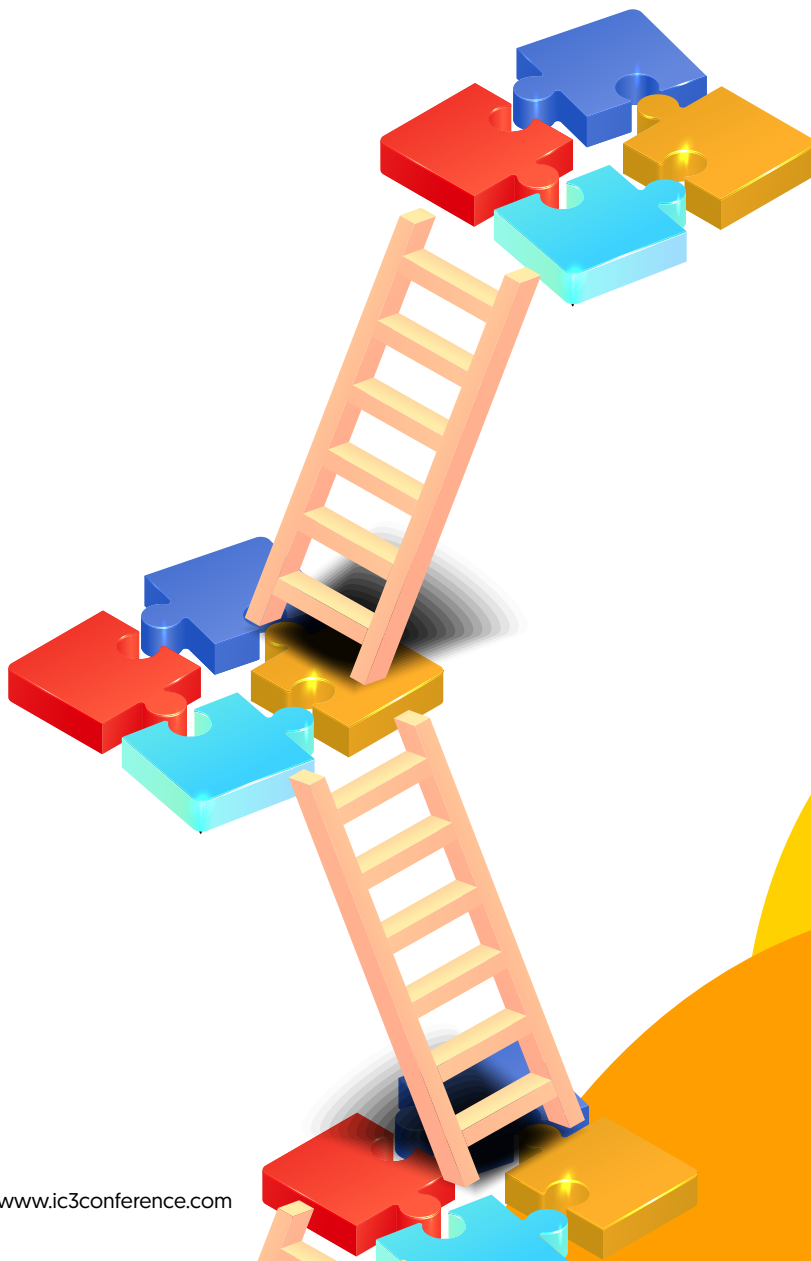




2022 Annual IC3 Conference
**Sponsorship
Opportunities**

**24 & 25
AUGUST 2022**



ABOUT IC3

Expected to attract 1,000+ delegates, the 2022 Annual IC3 Conference will be held in a hybrid format, as a high-profile discussion forum with leading high schools globally, together with undergraduate admissions representatives from colleges and universities from all around the world. All hybrid events and sessions during the two days of the conference and most of the pre- and post-conference events will be an integrated experience, with live events accessible to delegates in-person at the conference venue in India and simultaneously virtually through a virtual platform from anywhere in the world. The networking opportunities will be offered both in-person and live virtually.

IC3 GOALS



Encourage dialogue and collaboration to support the role of school-based counseling that guides the ambitions of students seeking best-fit higher education institutions



Build a community of like-minded professionals to encourage ethical, supportive and thoughtful contribution to the post-high school transition process to university



Drive sustainable growth of high schools and universities through collaboration across countries

REACH & ENGAGE THE COMMUNITY THAT MATTERS TO YOU

- Achieve brand recognition amongst an influential group of decision-makers and leaders in the education community
- Create a meaningful impact on high school counselors and international universities
- Capture delegates' attention through an influential sponsorship platform that is most relevant to your objectives and intended audience
- Help to support IC3 goals, and encourage growth and collaboration for this community

ANNUAL CONFERENCE AT-A-GLANCE

Day 1 [24 August 2022]: ~8:00am – 9:00pm IST

Day 2 [25 August 2022]: ~8:00am – 5:00pm IST

A range of pre- and post-conference opportunities and events on 22, 23, 26 & 27 August 2022

- Delegates will include high school directors, principals and school-based career and college counselors; college and university admissions leaders and representatives; pre-approved organization representatives
- Two days of keynote addresses and focused breakout sessions
- A high school exhibit event and a university exhibit event
- Gala dinner and other planned networking opportunities
- IC3 Expo [sponsor exhibit area]

BENEFITS OF SPONSORING THE ANNUAL IC3 CONFERENCE

School Impact in 2021

India: 292 Global: 95

5th Annual IC3 Conference
Statistics:

- 387 high schools globally
- 225,500+ students impacted through school reach

651

high school delegates

University Impact in 2021

India: 16 Global: 143

5th Annual IC3 Conference
Statistics:





- 255 university delegates
- 159 universities

255

university delegates

Branding & Advertising

Get exposure and publicity through:

-  Print
-  Emails
-  Newsletters
-  Web
-  Mobile
-  Social Media & more

Monthly web views

9,600+

Email Reach

22,000+

Social Media Followers

9,300+

Engagement & Interaction*

Opportunity for interaction with target audiences through:

-  Receptions
-  Fair & Symposium
-  Exhibits
-  IC3 Scholars Reception & more

2021 Registrants

985+

Countries Represented

58

Conference Week Perks*

For the conference, you may receive:

-  Complimentary registration(s)
-  Exhibit table at the IC3 Expo OR Virtual Exhibit Room
-  Complimentary Fair & Symposium registration(s)

Days of events

6

2021 Sessions

50+

*Specific benefits vary according to sponsorship category.

SPONSORSHIP OPPORTUNITIES

Premier Sponsorships

Category	Amount	Limit	Page	
Host	\$50,000	1	7	RESERVED
Co-Host	\$25,000	2	8	RESERVED
Technology Partner	\$25,000	1	9	RESERVED
IC3 Expo Pavilion	\$25,000	-	10	
IC3 Institute Graduation & Gala Dinner	\$15,000	2	11	RESERVED
IC3 India Awards	\$15,000	1	11	RESERVED
Opening Plenary	\$15,000	1	12	RESERVED
University Exhibits	\$15,000	2	12	RESERVED
High School Exhibits	\$15,000	2	13	
Platinum	\$12,500	3	13	RESERVED
Badge & Lanyard	\$12,500	1	14	RESERVED
Closing Plenary	\$10,000	1	14	RESERVED
Diversity & Access Partner	\$10,000	-	15	

Classic Sponsorships

Category	Amount	Limit	Page	
Gold	\$7,500	-	16	
Conference Bag	\$7,500	2	16	RESERVED
Sustainability Partner	\$7,500	-	17	
Breakfast Series	\$6,000	3	17	RESERVED
Reception Series	\$6,000	3	18	
Silver	\$5,000	-	18	
Lunches & Networking Breaks	\$5,000	4	19	
Local University Visit	\$5,000	2	19	
IC3 Presidential Forum	\$5,000	4	20	
Pre-Conference Workshop: Level 1 for High School Delegates	\$5,000	2	21	RESERVED
Pre-Conference Workshop: Level 2 for High School Delegates	\$5,000	2	22	RESERVED
Conference Pen	\$5,000	1	22	

SPONSORSHIP OPPORTUNITIES

Exhibition & Advertising

Category	Amount	Limit	Page	
Exhibit Consortium (minimum of 4 tables)	\$2,700/table	-	23	
Exhibit Table	\$3,000	-	23	
Program Full-Page Ad: Inside Front Cover	\$2,000	1	24	RESERVED
Program Full-Page Ad: Inside Back Cover	\$1,500	1	24	RESERVED
Program Full-Page Ad	\$1,000	-	24	
Program Half-Page Ad	\$600	-	24	
Program Quarter-Page Ad	\$350	-	24	

HOST

\$50,000 • Limit: 1

Branding & Advertising 📣

- Most prominent sponsor branding across all conference collaterals and signage
- Promotional video played at Inauguration (1 minute), provided by the sponsor
- Acknowledgment of sponsorship at Inauguration
- Sponsor logo appears intermittently on back screen during major events
- Sponsor logo on main backdrop in ballroom, and other sponsor signage
- Sponsor logo on conference website top banner
- Sponsor logo and full-page color advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Engagement & Interaction 🗣️

- Speaking role at IC3 Presidential Forum (3-minute welcome address)
- Speaking role at Inauguration (3 minutes)
- Diamond sponsor designation for 2022 IC3 Regional Forums (across 30 cities and 8 countries)

Conference Week Perks ★

- 6 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (8-foot length) and IC3 Expo backdrop* (design provided by the sponsor) OR virtual exhibit room during the along with a sponsor badge displayed on virtual exhibit room cover
- Complimentary registration at Fair & Symposium events during 2022 Annual IC3 Conference week (max. 2 university-based representatives)

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

CO-HOST

\$25,000 • Limit: 2

Branding & Advertising 📣

- Prominent sponsor branding across all conference collaterals and signage
- Promotional video played at Inauguration (45 seconds), provided by the sponsor
- Sponsor logo appears intermittently on back screen during major events
- Acknowledgment of sponsorship at Inauguration
- Sponsor logo on main backdrop in ballroom and other sponsor signage
- Sponsor logo on conference website banner
- Sponsor logo and full-page color advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Engagement & Interaction 🗣️

- Speaking role at Pre-Conference Workshops (3-minute welcome address)

Conference Week Perks ★

- 4 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover
- Complimentary registration on 1 day of choice for Fair & Symposium events during 2022 Annual IC3 Conference week (max. 2 university-based representatives)

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

TECHNOLOGY PARTNER

\$25,000 • Includes exclusive sponsorship of the conference WiFi and conference mobile app, from release of mobile app through the 2022 Annual IC3 Conference. • Limit: 1

Branding & Advertising 📣

- Sponsor acknowledged and logo appears during announcement at Inauguration
- Sponsor logo appears intermittently on back screen during Inauguration
- Sponsor logo on conference website banner
- Sponsor logo and full-page color advertisement in conference program*

