



AOA

Auxiliary
Organizations
Association

2017 ANNUAL CONFERENCE

**BUSINESS
PARTNER
PACKET**

JANUARY 8 - 11, 2017

PARADISE POINT RESORT AND SPA
SAN DIEGO, CA

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AOA BUSINESS PARTNER CONTACT INFORMATION

If you have questions or require clarification about the conference or how to participate as a Business Partner, please contact:

FRED NEELY
Phone: 562-400-3806
Email: fneelyinhb@gmail.com
Chair, Business Partners

REBECCA DIETZLER
Phone: 916-278-6744
Email: dietzler@csus.edu
AOA Member, Business Partners Liaison

RAVEN TYSON
Phone: 619-594-3760
Email: rtyson@mail.sdsu.edu
AOA Member, Business Partners Liaison

We look forward to seeing you in 2017 at the PARADISE POINT RESORT AND SPA, SAN DIEGO, CA.



We are pleased to invite you to participate in the Auxiliary Organizations Association Annual Conference, JANUARY 8-11, 2017. We hope you will join us as a Business Partner and discover family friendly San Diego, CA.

AOA is the professional association of over 80 auxiliary and enterprise corporations that provide services to each of the 23 California State University campuses. Providing support to the mission of each of the CSU campuses, auxiliary enterprises include foundations that handle contracts and grants and/or gifts to the university, enterprise corporations that run bookstores and dining services, associated student organizations, student unions, and sometimes athletic or housing corporations. Through your partnership with AOA, you can impact the programs and services offered to approximately 474,000 students and 49,000 faculty and staff throughout the CSU! AOA continues to seek business partnerships that will help build a better future for California higher education.

The Annual Conference held every year is an opportunity for the leaders and staff of these organizations to learn and collaborate on topics and issues that are crucial to auxiliaries, enterprise operations and the CSU system. We know that your organization is committed to serving higher education, and we are convinced that your participation and collaboration with the AOA membership is crucial to the continuing success of our auxiliaries and the CSU. Business Partners have the opportunity to develop contacts with the key auxiliary, enterprise, campus and CSU administrators who make and influence decisions on their respective campuses. The 400 plus conference attendees include auxiliary leaders, management and staff. Attendees also include executive leadership, management and staff from the 23 California State University campuses and Chancellor's Office. Chancellor Timothy P. White, the Chancellor of the CSU system has been invited to provide the keynote address at the Sunday evening banquet. In this packet you will find information on available partnership opportunities designed to enhance your presence at the conference and increase awareness of your company among AOA members and other attendees. We would be happy to discuss these opportunities with you directly if you have any questions or would like additional information.

We are excited about our 2017 AOA conference program and encourage you to register early. Our Business Partners have found their AOA Partnerships to be extremely valuable, and we are sure that you will too!

Sincerely,

FRED NEELY
Chair, Business Partners

REBECCA DIETZLER
CSU Sacramento
AOA Member, Business Partners Liaison

RAVEN TYSON
San Diego State University
AOA Member, Business Partners Liaison

BUSINESS PARTNER SPONSORSHIP/BENEFITS

AOA CONFERENCE - BUSINESS PARTNER SPONSORSHIP LEVELS	PREMIER \$15,000 & ABOVE	DIAMOND \$10,000 - \$14,999	PLATINIUM \$7,500 - \$9,999	GOLD \$5,000 - \$7,499	SILVER \$2,500 - \$4,999	BRONZE \$1,500 - \$2,499
Partner Spotlight at the Tuesday Night Reception and Dinner	x					
Corporate Logo on one (1) Conference Gift Item (Commitment and Logo Required by September 30, 2016)	x					
Preferred Exhibit Table Location	x	x				
Business Partners may provide One (1) Promotional Item for Conference Tote Bag	x	x				
Link from AOA "BP Spotlight" Website to BP Website	x	x				
Business Profile Prominently Featured in Conference Program	x	x				
Business Partners will be Provided With Preliminary Attendee List in Excel (2nd Week of December)	x	x				
VIP Seating at Conference Banquet (Sunday Night)	2 seats	2 seats	1 seat			
Complimentary Mobile App Package (See Page 3)	\$750	\$500	\$250			
Recognition at General Sessions (Verbal)	x	x	x			
Corporate Logo Displayed on all Conference Communications for One (1) Year	x	x	x			
Additional Hosting Opportunities (More Information Below)	x	x	x	x		
Featured Table at BP Luncheon	x	x	x	x		
Gift Provided on Behalf of BP in the Following Amount:	\$250	\$200	\$150	\$100	\$50	
Exhibit Space Provided in BP Area (Table; Chairs; Basic Electrical)	x	x	x	x	x	
Wireless Internet in BP Display Area	x	x	x	x	x	
Complimentary Conference Registration(s) (Value \$495 to \$645 each)	6	6	4	2	1	1
Signage at Multiple Conference Venues Recognizing BP	x	x	x	x	x	x
Recognition in Conference Materials (Need to Commit by November 30, 2016)	x	x	x	x	x	x
Preliminary AOA Conference Attendee List Provided One Week Prior to Conference	x	x	x	x	x	x
Corporate Logo Displayed on AOA Website (Once Registered, Confirmed, and Paid)	1 year	1 year	3 mo.	3 mo.	3 mo.	3 mo.

