June 12-14, 2011          Sheraton San Diego Hotel & Marina          San Diego, CA

The Educational Policy Institute’s Annual Retention Conference provides opportunities for exhibiting, sponsorship, and advertising. This year’s conference looks like it could be our biggest in years, based on the number of proposals for presentations received. We will have the most breakout sessions ever, with 65 concurrent sessions, plus our plenary sessions. Already confirmed are America’s Got Talent winner Neal Boyd, Leading Scholar and Publisher of Postsecondary Opportunity Tom Mortenson, and several others. We invite you to get involved with EPI and maximize your exposure to our membership. Visit our website for more details on each of the marketing opportunities available to you.

For questions, please contact Emma Puydupin at epuydupin@educationalpolicy.org or call (703) 875-0701.

Attendee Profile
The conference averages between 200-350 participants. At the only conference dedicated solely to the discussion of retention issues, deans, directors, coordinators, and administrators from across the country share successful strategies to student retention. These professionals represent colleges, universities, institutes, and schools that are dedicated and working to improve student success. The following is a breakdown of retention conference attendees:

- 80% Postsecondary Education
- 20% Primary/Secondary Education, others

Exhibit Opportunity
There are many advantages to participating with EPI: corporate name recognition, networking opportunities, a target audience, and leads for sales. Get involved and showcase your services and products to professionals from high schools, as well as two-year, four-year, and career colleges. Exhibit space is available for a limited number of interested companies.
Exhibitor package rates (per booth) are $1,200 for Non-Profit and $1,800 for Commercial exhibitors. The booth space is 10’ X 10’. Please note that space is limited and exhibitors will be assigned on a first-come, first-served basis. Please fill out the attached Exhibitor Application and send it to us to participate. All registrations and payments must be received by April 15, 2011.

Some Exhibitor Benefits Include:

- Exhibitor Badges
- Additional Registrations Available at Early Bird Rate
- Company Listing and Description in Conference Program and EPI Web Site
- One (1) Conference Bag Insert
- Fully Dedicated Exhibit Times
- Opportunity to Purchase Attendee Contact List

Become a sponsor of Retention 2011 and show participants your support of student retention and success at the only international conference dedicated to this issue. Sponsors will reach leaders in education at the secondary and post-secondary levels, policymakers from state and federal government, and philanthropic and other leaders. All sponsors of Retention 2011 will be recognized at all events and listed in all promotional material, including:

- Retention 2011 conference program,
- EPI and StudentRetention.org websites,
- Retention 2011 Conference Poster,
- Retention 2011 electronic and print advertising material,
- Student Success, EPI’s quarterly report on student retention,
- Education this Week, EPI’s weekly newsletter.

Sponsorship of Retention 2011 provides your company with a cost-effective, proprietary opportunity to the following:

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<th>Platinum</th>
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- Sponsorship of the 2011 Annual Retention Awards Luncheon
- Sponsorship of the Opening Reception
- Sponsorship of one Coffee Break during Retention 2011

Companies may also sponsor an event or a conference item. Sponsorship items include luncheons, coffee breaks, receptions, name badge holders, notepads, tote bags, and other items.

Program Advertising
Advertising in Retention 2011’s Conference Program is a great way to reach a large group of influential student retention professionals. To place an ad, please visit our website and fill out the on-line application form. If you are paying by check, please indicate this on the form. Your application will not be complete until your payment has been received.