Mobile App 📱

- Sponsor logo displayed exclusively on mobile app splash page under “Mobile app brought to you by”
- Sponsor logo displayed exclusively on top banner of mobile app
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Wifi 📶

- Splash page upon WiFi login with URL redirection of sponsor’s choice
- Sponsor customizes the WiFi password
- Sponsor logo on customized cards with login and password info, given to delegates at registration desk
- Sponsor logo on signage with WiFi network and password details placed throughout the conference venue

Virtual Conference Platform 🖥️

- Sponsor acknowledged and logo displayed in Mobile App “how-to” video to be featured in the Virtual Lobby of the virtual conference platform

Conference Week Perks ★

- 3 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

Engagement & Interaction 📊

5th Annual IC3 Conference [2021] Mobile App Statistics:

43,600+

Banner impressions

641

Unique users

Engagement:

41,600+

Actions taken

9,810+

Attendee messages and social media shares

26,900+

Minutes of usage

10,500+

Navigation icon taps

IC3 EXPO PAVILION

\$25,000 • Create a dynamic presence in the IC3 Expo by forming a pavilion of 10 or more geographically linked institutions or organizations. Pavilion exhibitors receive a discounted price on exhibit space and enhanced visibility during the event. Pavilion exhibitors will have the option of customizing their assigned area by incorporating technology, furniture, signage, etc. (to be contracted directly with the convention centre - visit the IC3 Expo webpage for more detail).

High School Impact

5th Annual IC3 Conference (2021) Statistics:

651

total high school delegates

University Impact

5th Annual IC3 Conference (2021) Statistics:

255

total university delegates

Branding & Advertising

- One logo and profile of the pavilion host on IC3 Expo web page
- One logo and profile of the pavilion host in IC3 Expo section of mobile app
- Full page advertisement in conference program

Conference Week Perks

- 640 square feet area in IC3 Expo, the site of all lunch and networking breaks
- Preferential placement in IC3 Expo
- 10 exhibit tables (4-foot length) [optional]
- 10 complimentary 2022 Annual IC3 Conference registrations

For requests for larger pavilions, please contact partnerships@ic3movement.com

IC3 INSTITUTE GRADUATION & GALA DINNER

\$15,000 • During 2022 Annual IC3 Conference: Wednesday, 24 August 2022 • Limit: 2

Branding & Advertising 📣

- Acknowledgment of sponsorship at IC3 Institute Graduation & Gala Dinner event
- Promotional video played at the IC3 Institute Graduation & Gala Dinner event (30 seconds), provided by the sponsor
- Sponsor logo appears intermittently on back screen during IC3 Institute Graduation & Gala Dinner event
- Sponsor logo on conference website
- Sponsor logo and full-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks ★

- 3 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

IC3 INDIA AWARDS

\$15,000 • During 2022 Annual IC3 Conference: Thursday, 25 August 2022 • Limit: 1

Branding & Advertising 📣

- Acknowledgment of sponsorship at IC3 India Awards ceremony, presenting of up to five awards by sponsor representative which may include: Emerging Counselor of the Year Award; Counselor of the Year Award; School of the Year for Transformative Counseling Award; Outstanding Engagement Award; Counseling-Based Approach to Recruitment/Admissions Award
- Promotional video played at IC3 India Awards (30 seconds), provided by the sponsor
- Sponsor logo appears intermittently on back screen during IC3 India Awards
- Sponsor logo on conference website
- Sponsor logo and full-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app
- Sponsor logo on awards plaques/trophies

Conference Week Perks ★

- 3 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

* Deadline for sponsor to provide artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

OPENING PLENARY

\$15,000 • During 2022 Annual IC3 Conference: Wednesday, 24 August 2022 • Limit: 1

Branding & Advertising

- Acknowledgment of sponsorship at Opening Plenary
- Promotional video played at Opening Plenary (30 seconds), provided by the sponsor
- Sponsor logo appears intermittently on back screen during Opening Plenary
- Sponsor logo on conference website
- Sponsor logo and full-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app
- Sponsor logo on plenary speaker recognition plaque

Conference Week Perks

- 3 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

UNIVERSITY EXHIBITS

\$15,000 • During 2022 Annual IC3 Conference: 24 or 25 August 2022 • Limit: 2

University Impact

5th Annual IC3 Conference (2021) Statistics:

159

total unique universities

143

global universities

16

Indian universities

Branding & Advertising

- Logo and silent video or slideshow promotion intermittently looped on back screen during University Exhibits, provided by the sponsor
- Promotional video played in virtual lobby during Virtual University Exhibits (30 seconds)
- Sponsor badge displayed on booth in virtual lobby of Virtual University Exhibits
- Sponsor logo on printed event floor list
- Sponsor logo on conference website
- Sponsor logo and full-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Engagement & Interaction

- Prominently featured table (8-foot length) during University Exhibits (a backdrop is permitted)

Conference Week Perks

- 3 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

HIGH SCHOOL EXHIBITS

\$15,000 • During 2022 Annual IC3 Conference: 24 or 25 August 2022 • Limit: 2

High School Impact

5th Annual IC3 Conference [2021] Statistics:

387

total unique high schools

95

global schools

292

Indian schools

Engagement & Interaction

- Prominently featured table (8-foot length) during High School Exhibits (a backdrop is permitted)

Branding & Advertising

- Logo and silent video or slideshow promotion intermittently looped on back screen during High School Exhibits, provided by the sponsor
- Promotional video played in virtual lobby during Virtual High School Exhibits (30 Seconds)
- Sponsor badge displayed on booth in virtual lobby of Virtual High School Exhibits
- Sponsor logo on printed event floor list
- Sponsor logo on conference website
- Sponsor logo and full-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks

- 3 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

PLATINUM

\$12,500 • Limit: 3

Branding & Advertising

- Acknowledgment at Inauguration
- Sponsor logo appears intermittently on back screen during major events (all Platinum sponsors on one slide)
- Sponsor logo on conference website
- Sponsor logo and full-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks

- 3 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

BADGE & LANYARD

\$12,500 • Limit: 1

High School Impact

5th Annual IC3 Conference [2021] Statistics:

651

total high school delegates

University Impact

5th Annual IC3 Conference [2021] Statistics:

255

total university delegates

Branding & Advertising

- Sponsor logo on badge holder and lanyard
- Sponsor logo on conference website
- Sponsor logo in conference program*

Conference Week Perks

- 2 complimentary 2022 Annual IC3 Conference registrations

CLOSING PLENARY

\$10,000 • During 2022 Annual IC3 Conference: Thursday, 25 August 2022 • Limit: 1

Branding & Advertising

- Acknowledgment of sponsorship at Closing Plenary
- Promotional video played at Closing Plenary (30 seconds), provided by the sponsor
- Sponsor logo appears intermittently on back screen during Closing Plenary
- Sponsor logo on conference website
- Sponsor logo and half-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app
- Sponsor logo on plenary speaker recognition plaque

Conference Week Perks

- 2 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

DIVERSITY & ACCESS PARTNER

\$10,000

High School Impact

5th Annual IC3 Conference [2021] Statistics:

137

scholars

29

countries

18

Indian states

Branding & Advertising

- Sponsor logo on conference website
- Sponsor logo and half-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Engagement & Interaction

- Each sponsor's contributions go towards supporting conference expenses for approximately 15-20 IC3 Scholars, including their registration fees, arranging of accommodation with IC3 Host Schools and limited travel (based on need)
- Separate reception organized where the sponsor will be invited to meet the IC3 Scholars and present information about their organization in a 3-minute address

Conference Week Perks

- 2 complimentary 2022 Annual IC3 Conference registration

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

GOLD

\$7,500

High School Impact

5th Annual IC3 Conference (2021) Statistics:

651

total high school delegates

University Impact

5th Annual IC3 Conference (2021) Statistics:

255

total university delegates

Branding & Advertising

- Sponsor logo on conference website
- Sponsor logo and half-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks

- 2 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

CONFERENCE BAG

\$7,500 • Limit: 2

High School Impact

5th Annual IC3 Conference (2021) Statistics:

651

total high school delegates

University Impact

5th Annual IC3 Conference (2021) Statistics:

255

total university delegates

Branding & Advertising

- Sponsor logo on conference website
- Sponsor logo in conference program*
- Logo on one side of conference bag
- Sponsor logo on conference e-bag to be shared electronically with all registrants

Conference Week Perks

- 1 complimentary 2022 Annual IC3 Conference registration

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.

NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

SUSTAINABILITY PARTNER

\$7,500 • Sustainability partners will be recognized as leaders in supporting the acceleration of sustainable development initiatives in education.

Branding & Advertising 📣

- Sponsor logo on conference website
- Sponsor logo and half-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks ★

- 2 complimentary 2022 Annual IC3 Conference registrations
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

BREAKFAST SERIES

\$6,000 • Host one-hour breakfast(s) on Thursday, 25 August 2022 for up to 50 conference attendees and present information about your organization (up to 3 concurrent breakfasts). The Breakfast Series will take place in the IC3 Conference hotel (room and light breakfast with tea/coffee provided by IC3) • Limit: 3

Branding & Advertising 📣

- Sponsor logo on conference website
- Sponsor logo and quarter-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Engagement & Interaction 🗣️

- 1 official invitation email to be sent by IC3 to all conference registrants prior to conference (sponsor to manage registration)

Conference Week Perks ★

- 1 complimentary 2022 Annual IC3 Conference registration

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

RECEPTION SERIES

\$6,000 • Host one-hour early evening reception(s) on Wednesday, 24 August 2022 for up to 50 conference attendees and present information about your organization (up to 3 concurrent receptions). The Reception Series will take place in the IC3 Conference hotel (room and appetizers provided by IC3). Please note that IC3 supports alcohol-free events • Limit: 3

Branding & Advertising 📣

- Sponsor logo on conference website
- Sponsor logo and quarter-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Engagement & Interaction 🗣️

- 1 official invitation email to be sent by IC3 to all conference registrants prior to conference (sponsor to manage registration)

Conference Week Perks ★

- 1 complimentary 2022 Annual IC3 Conference registration

SILVER

\$5,000

High School Impact 📊

5th Annual IC3 Conference (2021) Statistics:

651

total high school delegates

University Impact 📊

5th Annual IC3 Conference (2021) Statistics:

255

total university delegates

Branding & Advertising 📣

- Sponsor logo on conference website
- Sponsor logo in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks ★

- 1 complimentary 2022 Annual IC3 Conference registration
- Exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

LUNCHES & NETWORKING BREAKS

\$5,000 • During 2022 Annual IC3 Conference: Wednesday, 24 August 2022 and Thursday, 25 August 2022 • Limit: 4

High School Impact

5th Annual IC3 Conference [2021] Statistics:

651

total high school delegates

University Impact

5th Annual IC3 Conference [2021] Statistics:

255

total university delegates

Branding & Advertising

- Prominent sponsorship of all lunches and networking breaks throughout the 2022 Annual IC3 Conference displayed by food and beverage stations
- Sponsor logo on conference website
- Sponsor logo and quarter-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks

- 1 complimentary 2022 Annual IC3 Conference registration

LOCAL UNIVERSITY VISIT

\$5,000 • Post-Conference: Friday, 26 August 2022 • Host a 3-hour visit on your campus for an estimated 30-50 conference attendees (after Annual IC3 Conference). Host university to provide buses/transportation and a meal for the visitors. There may be up to two visits per day • Limit: 2

Branding & Advertising

- Sponsor logo on conference website
- Sponsor logo and quarter-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks

- 1 complimentary 2022 Annual IC3 Conference registration

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

IC3 PRESIDENTIAL FORUM

\$5,000 • Pre-Conference: Tuesday, 23 August 2022 • Held at a local IC3 Host School, this is an invitation-only event for approximately 100+ senior educators from India and around the globe. This forum will focus on important areas of discussion in the field of higher education, such as the changing landscape of careers and workforce skills, curricula, cross-border educational partnerships, how to prepare students to excel in college, and more. At this highly prestigious event, sponsors have an amazing opportunity to raise brand awareness with 100+ thought leaders in the education industry • Limit: 4

Event Impact

2021 IC3 Presidential Forum Statistics

226

total attendees

24

global participants

202

Indian participants

Branding & Advertising

- Sponsor logo on IC3 Presidential Forum signage and on event agenda
- Sponsor logo on invitation cards to be sent to 1,500+ school principals and leaders (deadline: 15 April 2022)
- Sponsor logo on conference website
- Sponsor logo and quarter-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Conference Week Perks

- 1 complimentary 2022 Annual IC3 Conference registration

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

PRE-CONFERENCE WORKSHOP: LEVEL 1 FOR HIGH SCHOOL DELEGATES

\$5,000 • Pre-Conference: Monday, 22 August 2022 • The IC3 Institute organizes this full-day foundational level training workshop for approximately 50+ high school counselors, to be held at a local IC3 Host School. Sponsorship of this event presents an incredibly valuable opportunity for organizational branding in a top-tier city and with key school-based influencers. • Limit: 2

Event Impact

2021 IC3 Pre-Conference Workshop: Level 1
Statistics:

134

attendees

114

schools represented

84

cities represented

Branding & Advertising

- Sponsor logo on printed materials for this specific event
- Sponsor logo on workshop invitations to be shared digitally to the entire IC3 network
- Sponsor logo on conference website
- Sponsor logo and quarter-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Engagement & Interaction

- Speaking opportunity and video promotion at Pre-Conference Workshop (total of 5 minutes), provided by the sponsor

Conference Week Perks

- 1 complimentary 2022 Annual IC3 Conference registration

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

PRE-CONFERENCE WORKSHOP: LEVEL 2 FOR HIGH SCHOOL DELEGATES

\$5,000 • Pre-Conference: Tuesday, 23 August 2022 • The IC3 Institute organizes a full-day, intermediate level training workshop for approximately 50+ high school counselors to be held at a local IC3 Host School. Sponsorship of this event presents an incredibly valuable opportunity for organizational branding in a top-tier city and with key school-based influencers. • Limit: 2

Event Impact

2021 IC3 Pre-Conference Workshop: Level 2 Statistics:

147

attendees

116

schools represented

82

cities represented

Branding & Advertising

- Sponsor logo on printed materials for this specific event
- Sponsor logo on workshop invitations to be shared digitally to the entire IC3 network
- Sponsor logo on conference website
- Sponsor logo and quarter-page advertisement in conference program*
- Sponsor logo, name, URL on mobile app
- Sponsor profile in mobile app

Engagement & Interaction

- Speaking opportunity and video promotion at Pre-Conference Workshop (total of 5 minutes), provided by the sponsor

Conference Week Perks

- 1 complimentary 2022 Annual IC3 Conference registration

Conference Pen

\$5,000 • Limit: 1

High School Impact

5th Annual IC3 Conference (2021) Statistics:

651

total high school delegates

University Impact

5th Annual IC3 Conference (2021) Statistics:

255

total university delegates

Branding & Advertising

- Sponsor logo on conference website
- Sponsor logo in conference program*
- Logo on pen (IC3 to provide pens)

* Deadline for sponsor to provide ad artwork file for 2022 Annual IC3 Conference program booklet: 15 July 2022.
NOTE: all digital logos, art files, etc. should be sent to partnerships@ic3movement.com.

EXHIBIT CONSORTIUM

\$2,700 per table (4 minimum)

Draw additional attention to your exhibit area by forming a group of 4 or more geographically linked institutions or organizations. Consortium exhibitors receive a 10% discount on the cost of an individual exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover.

Includes 1 complimentary 2022 Annual IC3 Conference registration per table.

EXHIBIT TABLE

\$3,000

Create a meaningful impact on influential education leaders across the globe by increasing brand awareness and encouraging growth for the counseling community with an exhibit table in IC3 Expo (4-foot length) OR virtual exhibit room during the hours of the virtual IC3 Expo along with a sponsor badge displayed on virtual exhibit room cover.

Includes 1 complimentary 2022 Annual IC3 Conference registration.

PROGRAM FULL-PAGE AD: INSIDE FRONT COVER

\$2,000 (Limit: 1)

The most prominent placement for your ad is the inside front cover, which has a 40% increase in ad recall. Get the most out of your print advertising in the IC3 Conference Program, given to ALL attendees.