NOTE: Business Partner benefits will not be provided until AOA has received payment for your Business Partner sponsorship.

ADDITIONAL HOSTING OPPORTUNITIES

Premier, Diamond, Platinum and Gold returning Business Partners have the opportunity to host select conference events; these additional hosting opportunities include conference breaks and receptions. Hosting and co-hosting is available at \$2,500 for each co-sponsored break, \$5,000 for a fully sponsored break or co-sponsored reception, and \$10,000 for a fully sponsored reception. These hosting opportunities are above your current Business Partner commitment. Benefits include signage at the hosted event and recognition in printed and online programs. Additional hosting opportunities are on a first come basis and the previous year's Business Partner commitment level must be maintained to participate. Please contact Fred Neely for additional information at fneelyinhb@gmail.com.

Business Partners now have the opportunity to promote their company and services through the AOA 2017 Conference Mobile App. AOA expects all of our 600 plus member and Business Partner attendees will use the AOA Mobile App and it will be the first place attendees go to when planning and attending the AOA conference.

This is a great opportunity to promote your company and attract AOA member attendees to your exhibit space in the Business Partner Showcase area by providing a give-away, contest etc.

- | | | |
|---------------|----|--|
| P A C K A G E | #1 | <ul style="list-style-type: none"> ▪ One Business Partner logo banner to be included in the banner rotation on the AOA Conference Mobile App home page ▪ Business Partner cost \$250 |
| | #2 | <ul style="list-style-type: none"> ▪ One Business Partner logo banner to be included in the banner rotation on the AOA Conference Mobile App home page ▪ One sponsored alert, content provided by Business Partner, and scheduled for an available day/time during the conference of your choosing, broadcast to all conference attendees using the AOA Conference Mobile App ▪ Business Partner cost \$500 |
| | #3 | <ul style="list-style-type: none"> ▪ One Business Partner logo banner to be included in the banner rotation on the AOA Conference Mobile App home page ▪ Two sponsored alerts, content provided by Business Partner, and scheduled for an available day/time during the conference of your choosing, broadcast to all using the AOA Conference Mobile App ▪ Business Partner Cost \$750 |

Premier Business Partners \$15,000 and above will receive the following with their sponsorship:

Package #3, a \$750 value

Diamond Business Partners \$10,000 and above will receive the following with their sponsorship:

Package #2, a \$500 value

Platinum Business Partners \$7,500 and above will receive the following with their sponsorship:

Package #1, a \$250 value

1. CONFIRM YOUR COMPANY'S PARTICIPATION

To confirm your participation as a Business Partner at the AOA 2017 annual conference, please email Fred Neely at fneelyinhb@gmail.com.

2. REGISTER ON-LINE

Your next step is to register your company sponsorship online as a Business Partner at: csuaoa.org/conferencereg/.

Note: Some partner benefits are date sensitive - please refer to key dates throughout the Business Partner packet.

