



EMEA Conference

21 - 24 April • London

SPONSOR & EXHIBITOR MENU



***Navigating Career Expectations:
A Talent Playbook***

Table of Contents

What is MBA CSEA.....	3
Why Sponsor MBA CSEA?.....	3
2023 EMEA Conference Highlights.....	4
2024 Sponsor & Exhibitor Packages.....	5
2024 Sponsor & Exhibitor Policies.....	6
Additional Sponsorship Opportunities.....	9



**MBA Career Services
& Employer Alliance**

More than an association. A community.

What is the MBA Career Services & Employer Alliance?

MBA CSEA brings together MBA/Master's in Business career services professionals and employers for networking, professional development, and conversations that drive the future of the industry. We do this through collaborative events, community discussions and relevant data and research.

Learn more:
www.mbacsea.org



Why Sponsor MBA CSEA?

This coming April in London, career services professionals and employers from the EMEA region and beyond will come together to network, learn and discuss managing expectations and creating talent pipelines across the globe.

Your participation as a sponsor or exhibitor allows you to meet and network with managers and decision-makers in a friendly, welcoming environment to brand your company as a provider of value to the business school and recruitment marketplace.

Participating as a sponsor or exhibitor will allow you to:

- Connect with graduate business career management and recruiting professionals from top universities and corporations worldwide.
- Learn more about our members' pain points and demonstrate how your products and services can make their jobs easier.
- Build lasting relationships with key decision-makers.
- Increase brand awareness and your company's image.
- Obtain new contacts and enhance relationships with existing clients.

2023 EMEA Conference Highlights

3 Days

22

Sessions

139

Attendees

Geographies Represented



Belgium, Canada, China, France, Germany, Ireland, Italy, Netherlands, Singapore, Spain, Switzerland, United Kingdom, United States

Attendee feedback

“

It was rewarding connecting and networking with career professionals and employers from across the globe.

”

“

The quality of the programme, speakers and sessions combined with networking opportunities with like-minded professionals enables us to innovate and deliver a better service to our community.

”

“

I benefitted a lot from the exchange with and insights from colleagues from other schools.

”

Job Titles Represented

- Assistant Dean, Career Center
- Director of Careers
- Director of Postgraduate Careers
- Executive Director, Head of Career Center
- Global Director, Career Development Centre
- Head of Leadership and Career Development
- Talent Acquisition Manager
- Senior Careers Consultant



SPONSOR & EXHIBITOR PACKAGES

Benefits	Diamond* € 6,000	Platinum* € 5,000	Gold € 3,800	Silver € 2,500	Bronze € 2,200	Exhibitor € 1,800
Ability to deliver a virtual product pitch to the Board of Directors	10 minutes	5 minutes				
Access to attendee email list (opt-in only)	●	●				
Standalone email sent to all conference attendees	●	●				
Ability to submit an article for an MBA CSEA e-newsletter or blog, including a product/services pitch	●	●				
Company logo on signage in high traffic areas	●	●	●			
Company logo on bags provided to all attendees	●	●	●			
Opportunity to provide marketing materials for all attendee bags	●	●	●	●		
Advertisement in printed program	Full page	Full page	Half page	Quarter page		
Sponsorship of event indicated. Includes signage at session, recognition in program, materials handed out during session	Gala	Opening Reception	Keynote, panel, or lunch**	New Member Orientation	Break, Breakout session or mobile app**	
Speaking opportunity during sponsored session	5 minutes	5 minutes	3 minutes	3 minutes	2 minutes	
Callouts on social media before the event	●	●	●	●		
Complimentary conference registration	unlimited	6	4	3	2	2
Table in the Exhibit Hall during networking breaks (2 days, twice per day)	●	●	●	●	●	●
Company logo and link featured on the conference web site	●	●	●	●	●	●
Company information included in pre-conference email sent to all attendees	●	●	●	●	●	●
Sponsor/Exhibitor profile in printed program	●	●	●	●	●	●
2 annual memberships in MBA CSEA	●	●	●	●	●	●
Profile in mobile app, including logo, video, contact information, links to resources and social media links	●	●	●	●	●	●
Option to provide item for the attendee prize giveaway	●	●	●	●	●	●

*One package available for Diamond and Platinum levels.

**Session selections are on a first-come, first-served basis based on when packages are confirmed.

***Includes access to all sessions unless they are designated for a specific audience.

SPONSOR & EXHIBITOR POLICIES

Registration

Sponsorship and Exhibitor packages include full registration for a specified number of attendees, based on the package. Additional attendees must pay for the entire conference in order to attend any part of it. Exhibit hall-only passes are not available.