PROGRAM FULL-PAGE AD: INSIDE BACK COVER

\$1,500 (Limit: 1)

Attract additional attention by placing your ad on the inside back cover of the IC3 Conference Program, given to ALL attendees, which has a 21% increase in ad recall over standard full-page ads.

PROGRAM FULL-PAGE AD

\$1,000

Make a lasting impression with a full-page ad in the IC3 Conference Program, given to ALL attendees.

PROGRAM HALF-PAGE AD

\$600

Increase brand awareness to conference attendees through a half-page ad in the IC3 Conference Program, given to ALL attendees.

PROGRAM QUARTER- PAGE AD

\$350

Promote your brand to conference attendees through a quarter-page ad in the IC3 Conference Program, given to ALL attendees.

SPONSORSHIPS AT-A-GLANCE

	Cost	Branding & Advertising					Engagement & Interaction			Conference Week Perks		Additional Benefits
		VIDEO PLAYED DURING EVENT	LOGO ON SCREEN DURING EVENT(S)	WEBSITE PRESENCE	CONFERENCE PROGRAM AD	MOBILE APP PRESENCE	SPEAKING ROLE	OTHER (RECEPTION, OUTREACH, ETC.)	CONFERENCE REGISTRATION(S)	EXHIBIT TABLE AT IC3 EXPO OR VIRTUL ROOM EXHIBIT		
PREMIER SPONSORSHIPS												
Host	\$50,000	●	●	Logo on top banner	Full	●	2	●	6	●	Logo on main backdrop in ballroom. Most prominent sponsor branding across all collateral and signage. Complimentary registration at Fair & Symposium events during 2022 Annual IC3 Conference week (max. 2 university-based representatives). Diamond Sponsor designation for 2022 IC3 Regional Forums.	
Co-Host	\$25,000	●	●	Logo on top banner	Full	●	1		4	●	Logo on main backdrop in ballroom. Prominent sponsor branding across all collateral and signage. Complimentary registration on 1 day of choice for Fair & Symposium events during 2022 Annual IC3 Conference week (max. 2 university-based representatives).	
Technology Partner	\$25,000		●	Logo on top banner	Full	●			3	●	Exclusive logo on splash pages for WiFi and mobile app. Exclusive logo on mobile app top banner. Prominent sponsor branding across all WiFi and mobile app signage.	
IC3 Expo Pavilion	\$25,000			●	Full	●			10	●		
IC3 Institute Graduation & Gala Dinner	\$15,000	●	●	●	Full	●			3	●		
IC3 India Awards	\$15,000	●	●	●	Full	●			3	●	Logo on awards.	
Opening Plenary	\$15,000	●	●	●	Full	●			3	●	Logo on plenary plaque.	
University Exhibits	\$15,000	●	●	●	Full	●			3	●	Prominent table at event. Logo on event handout.	
High School Exhibits	\$15,000	●	●	●	Full	●			3	●	Prominent table at event. Logo on event handout.	
Platinum	\$12,500		●	●	Full	●			3	●		
Badge & Lanyard	\$12,500			●					2		Logo on badge holder and lanyard.	
Closing Plenary	\$10,000	●	●	●	Half	●			2	●	Logo on plenary plaque.	
Diversity & Access Partner	\$10,000			●	Half	●	●	●			Supports approximately 15-20 IC3 Scholars. IC3 Scholars Reception.	
CLASSIC SPONSORSHIPS												
Gold	\$7,500			●	Half	●			2	●		
Conference Bag	\$7,500			●					1		Logo on one side of conference bag. Logo on e-bag.	
Sustainability Partner	\$7,500			●	Half	●			2	●		
Breakfast Series	\$6,000			●	Quarter	●	●		1		Official invitation email sent to all registrants.	
Reception Series	\$6,000			●	Quarter	●	●		1		Official invitation email sent to all registrants.	
Silver	\$5,000			●		●			1	●		
Lunches & Networking Breaks	\$5,000			●	Quarter	●			1		Logo displayed throughout all food and beverage stations.	
Local University Visit	\$5,000			●	Quarter	●			1		Host a 3-hour visit on your campus for ~30-50 conference attendees.	
IC3 Presidential Forum	\$5,000			●	Quarter	●			1		Logo on invitations, event signage and materials.	
Pre-Conference Workshop: Level 1 for High School Delegates	\$5,000	●		●	Quarter	●	●		1		Logo on invitations, event signage and materials.	
Pre-Conference Workshop: Level 2 for High School Delegates	\$5,000	●		●	Quarter	●	●		1		Logo on invitations, event signage and materials.	
Conference Pen	\$5,000			●							Logo on pen.	

SPONSORSHIPS AT-A-GLANCE

	Cost	Branding & Advertising					Engagement & Interaction			Conference Week Perks	
		VIDEO PLAYED DURING EVENT	LOGO ON SCREEN DURING EVENT(S)	WEBSITE PRESENCE	CONFERENCE PROGRAM AD	MOBILE APP PRESENCE	SPEAKING ROLE	OTHER (RECEPTION, OUTREACH, ETC.)	CONFERENCE REGISTRATION(S)	EXHIBIT TABLE AT IC3 EXPO OR VIRTUAL ROOM EXHIBIT	
EXHIBITION & ADVERTISING											
Exhibit Consortium	\$2,700/table								1 per table	4 minimum	
Exhibit Table	\$3,000								1	1	
Program Full-Page Ad: Inside Front Cover	\$2,000				Full						
Program Full-Page Ad: Inside Back Cover	\$1,500				Full						
Program Full-Page Ad	\$1,000				Full						
Program Half-Page Ad	\$600				Half						
Program Quarter-Page Ad	\$350				Quarter						

2022 ANNUAL IC3 CONFERENCE SPONSORSHIP AGREEMENT

Organizations are welcome to apply for multiple sponsorship packages. Please contact partnerships@ic3movement.com with questions or to learn more about Annual IC3 Conference sponsorship opportunities.