3. REGISTER YOUR ATTENDEES

Once your company is registered, you may register your complimentary attendee(s) at any time but no later than December 30, 2016. You are able to send additional attendees in addition to your complimentary registration(s); each additional Business Partner registration will be at the \$495.00 early bird registration rate through November 30, 2016 . After November 30, 2016, the additional Business Partner registration rate will be \$545.00 through December 30, 2016. All attendees need to be registered by accessing the Business Partner on-line registration process. After December 30, 2016, the Business Partner registration rate will be \$645.00 and will be only available on-site at the conference. On-site registration will be available/accepted on a space available basis.

One day Business Partner registrations are available at the rate of \$250.00 through November 30, 2016 for Business Partner sponsors. After November 30, 2016, the daily Business Partner registration rate will be \$300.00 through December 30, 2016. After December 30, 2016, the daily Business Partner registration rate will be \$400.00 and will be only available on-site at the conference.

PLEASE BE PREPARED WITH THE FOLLOWING INFORMATION TO REGISTER:

- Name
- Title
- Mailing Address
- Email Addressess
- Days they plan to attend the conference (SUN-WED)
- Meal preferences for the days they plan to attend -
 - Sunday night dinner:** Beef, chicken, or Vegetarian
 - Other meals:** Non - Vegetarian, Vegetarian

BUSINESS PARTNER ATTENDEE CANCELLATION POLICY

All attendee cancellations or requests for substitutions must be made in writing and received at the AOA office by December 30, 2016. A processing fee of \$50.00 will be applied to each refund or substitution request made by December 30, 2016. Cancellation requests received after December 30, 2016 are not eligible for refunds. Substitution requests received after December 30, 2016 may only be done on-site at the conference and will have a \$50.00 processing fee applied. No shows are not eligible for a refund.

BUSINESS PARTNER SPONSORSHIP CANCELLATION POLICY

All Business Partner Sponsorship requests for cancellation of their AOA conference sponsorship must be made in writing and received at the AOA office by Wednesday, November 30, 2016. A processing fee equal to 15% of the conference sponsorship amount will be applied to each refund request made by November 30 , 2016. Cancellation requests received by September 30, 2016 will receive a full (100%) refund less a 15% processing fee. Cancellation requests received between October 1, 2016 and October 31, 2016 will receive a partial (75%) refund less a 15% processing fee. Cancellation requests received between November 1, 2016 and November 30, 2016 will receive a partial (50%) refund less a 15% processing fee. Cancellation requests received after November 30, 2016 are not eligible for refunds.

All complimentary conference registrations associated with sponsorship invalid at time of sponsorship cancellation. All additional paid registrations subject to conference registration policy.

4. PROVIDE YOUR COMPANY'S LOGO

One of the benefits of being an AOA Business Partner is that your logo will be displayed prominently on the AOA website and in printed conference materials. Please submit your logo file no later than September 30, 2016 to ensure your logo is included in the conference materials.

If you are a returning Business Partner, please confirm that your logo is already on file in the correct format. If your logo has changed in the past year, you will need to submit a new logo. Returning Business Partners may view the logo AOA has on file on page 9 of this packet.

Send logo file in the following format to Fred Neely at fneelyinhb@gmail.com.

Vector Graphic
300dpi resolution – All fonts outlined
EPS (Encapsulated Post Script) or AI (Adobe Illustrator) Color and/or BW

No other format type will be accepted i.e., jpeg, tiff etc.

6. MAKE YOUR HOTEL RESERVATIONS

- Rate is \$179.00 per night + applicable taxes – (room costs are at your own expense)
- Reservations may be made directly with the Paradise Point Resort & Spa, San Diego, CA at 1-800-344-2626
- Reservations may also be made online at: paradisepoint.com/aoa2017
- Reference group code AOA 2017 to receive the conference hotel room rate of \$179.00 per night
- The AOA contracted concessions can be viewed under More About this Rate drop down. However, during the booking process attendees are still required to check the boxes quoting the prevailing fees to confirm the reservation. Please note all information under More About this Rate are the amounts that will apply to the AOA group rate
- AOA room block closes December 7, 2016 or when sold out
- Reservations should be made early as the AOA room block is once again expected to sell out quickly

5. BUSINESS PARTNER PAYMENT INFORMATION

All payments must be received by, AOA in full, no later than December 30, 2016.

