Celebrating our 15th Year Anniversary in 2012

SPONSORSHIP OPPORTUNITIES
Join PESC in
Celebrating our 15th Year Anniversary in 2012

GREETINGS FROM PESC – THE POSTSECONDARY ELECTRONIC STANDARDS COUNCIL!
Established in 1997 at the National Center for Higher Education and located in Washington, D.C., PESC is a 501(c)(3) non-profit, community-based, umbrella association of colleges and universities; college and university systems; professional and commercial organizations; data, software & service providers; non-profit organizations & associations; & state & federal government agencies.

FOR THE COMMUNITY, BY THE COMMUNITY, IN SUPPORT OF STUDENT ACHIEVEMENT!
Powered by the strength of volunteers from its membership base, PESC maintains a trusting, open and transparent environment. With this unique community perspective, together we are breaking down costly, proprietary barriers, and we have mapped out a common, strategic path for the future.

UNLOCKING THE POWER OF DATA!
This path includes continued development of common data standards, establishment and support of data networks and infrastructure, common authentication and web services protocols enterprise-wide, seamless connections bridging postsecondary education systems to secondary and labor and workforce systems, and an eye on emerging technologies like social networking.

ACTIVATING INTEROPERABILITY ACROSS THE EDUCATION LIFECYCLE!
PESC envisions national and international interoperability, that is a trustworthy, inter-connected environment built by and between communities of interest in which data flows seamlessly from one system to another and throughout the entire eco-system when and where needed without compatibility barriers but in a safe, secure, reliable, and efficient manner.
Support PESC as a
15th Year Anniversary Sponsor

ORGANIZATIONS CAN NOW SPONSOR PESC ONCE AND COVER ALL OF 2012!

AS A 15TH YEAR ANNIVERSARY SPONSOR, YOUR ORGANIZATION:

- helps promote this mission
- enables community-based development, collaboration and implementable solutions
- is showcased as a leader in education data systems & technology & a stakeholder in the overall mission of ensuring the advancement & improvement of student achievement
- is marketed by PESC throughout the 2012 calendar year on the PESC website & at all events and activities at which PESC will have a major presence and/or exhibitor booth

WITH SPONSORSHIP OF PESC, YOUR ORGANIZATION BENEFITS:

- support and direct participation in development of PESC Approved Standards
- improved quality of student data in and connectivity between education and labor and workforce data systems
- shared resources focused on maximizing the value and integrity of your technology
- facilitation of trusted, real-time data exchange enabling portability of education data
- coordination in aligning data systems and improving data comparability
- collaboration w/ all stakeholders for the greater common good of student achievement
### PESC EVENTS FOR 2012

PESC staff attend each of these events and support an exhibitor booth at which your organization’s sponsorship will be displayed.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Dates</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>NCES Annual MIS Conference</strong></td>
<td>February 14-17, 2012</td>
<td>Sheraton</td>
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<tr>
<td><strong>Sungard Summit '12</strong></td>
<td>March 26-29, 2012</td>
<td>Mandalay Bay</td>
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<tr>
<td><strong>PESC Spring 2012 Data Summit</strong></td>
<td>May 2-4, 2012</td>
<td>Wynn</td>
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<tr>
<td><strong>ARUCC 2012 Conference</strong></td>
<td>June 25-28, 2012</td>
<td>Marriott</td>
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<tr>
<td><strong>NCES STATS-DC Conference</strong></td>
<td>July 2012</td>
<td>Mayflower</td>
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<tr>
<td><strong>SHEEO Annual Policy Conference</strong></td>
<td>August 7-10, 2012</td>
<td>Chicago</td>
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<tr>
<td><strong>PESC Fall 2012 Data Summit</strong></td>
<td>October 17-19, 2012</td>
<td>Four Seasons</td>
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<tr>
<td><strong>EDUCAUSE Annual Conference</strong></td>
<td>November 6-9, 2012</td>
<td>Denver Convention Center</td>
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- The **NCES Annual MIS Conference**, hosted by NCES primarily for states, is comprised of 3 days of concentrated information about best practices, innovative ideas, current issues & practical how-to advice about management information systems for K-12 education.

- The **Sungard Summit '12**, hosted by SunGard Higher Education annually as a user meeting, attracts 6,000 attendees from over 1,300 institutions plus numerous providers and stakeholders from across the international education spectrum.

- The **PESC Spring 2012 Data Summit**, hosted by PESC annually primarily for its Members, is a working meeting that focuses on open community development, integration and implementation, maintenance and exchange of data and data standards.

- The **ARUCC 2012 Conference**, hosted by ARUCC every other year primarily for Canadian stakeholders, brings in 300-400 Registrars from across all Canadian colleges and universities.

- The **NCES STATS-DC Conference**, hosted by NCES primarily for states, is comprised of 3 days of concentrated information about best practices, innovative ideas, current issues & practical how-to advice about management information systems for K-12 education.

- The **SHEEO Annual Policy Conference**, is hosted by SHEEO primarily for its Members and education stakeholders, highlights current political and strategic issues that impact public higher education.

