

Dear NASPA Exhibitor!

I am pleased, on behalf of the western regions of the National Association of Student Personnel Administrators (NASPA), to invite you to participate in our Western Regional Conference. The conference will be held in Tucson, Arizona on November 10-12, 2005. This is an excellent opportunity for you to make contacts and get exposure to Student Personnel Administrators from across the western United States and Canada.

The Western Regional Conference is a joint meeting with NASPA's Region V and VI which draws approximately 300 student affairs officers from Washington, Oregon, Idaho, Montana, Nevada, Utah, Alaska, Alberta, British Columbia, California, Arizona, Hawaii and Guam.

This year we are asking corporations such as yours to consider sponsoring specific aspects of the conference. There are a variety of events to sponsor including the closing luncheon, a continental breakfast, a coffee break, and more. Sponsoring such events would allow your organization an opportunity to be mentioned during our luncheon as well as to have your name tied to the event in all of our publications and promotions. Sponsor satisfaction is one of the highest priorities throughout this conference and we will make every effort to guarantee maximum exposure via event recognition, program printing and conference attendee listing.

In addition to event sponsorship there is also the opportunity to exhibit wares in front of the meeting rooms of the conference hotel. The exhibit area will be the locale for all conference breaks. These efforts have proven to draw in a crowd of conference attendees, thus making the exhibit area a heavily trafficked and popular site. Both exhibitors and major sponsors will enjoy a reception with the Senior Student Affairs Officers at the conference. Additionally, when your company registers as a conference exhibitor and/or sponsor, we will advertise your company name and logo on our conference website (please send me your logo).

Exhibitors and those sponsoring at certain levels will receive a free conference registration which will allow you to attend sessions, meals, and to interact with attendees through the conference! This has proven to be very useful to past exhibitors—we certainly hope you will take us up on our offer.

Attached is an Agreement for Sponsorship and Exhibition Space that outlines a number of options for corporate sponsorship as well as exhibitor registration details. Your sponsorship will make possible key programmatic features of the conference. We are also open to other ideas you may have to collaborate with NASPA. I appreciate the opportunity to discuss sponsorship of the conference and/or exhibit hall participation with you. If I may be of service in answering questions or providing additional information, please do not hesitate to contact me at dsuite@usc.edu or by phone at 213-740-2080. Thank you in advance for your consideration.

Sincerely,

Denzil J. Suite
Exhibits and Corporate Sponsorship Chair