Terms and Conditions

1. IC3 Conference is managed by UnivAssist Inc. ["Organizer"]. The Organizer reserves the right, without liability, in its sole discretion, to accept or refuse any sponsorship application. References to the "event" mean the event as it will or may be held in physical or virtual format.
2. The laws of the state of New Jersey shall govern the validity and interpretation of these Terms and Conditions [these "Terms"] without regard to conflicts of law principles.
3. Sponsorship Applicant ["Applicant" or "Sponsor"] will pay all fees, charges, and expenses for its application when due and on demand. If the Organizer seeks any legal recourse or remedy to collect any amount due from the Applicant, all charges related to the collection of any unpaid amount [including Organizer's legal fees] will be the responsibility of the Applicant.
4. Applicant will be invoiced for payment, unless paid by credit card, upon the Organizer's receipt of the application. Applications are not subject to cancellation by the Applicant. The invoice will reflect the full cost of the registration fee, which is NON-REFUNDABLE and which will be due within 15 days of the application date or 60 days prior to the start of the event, whichever is earlier. Please be advised that neither expiration of payment due dates nor failure to pay the invoice will terminate the obligation to pay the application fee pledged to the Organizer irrespective of participation in the event or any other circumstances.
5. If the Sponsor is planning on attending the event, along with the names of each proposed attendee, Sponsor must submit the name of one person to be its representative in connect with installation, operation, and removal of any exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Sponsor shall be responsible. The Sponsor shall assume all risk and responsibility for any person being in attendance affiliated with the Sponsor, throughout all exposition periods, and the representative shall be responsible for keeping the exhibit neat, staffed, and orderly at all times.
6. All attendees shall abide by all rules, regulations, policies, procedures and protocols whether imposed by the Organizer or legal authorities, and each person must agree to, and pass, any and all health screenings. If any person who is in attendance becomes ill, can no longer participate in a proper manner, or does not comply with health or safety protocols, such person may be removed from the event without any liability to Organizer.
7. In addition to strict compliance with local and national laws and policies, as well as those imposed by the Organizer, the conference venue itself, and any other accommodation, health and safety protocols may include:
 - a. A written attestation by each person each day confirming that he or she has not tested positive or possibly been exposed to the COVID-19 virus or other communicable disease within the then prior 14 days and assuring compliance with all health and safety protocols.
 - b. Health screening, thermal and other assessment, upon entry to the conference areas and onsite each day.
 - c. Mask/face coverings to be worn at all times, covering nose and mouth [and other personal protective equipment may also be required].
 - d. Frequent handwashing with soap and water.
 - e. Social distancing, maintaining at least a 6-ft distance from others.
8. It is the responsibility of Sponsor and each person attending the event to keep up to date and review legal requirements and the conference website frequently for current policies, which are subject to change at any time up to and during the event. The Organizer reserves the right at any time, even during the event, in its sole discretion, to implement and enforce rules that are more stringent than any then current legal requirements or third party polices, and all persons must adhere to all such rules.
9. It is the responsibility of the Sponsor and each person attending to immediately notify the Organizer of such person's ailment, illness, or suspected exposure to the COVID-19 virus or other communicable disease.
10. Organizer reserves the right, without liability, in its sole discretion, to make changes or postponements to the event

Terms and Conditions

including format, daily schedule, dates, cities, and technology used.

