



# Association of Retirement Organizations in Higher Education

## Association Office

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Dear Colleague,

The Association of Retirement Organizations in Higher Education (AROHE), a non-profit association of college and university retiree organizations, will hold its biennial international conference in Middletown, CT, hosted by Wesleyan University on October 14 -17, 2010.

Attendees will consist of institutional representatives and retired faculty and staff from colleges and universities across the nation and Canada representing well over 100,000 individuals, most of whom are 62 years of age or older. These leaders will share best practices on organizing, financing and operating retiree organizations. AROHE members' assistance is critical for helping higher education institutions prepare to serve the increasing number of post-career faculty and staff.

AROHE is on the cutting edge - by recognizing the importance of retirees in higher education - and we invite corporations and other organizations to join us in offering creative strategies for faculty and staff to continue to serve the institutions and communities to which they have devoted decades of their lives, intellects, and creative energies.

The AROHE Board invites your organization to be present at the 2010 AROHE Conference to exhibit and discuss its products and services. We encourage you to lend your support to this very important effort to assist unprepared colleges and universities to serve their retired faculty and staff and their communities in new and better ways.

A variety of opportunities exist to recognize your support of AROHE, and we encourage you to contact us with your ideas and suggestions for creative ways to participate with us.

Please do not hesitate to contact any of us with questions or ideas. We look forward to speaking with you soon.

Best regards,

Dr. Barry Culhane, President  
Dr. Janette Brown, Executive Director

Association of Retirement Organizations in Higher Education

EIN: 91-2157286

<b>AROHE</b> <b>SPONSORSHIP OPPORTUNITIES*</b>	<b>FRIEND</b> <b>\$500</b>	<b>LEGACY</b> <b>\$1,000</b>	<b>BRONZE</b> <b>\$1,500</b>	<b>SILVER</b> <b>\$2,500</b>	<b>GOLD</b> <b>\$5,000</b>	<b>PREMIER</b> <b>\$10,000</b>
Complimentary conference registration for 2 sponsor representatives					✓	✓
Complimentary conference registration for 1 sponsor representative			✓	✓		
Half-page ad in conference program						✓
Quarter-page ad in conference program					✓	
Eighth-page ad in conference program				✓		
Small Business size ad in conference program			✓			
Recognition of sponsor support throughout the conference	✓	✓	✓	✓	✓	✓
Company listed in program and on the AROHE Conference website as a sponsor	✓	✓	✓	✓	✓	✓
Official ribbon badges for the company's representatives	✓	✓	✓	✓	✓	✓
Your company <b>LOGO</b> posted on the AROHE Conference website + linked to your company web site		✓	✓	✓	✓	✓
Affiliate membership in AROHE				✓	✓	✓
Your own reserved 6' table for company displays and materials			✓	✓	✓	✓
Company's materials available on a shared sponsors' table	✓	✓				
Premier Sponsor acknowledgement in Chronicle of Higher Education Conference Announcement						✓
Sponsor noted at the Conference as premier sponsor of a luncheon						✓
Recognition as Premier AROHE Sponsor in media conference promotion						✓
Your company logo on the AROHE conference bag						✓
Authorization to include small company logo gift in AROHE conference bag if desired					✓	✓

\* See next page for advertising options if not attending the conference.

[info@arohe.org](mailto:info@arohe.org)

## ADVERTISING ONLY\*

Charges for *sponsors who are not present at the Conference*

*\*Page 4 illustrates Conference Program Ad sizes for all AROHE sponsors.*

\*All ads should be delivered in CMYK process color at 300 dpi

\*File Formats Accepted: jpeg, tiff, pdf, eps (make sure to include or outline fonts)

**\$4,000 Half page ad** in program, logo on the AROHE Conference web site with live link to sponsor site, sponsor materials available on part of a sponsor table with sponsor poster on a stand at the table  
*3.875 inches wide by 5 inches tall*

**\$2,000 Quarter page ad** in program, logo on the AROHE Conference web site with live link to sponsor site, sponsor materials available on part of a sponsor table with sponsor poster on a stand at the table  
*3.875 inches wide by 5 inches tall*

**\$1,500 - Eighth page ad** in program, logo on the AROHE Conference web site with live link to sponsor site, sponsor materials available on part of a sponsor table with sponsor flyer in a clear plastic stand on the table  
*3.875 inches wide by 2.5 inches tall*

**\$1,000 - Business card ad** in the program (size is slightly smaller than a typical business card), sponsor logo on the conference web with live link to sponsor site, sponsor materials available on part of a sponsor table with sponsor flyer in a clear plastic stand on the table  
*3 inches wide x 1.625 inches tall*

**\$500 – Company Name listed** in program, on the AROHE Conference web site, and materials available on a resource table

**For an additional \$2,000** a sponsor can have their logo on the AROHE conference bag.

**For an additional \$1,000** a sponsor can provide a small gift imprinted with their company logo that we will insert into the conference bags.



## AROHE Program Advertising Specifications

Association of Retirement Organizations in Higher Education

All ads should be delivered in CMYK process color at 300 dpi  
File Formats Accepted: jpg, tiff, pdf, eps (make sure to include or outline all fonts)

**Premier AROHE Sponsor**

**\$10,000**

Half Page: 8"x5"

(Ad only: \$4,000)

**Gold AROHE Sponsor**

**\$5,000**

Quarter Page: 3.875"x5"

(Ad only: \$2,000)

**Silver AROHE Sponsor**

**\$2,500**

3.875"x2.5"

(Ad only: \$1,500)

**Bronze AROHE Sponsor**

**\$1,500**

3.875"x1.625"

(Ad Only: \$1,000)