ANNUAL SPONSORSHIP OPPORTUNITIES
2014
GREETINGS FROM PESC!

Established in 1997 and headquartered in Washington, D.C., PESC is a 501(c)(3) non-profit, community-based, umbrella association of data, software & service providers; professional and commercial organizations; colleges and universities; college and university systems; local, state and federal government agencies; and non-profit organizations & associations.

FOR THE COMMUNITY, BY THE COMMUNITY, IN SUPPORT OF STUDENT ACHIEVEMENT!

Powered by the dedication of volunteers from its membership base, PESC maintains a trusted, open & transparent collaborative environment. With this unique community perspective, PESC is breaking down costly, proprietary barriers & has mapped out a common, strategic path for the future.

UNIFYING THE EDUCATION DOMAIN AROUND INTEROPERABILITY!

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.

ENABLING PORTABILITY AS EDUCATION’S ONLY STANDARDS-SETTING BODY!

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.
ORGANIZATIONS CAN NOW SPONSOR PESC ONCE

AND COVER ONE FULL YEAR!

AS AN ANNUAL SPONSOR, YOUR ORGANIZATION:

- is marketed by PESC throughout the 2014 calendar year on the PESC website & at all events and activities at which PESC will have a major presence and/or exhibitor booth
- helps promote this mission of open, transparent & collaborative interoperability
- enables community-based development, collaboration and implementable solutions
- is showcased as a leader in data systems & technology & a stakeholder in the overall mission of ensuring the advancement & improvement of student achievement

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

INVESTING FOR THE GREATER COMMON GOOD OF STUDENT ACHIEVEMENT
PESC EVENTS FOR 2014

PRESENT YOUR ORGANIZATION AS A LEADER IN EDUCATION TECHNOLOGY

- **NCES ANNUAL MIS CONFERENCE**
  - **FEBRUARY 2014**
  - TBD | Washington DC

- **ELLUCIAN LIVE 2014**
  - **APRIL 6-9, 2014**
  - Anaheim Convention Ct

- **PESC SPRING 2014 DATA SUMMIT**
  - **APRIL 30-MAY 2, 2014**
  - Public Hotel | Chicago

- **ARUCC**
  - **JUNE 15-18, 2014**
  - Concordia Univ. | Montreal

- **NCES STATS-DC CONFERENCE**
  - **TBD**

- **SHEEO ANNUAL POLICY CONFERENCE**
  - **AUGUST 5-7, 2014**
  - Grand Hyatt | Denver

- **PESC FALL 2014 DATA SUMMIT**
  - **TBD**

- **EDUCAUSE ANNUAL CONFERENCE**
  - **SEPT 29-OCT 2, 2014**
  - Orlando Convention Center

- **The Annual MIS Conference**, by NCES primarily for states, is 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 Ellucian Live**, presented as a user meeting, brings together users from SunGard Higher Education and Datatel, attracting 8,500 attendees from over 1,300 institutions plus providers & stakeholders across the international education spectrum.
- **The Spring 2014 Data Summit**, by PESC annually primarily for Members, is a working meeting that focuses on open community development, integration and implementation, maintenance and exchange of data and data standards.
- **This Canadian Conferences**, hosted by ARUCC, meets every other year primarily for Canadian registrars and student data stakeholders, brings in 300-400 Registrars from across all Canadian colleges and universities.
- **The STATS-DC Conference**, by NCES primarily for states, is 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 Fall 2014 Data Summit**, by PESC annually primarily for 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 3,500 attendees from all over the world and focuses on global IT issues.
PESC hosts two Data Summits each year, one in the Spring and 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.

MULTIPLE STAKEHOLDERS | ONE VISION | FOR THE EDUCATION DOMAIN
SPONSORSHIP LEVELS

$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 Data Summit and two (2) for the Fall Data Summit
- Designation as Premier Sponsor and the option to address attendees during General Sessions at both Spring and Fall 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 throughout the year.

$7,500 | BENEFITS OF GOLD SPONSORSHIP

- All benefits listed below, plus two (2) complimentary registrations: one (1) for the Spring Data Summit and one (1) for the Fall 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 Data Summits
- At Canadian Conferences 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 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 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, Ellucian Summit, Canadian 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 the year
SPONSORSHIP FORM

JOIN THE LEADERS IN EDUCATION TECHNOLOGY

Please support PESC and sign up to be an ANNUAL SPONSOR!

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

PESC
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.

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
1250 Connecticut Avenue NW
Suite 200
Washington, D.C. 20036

Please sign up to be an ANNUAL SPONSOR!

Yes, please list my organization as a:

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

Organization Name
Contact Person and Title
Street Address
City, State and Zip
Phone
Fax
Email Address
Payment Amount

Signature & Date

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