- The **PESC Fall 2012 Data Summit**, hosted by PESC annually primarily for its Members, is a working meeting that focuses on open community development, integration and implementation, maintenance and exchange of data and data standards.

- The **EDUCAUSE Annual Conference**, hosted by EDUCAUSE primarily for its Members and IT stakeholders, attracts 5,000 attendees from all over the world and focuses on global IT issues.

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NCES: National Center for Education Statistics of the US Department of Education  
ARUCC: Association of Registrars of Universities and Colleges of Canada  
SHEEO: State Higher Education Executive Officers
Support Collaboration as a 15th Year Anniversary Sponsor

ATTENDEES AT PESC 2011 DATA SUMMITS

PESC hosts two Data Summits each year, one in the Spring one in the Fall. Data Summits focus on open community development, integration and implementation, maintenance and exchange of data and data standards. Access, data quality, overall connectivity & political factors that drive information systems and interoperability are also discussed.

In continuing its mission of transparent, community-based collaboration, Data Summits are held in partnership with the AACRAO SPEEDE Committee, the Common Education Data Standards (CEDS) Initiative and Consortium & the US Department of Education.
Expand Your Market as a 15th Year Anniversary Sponsor

PESC WEBSITE STATISTICS
over the past 12 months

- Over 14,000 unique visitors that visited the PESC website over 22,000 times to view over 53,000 pages

- The top items viewed:
  - High School and College Transcripts (both EDI & XML)
  - Spring and Fall Data Summits

- Visitors to the PESC website came from over 135 countries with the leading countries:
  
  79% USA
  8% Canada
  2% India

  Plus hundreds of visitors from Brazil, China, Germany, Indonesia, Romania, Spain & the UK.
$10,000  |  BENEFITS OF DIAMOND SPONSORSHIP
- All benefits listed below, plus two (2) additional complimentary registrations (for a grand total of four (4)): two (2) for the Spring 2012 Data Summit and two (2) for the Fall 2012 Data Summit
- Designation as Premier Sponsor and the option to address attendees during General Sessions at both Spring and Fall 2012 Data Summits
- Organization name and/or logo listed or displayed prominently above GOLD, SILVER & BRONZE Sponsor logos where applicable
- Organization can include one complimentary, full-page advertisement to run in THE STANDARD for every edition published in 2012.

$7,500  |  BENEFITS OF GOLD SPONSORSHIP
- All benefits listed below, plus two (2) complimentary registrations: one (1) for the Spring 2012 Data Summit and one (1) for the Fall 2012 Data Summit
- Organization name and/or logo listed or displayed prominently above SILVER & BRONZE Sponsor logos where applicable
- Organization provided with one exhibit table for display of marketing materials at both the Spring and Fall 2012 Data Summits
- At ARUCC 2012 Conference and SHEEO Annual Policy Conference, organization can display marketing materials at PESC booth

$5,000  |  BENEFITS OF SILVER SPONSORSHIP
- All benefits listed below, plus attendee list provided prior to both Spring & Fall 2012 Data Summits
- Organization name and/or logo listed or displayed prominently above BRONZE Sponsor logos and with direct hyperlink to organization’s homepage where applicable

$2,500  |  BENEFITS OF BRONZE SPONSORSHIP
- Organization can display marketing materials at the registration tables for both the Spring and Fall 2012 Data Summits
- Organization name and/or logo listed or displayed prominently on the PESC homepage; and for PESC Spring & Fall Data Summits, on the Summit registration pages and in the programs
- At NCES Annual MIS Conference, SunGard Summit ’12, ARUCC 2012 Conference, NCES STATS-DC Conference, SHEEO Annual Policy Conference and EDUCAUSE Annual Conference, organization name and/or logo listed or displayed at PESC exhibitor booth
- Organization name and/or logo listed or displayed in all marketing, press releases and newsletters throughout 2012
Please support PESC and sign up to be a 15th Year Anniversary Sponsor!

To sponsor, please complete this form and send it along with a check payable to:

**Postsecondary Electronic Standards Council**  
**1250 Connecticut Avenue NW**  
**Suite 200**  
**Washington, D.C. 20036**

Fax: 202-261-6517  
PESC’s tax ID# is 52-2179499

Organizations can also sponsor certain events and activities individually. Individual Sponsorship Opportunities packets are available and posted online at www.PESC.org.

For more information or if you would like to pay your sponsorship by credit card or if your organization is interested in alternative sponsorship opportunities, please contact:

Jennifer Kim  
PESC Director of Membership Services  
202.261.6514  
Jennifer.Kim@PESC.org

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Please sign up to be a 15th Year Anniversary Sponsor!

**YES**, please list my organization as a:

- **DIAMOND Sponsor** $10,000
- **GOLD Sponsor** $7,500
- **SILVER Sponsor** $5,000
- **BRONZE Sponsor** $2,500

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**Signature & Date**

**NO**, my organization is unable to sponsor but please notify me of future opportunities.