All attendees registering within a package must represent the company purchasing the package. Organizations may not share packages with other organizations that would qualify to attend the conference as a vendor. One exhibitor company is allowed per booth in the Exhibit Hall.

Deadlines

The Sponsor & Exhibitor Registration deadline is **March 8, 2024**. Additional deadlines will be shared as they become available. Deadlines are firm unless communication is received from MBA CSEA stating otherwise.

Cancellation Policy

Please view our conference cancellation policy, available on our web site, for more details.

Shipping Exhibit Materials

Companies are responsible for all expenses associated with shipping items to and from the conference. The committee will provide a shipping address and additional details as soon as they are available.

Advertisement and Logo Specifications

A full list of specs, including size and file format, will be provided as available.

Payment

Payment is due immediately upon registering and must be received in full prior to the conference.

Exhibit Space

All packages include a table in Exhibit Hall, if desired. Space available for each organization varies for each conference, depending on the conference hotel and Exhibit Hall layout. The committee will inform companies of the amount of space allocated. Each organization is entitled to one space and must keep ALL materials within the parameters of that space. Exhibitors will be asked to remove any items that extend beyond the designated exhibitor space.



SPONSOR & EXHIBITOR POLICIES CONT.

Exhibit Space cont.

Space in the Exhibit Hall is allocated taking into account current contribution level, years of support, space available, layout, and other considerations. The conference committee and staff spend a large amount of time carefully arranging the space in the Exhibit Hall in an equitable manner. To avoid delays in the planning process, no changes can be made to the Exhibit Hall layout on-site.

Additional Promotions

Exhibitors may provide additional promotions for attendees such as door prizes within their space in the Exhibit Hall.

The Exhibit Hall is the designated area for vendors to showcase their products and services to conference attendees. We make a concerted effort to attract attendees to this area so they can learn about the opportunities for maximum engagement. As a courtesy to the attendees and conference speakers, we request that companies do not place any advertising or promotional items in areas other than their designated booth space within the Exhibit Hall. Signs, brochures, fliers and other materials may not be handed out in any other conference rooms or spaces. Promotional displays may not extend beyond the booth area.

Insurance of Exhibit Space

The Exhibit Hall is not monitored by MBA CSEA or hotel staff. MBA CSEA does not take responsibility for items left in the Hall. It is the responsibility of the exhibiting organization to remove valuables from the exhibit area when not being attended.

Company-hosted Events

Sponsors and Exhibitors may not host public or private events for conference attendees during the conference meals, activities or programming. Doing so compromises conference attendance and minimizes the work of the conference committee. MBA CSEA will provide a list of dates and times that are approved for company-hosted events upon request.



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SPONSOR & EXHIBITOR POLICIES CONT.

Additional Tips to Maximize Event Success

We appreciate your taking the time to attend our conference and hope you will find the event beneficial. Our volunteer conference committee and staff have worked hard to ensure we are providing you with the best experience to allow you to maximize your investment in our event. The following tips are based on feedback from our conference attendees and are designed to ensure you utilize the event to the fullest extent while maintaining a positive relationship with our membership.

- Whenever possible, make sure there are members of your team present at your table in the Exhibit Hall, especially during breaks and other open networking times. This is the best time to network with our attendees, and we want to make sure you take advantage of it!
- If possible, provide incentives for people to give you their business card or contact information, such as giveaways or discounts on your products or services.
- Our members appreciate thoughtful, respectful approaches and are not comfortable with aggressive sales tactics. Please keep this in mind when approaching people during the conference.
- MBA CSEA committee volunteers donate their time and resources to the organization to help ensure the conference is a success for everyone involved. The outreach they conduct with sponsors and exhibitors is provided as a service to the organization. We request that companies please refrain from aggressively pursuing sales opportunities with conference committee and other volunteers.
- The purpose of our conferences is for our school and employer members to meet, learn, network and share information that will allow them to enhance their careers and their teams. We allow vendors to attend conference sessions where programming is offered as a courtesy, as we are aware that vendors can provide value to the conversations based on your experience in the marketplace. We also believe it enhances the value to your company because of the increased networking opportunities. As a courtesy to our members and program presenters, we request that vendors do not promote their products or services during conference programming. Product promotions or explanations to groups can only take place in the time and spaces designated by the conference committee.

MBA CSEA reserves the right to deny future conference participation to sponsors or exhibitors that are in violation of policies or who behave in an inappropriate or disrespectful way to MBA CSEA staff hotel/event staff, and/or volunteers.

Sponsors and exhibitors will be asked to sign a contract agreeing to the above terms prior to registering for the conference.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

We have a number of additional opportunities to enhance your brand to our membership, including our APAC and Global Conferences, as well as Virtual Boot Camps and other digital opportunities. Visit our web site to learn more!

<https://www.mbacsea.org/se>