PAYMENT BY CHECK, ADDRESS TO:

AOA Annual Conference
Attn: Richard Jackson
P.O. Box 2177
Chico, CA 95927-2177

PAYMENT BY CREDIT CARD

Business Partner sponsorships may be paid by credit card. There will be a 3% convenience fee assessed for this payment method. The 3% convenience fee applies only to your Business Partner sponsorship commitment amount and is not added to the cost of any additional attendee registration(s). The convenience fee will show at the time of your online check-out. MasterCard, Visa, Discover and American Express accepted.

THANK YOU FOR YOUR SPONSORSHIP

- AOA expects payment within 21 days of invoice date
- Business Partner benefits will not be provided until AOA has received payment for your Business Partner sponsorship
- To ensure inclusion of your company's logo in all print and media materials, AOA must receive your sponsorship payment no later than November 30, 2016
- For sponsorship payments received after November 30, 2016, AOA will do their best to have Business Partner sponsorship information included in materials and media not already produced
- All sponsorship and Business Partner registrations must be paid in full, no later than December 30, 2016

BUSINESS PARTNER SHOWCASE DAYS AND HOURS

- **Sunday:** 12:00 p.m. to 4:00 p.m.
Opening Night Reception will be held in Business Partner Showcase area (Business Partner attendees are not required to staff their display area)
- **Monday and Tuesday:** 9:00 a.m. to 4:00 p.m.

TABLE ASSIGNMENTS

Tables for Premier, Diamond, Platinum, Gold and Silver partners will be provided in the Business Partner exhibit area. Premier and Diamond partners will be provided preferred table placement. Bronze Partners are not provided table space.

BUSINESS PARTNER GIFTS

Business Partners that participate at Silver and above have a gift purchased and awarded by AOA on their behalf during the AOA President's Luncheon on Monday, and the Business Partners Luncheon on Tuesday. Platinum, Diamond, and Gold Business Partner gifts to be given away at Monday's Luncheon. Silver and Premier Business Partner gifts to be given away at Tuesday's Luncheon.

ON-SITE CONFERENCE CHECK-IN

Please visit the Business Partner Registration area located in the Bay View/Sunset Foyer, located in the Paradise Point Conference Center. Upon check in, you will be provided with your name badge and additional conference and Business Partner information.

EACH DISPLAY AREA WILL INCLUDE

At no additional charge

- One table, two chairs
- Electrical access (shared-basic)
- Wireless Internet service will be provided in the Business Partner area. If you require a dedicated internet connection, please contact Fred Neely, fneelyinhb@gmail.com.
- Showcase area is carpeted

SETUP/BREAK DOWN INFORMATION

- Exhibit setup open 9:00 – 11:30 a.m. Sunday, January 8, 2017. All exhibits need to be set up no later than 12:00 p.m.
- Exhibitors that ship direct to hotel: boxes will be available and at your assigned table at 9:00 a.m. on Sunday, January 8th, if all hotel shipping paperwork has been returned to Paradise Point Hotel prior to the event.
- To maximize your exposure as a Business Partner and to be courteous to our members and your fellow Business Partners, we request all Business Partners remain through 4:00 p.m. on Tuesday, January 10, 2017 which is right after the last conference break of the day
- Exhibit break down can begin no earlier than 4:00 p.m. on Tuesday, January 10, 2017
- The conference officially adjourns at noon on Wednesday, January 11, 2017

SHIPPING INSTRUCTIONS PARADISE POINT RESORT AND SPA

Shipments and deliveries will be accepted beginning on January 4, 2017.

1. All Business Partners who will be shipping materials to the conference site must contact Martha Grabarek Senior Convention Services Manager and complete/submit an Exhibitor Form. Once the completed Exhibitor Form has been returned to the hotel, all shipments will be delivered to the Business Partner's designated booth prior to the start of the conference. Packages will also be picked up at the booth by hotel staff for shipping out at the conclusion of the conference.
2. Contact Information
Martha Grabarek
Senior Convention Services Manager
Phone: 858.581.5911
Fax: 858.581.5953
Email: mgrabarek@destinationhotels.com
3. Package delivery to the hotel will be accepted no more than three (3) business days prior to the event date.
4. Paradise Point Resort and Spa will only accept pre-paid packages. The Hotel will refuse any package delivered COD and the Hotel will make no notification to the shipper.
5. The Hotel and AOA will not assume responsibility for any unattended or unsealed and unaddressed boxes left on property in the function space.
6. Paradise Point Resort and Spa shall not be liable for safe or timely arrival of any packages sent to the Hotel. The Hotel and AOA accept no liability for lost, stolen, or damaged goods.
7. Items shipped to the Hotel must be addressed and labeled as follows:
 - a. Exhibitor Company Name
 - b. Booth/Table Number
 - c. Auxiliary Organization Association, Guest Name: _____
 - d. Attn: Martha Grabarek
 - e. Paradise Point Resort and Spa
1404 Vacation Road
San Diego, CA 92109
Box _____ Of _____