11. If the Organizer determines in its sole discretion that for any reason it is not prudent or desirable to conduct the event, whether due to health or safety concerns for attendees, service providers or the public, or otherwise, or if the Organizer is unable to conduct the event in its physical attendance format for any reason, including Force Majeure (defined in Section 13 below), Applicant will not be entitled to any refund but, instead, Sponsor will be directed to participate in the virtual format of the event, if being conducted.
12. If the Organizer is unable to conduct the event in its virtual format, in its sole discretion, due to health or safety concerns for attendees, service providers or the public or due to any Force Majeure (defined in Section 13 below), Applicant will not be entitled to any refund but, instead, to the extent not expended for the originally scheduled event (whether its intended physical format or its virtual format), any or all amounts paid by Applicant shall be credited towards a rescheduled or future event.
13. If any event is changed or rescheduled for any reason and notice is not feasible, Organizer will use reasonable commercial efforts, to the extent not prevented or hindered by Force Majeure or health or safety concerns, to schedule an alternative event. "Force Majeure" means any cause beyond the reasonable control of Organizer, including failure of technical facilities; technological problems, error, interruption or failure; Act of God; natural disaster; accident; fire; flood; inclement weather; labor dispute; riot or civil commotion; act of public enemy; war; military action; public health crisis; disease; pandemic; virus; epidemic; national security; governmental, court, regulatory or administrative act or order; law, regulation or rule; act or threat of terrorism; national day of mourning; strikes; civil unrest; airport or other transportation closings or delays; travel warnings or advisories; emergency announcement or news bulletin; inability to obtain supplies; delays in transportation; or embargo.
14. The Organizer will not be liable for the actions or omissions of independent suppliers or other third parties, including Internet, Web services technology providers, and the event venue, and the Organizer makes no representation or warranty concerning the nature or quality of any services provided by such parties.
15. Organizer reserves the right, without liability, in its sole discretion to deny entry to or to remove any person, including any sponsor, delegate, participant, or third party from the event.
16. The Organizer will not provide any compensation, refund or credit, nor be liable for any fees, charges, or expenses paid or owed by Applicant to any third party, including for travel, accommodations, transportation, Internet service providers, or Web based meeting providers [e.g. Facetime, Zoom, etc.].
17. To the extent permitted by law and otherwise so long as the applicable minimum legal requirements are met by the Organizer for the production of the event at the event site, the Organizer will not be liable if any person is exposed to COVID-19 or any other communicable disease or contracts COVID-19 or any other communicable disease, whether during any travel, stay, transportation or attendance at the event or otherwise.
18. The Organizer will market the event to endeavor to drive participation but makes no guarantee about the number of participants at the event or the recognition of the event.
19. The Organizer does not endorse the programs, products, or services of the participating individuals, institutions, organizations.
20. Promotional activity is limited to the confines of space assigned by the Organizer. Sponsors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, service providers or any other third party in any display, parent and subsidiary companies of Sponsor excepted. Sponsor will not share, publish, post or disseminate any conference participant's data or use any such data for mass mailings or any other purpose other than as permitted by the participant for the Sponsor's internal purposes.
21. In order to maintain a professional atmosphere, prevent copyright infringement, and maintain a code of ethics, the Organizer does not permit the videotaping, recording, or photography of any event proceedings, including sessions, discussions, keynote addresses, fairs, exhibits, workshops or receptions, without prior express written permission from the Organizer.
22. The Organizer may choose to record with or without video, or photograph, the event or portions of the event. Applicant waives the right to notice of any such recording or photography and waives the right to inspect or approve versions of such images or recordings used for publication or the written copy that may be used in connection with the images or the recordings. The Organizer is permitted, although not obligated, to include Applicant's name as a credit in connection with such images or recordings.
23. As further condition and consideration of sponsorship of the event and to promote the event and future events, Applicant grants to the Organizer and its assigns, licensees, and successors the irrevocable royalty free right to use Applicant's image (including any logo), name and voice, as applicable to persons speaking, in all forms and media,

Terms and Conditions

including photograph, video and other imaging or recording, and including for advertising, throughout the world in perpetuity.

24. Applicant assumes all responsibility for and will indemnify, defend, and hold harmless the Organizer and its affiliates, subsidiaries, directors, managers, officers, members, shareholders, partners, employees, agents and insurers (“Organizer Indemnitees”) from any and all claims, demands, suits, expenses (including legal fees), and liability (“Liabilities”) for any damage, loss, harm or injury to any invitee, attendee, or participant, or any property, of the Applicant or any of its affiliates, subsidiaries, directors, managers, officers, members, shareholders, employees, trustees, or agents and also any Liabilities arising out of Sponsor’s application for, sponsorship of, travel to, or participation in, the event, including the use of conference premises, as applicable.
25. These Terms and the Sponsorship Package and each of their attachments represent the entire agreement between the Applicant and the Organizer on the subject matter of the event and may not be altered unless mutually agreed upon in writing.
26. If any provision of these Terms or the application of any provision to either the Organizer or the Applicant is held by a court of competent jurisdiction to be invalid or contrary to any law, the remaining provisions of these Terms will remain in full force and effect and the invalid or unenforceable provision shall be modified to the minimum extent to render such provision valid and enforceable. The use of the word “or” means “and/or.” The terms “include,” “includes” or “including” are not exclusive and are inclusive, and mean include, includes or including, “without limitation.” These Terms will not be construed or interpreted to the disadvantage of Sponsor as the drafting party.

2022 ANNUAL IC3 CONFERENCE SPONSORSHIP AGREEMENT

Sponsorship Category

Check the box to select a sponsorship category

Premier Sponsorships

- Host: \$50,000
- Co-Host: \$25,000
- Technology Partner: \$25,000
- IC3 Expo Pavilion: \$25,000
- IC3 Institute Graduation & Gala Dinner: \$15,000
- IC3 India Awards: \$15,000
- Opening Plenary: \$15,000
- University Exhibits: \$15,000
- High School Exhibits: \$15,000
- Platinum: \$12,500
- Badge & Lanyard: \$12,500
- Closing Plenary: \$10,000
- Diversity & Access Partner: \$10,000

Classic Sponsorships

- Gold: \$7,500
- Conference Bag: \$7,500
- Sustainability Partner: \$7,500
- Breakfast Series: \$6,000
- Reception Series: \$6,000
- Silver: \$5,000
- Lunches & Networking Breaks: \$5,000
- Local University Visit: \$5,000
- IC3 Presidential Forum: \$5,000
- Pre-Conference Workshop: Level 1 for High School Delegates: \$5,000
- Pre-Conference Workshop: Level 2 for High School Delegates: \$5,000
- Conference Pen: \$5,000

Exhibition & Advertising

- Exhibit Consortium: \$2,700/table (minimum of 4 tables)
- Exhibit Table: \$3,000
- Program Full-Page Ad: Inside Front Cover: \$2,000
- Program Full-Page Ad: Inside Back Cover: \$1,500
- Program Full-Page Ad: \$1,000
- Program Half-Page Ad: \$600
- Program Quarter-Page Ad: \$350

Organization Information

Organization

Contact First Name

Contact Last Name

Designation/Title

Address

City

State

Country

Postal Code

Phone

Email

Website

Method of Payment

Check

Wire Transfer

Credit Card

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

Authorizing Signature:

Date