro Speaker Sponsor name/logo on agenda and websites Access to Collegiate Membership through a coordinated communication strategy	\$5,000
Bronze Sponsor	Package F	Amount
	Sponsor of Conference Bags & Name Tags 1 Free Tradeshow Booth 1 Intro Speaker Sponsor name/logo on agenda and websites Access to Collegiate Membership through a coordinated communication strategy	\$5,000
Bronze Sponsor	Package G	Amount
	Breakfast Sponsor (includes hot/full breakfast and table decorations) Sponsor name/logo on agenda and websites	\$3,000
Elite Sponsor	Package H	Amount
	Break Sponsor (includes beverages and appropriate snacks) Sponsor name/logo on agenda and websites	\$1,800