AOA NEWCOMER AND BUSINESS PARTNER ORIENTATION

SUNDAY, JANUARY 8, 2017 AT 1:00PM

Please make arrangements to send one representative and any first time attendees from your organization to this orientation. The orientation will provide information on the following topics:

- General Information about AOA
- Business Partner Showcase
- Tuesday's Business Partners Luncheon
- Opportunities to Meet AOA members
- Networking Opportunities
- Learn how to Maximize YOUR AOA Experience

SUNDAY, JANUARY 8, 2017

9:00 AM - 12:00 PM	Business Partner Exhibit Setup (Sunset Ballrooms I-V)
9:00 AM - 5:00 PM	Conference Registration & Information Desk Open (Bay View/Sunset Foyer)
12:00 PM	Conference Begins
12:00 PM - 4:00 PM	Business Partner Showcase Open (Sunset Ballroom)
1:00 PM - 2:00 PM	AOA Newcomer and Business Partner Orientation (Dockside Room)
3:30 PM - 4:00 PM	Refreshment Break with Business Partners "Business Partner Spotlight" (Sunset Ballroom)
6:00 PM - 9:00 PM	Reception Followed by Annual Banquet (Sunset Ballroom/Sunset Deck) (Banquet Sunset Pavillion)

MONDAY, JANUARY 9, 2017

7:30 AM - 4:00PM	Conference Registration & Information Desk Open (Bay View/Sunset Foyer)
7:30 AM - 9:00 AM	Business Partner Breakfast: Doing Business With the CSU and AOA Auxiliary Enterprises (Dockside Room)
9:00 AM - 4:00PM	Business Partner Showcase Open (Sunset Ballroom)
10:15 AM - 10:45 AM	Refreshment Break with Business Partners "Business Partner Spotlight" (Sunset Ballroom)
12:00 PM - 1:30 PM	AOA President's Luncheon (Platinum, Diamond, and Gold Business Partner Gift Give-Away) (Sunset Pavilion)
3:00 PM - 3:30 PM	Refreshment Break with Business Partners "Business Partner Spotlight" (Sunset Ballroom)
6:00 PM - 10:00 PM	Dinner on your own in San Diego with Business Partners (Buses provided from hotel and back to San Diego Gas Lamp, Little Italy and Old Town Areas)

TUESDAY, JANUARY 10, 2017

7:30 AM - 4:00PM	Conference Registration & Information Desk Open (Bay View/Sunset Foyer)
9:00 AM - 4:00 PM	Business Partner Showcase Open (Sunset Ballroom)
10:15 AM - 10:45 AM	Refreshment Break with Business Partners "Business Partner Spotlight" (Sunset Ballroom)
12:00 PM - 1:30PM	Luncheon with Business Partners (Silver and Premier Business Partner Gift Give-Away) (Sunset Pavilion)
3:00 PM - 3:30 PM	Refreshment Break with Business Partners "Business Partner Spotlight" (Sunset Ballroom)
4:00 PM - 5:00 PM	Business Partner Exhibit Break Down
6:30 PM - 10:00 PM	Closing Event - AOA Luau at Paradise Cove (flip flops, shorts and sweatshirts)

WEDNESDAY, JANUARY 11, 2017

7:30 AM - 11:00 AM	Conference Registration & Information Desk Open (Bay View/Sunset Foyer)
10:15 AM - 10:45 AM	Refreshment Break (Paradise Foyer)
12:00 PM	Conference Adjourns

PREMIER PARTNERS



DIAMOND PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



A SPECIAL THANK YOU TO OUR 2016 BUSINESS PARTNERS