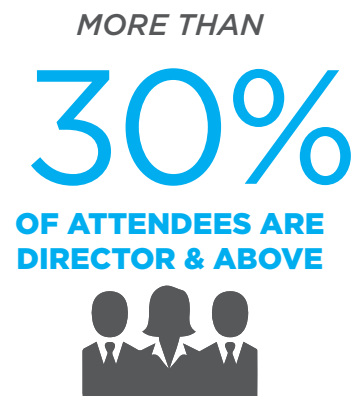




WHY SPONSOR TDU GLOBAL?

In this, the conference's 15th year, TDU Global will grow to more than 400 attendees from leading higher education institutions. Join international education influencers, leaders, and decision makers in discussions about the challenges facing our industry. Explore how your partnership with Terra Dotta can help drive success!

By the numbers:



Institutions that have attended in the past:

- University of Michigan
- Pennsylvania State University
- Ohio State University
- Texas A&M University
- University of Arizona
- Northwestern University
- University of Kentucky
- Emory University
- Temple University
- University of Delaware
- Clemson University
- Georgetown University
- Yale University
- University of Colorado Boulder
- University of Texas at El Paso
- Macalester College
- Peralta Community Colleges District



BENEFITS OF SPONSORING

- Access to **more than 400 attendees**.
- **Complimentary advertising** on our conference website and mobile app with your company description. Terra Dotta approval required.
- **Professional development:** stay up-to-date on the latest international education industry topics, trends, and technologies through our robust educational content.
- One-on-one personal **access to Terra Dotta leadership:** network with Terra Dotta leadership and build support for a more engaged partnership, from sales and marketing to partner and product management.
- **Elevate your brand** through our event marketing opportunities: **connect attendees with your company** outside of your booth space through engagement and experience-focused activations.
- Access to **speaking opportunities:** sponsors and exhibitors can highlight their own personal case studies with their Terra Dotta customers in the form of a partner presentation (exhibitors may submit proposals and, if chosen to present, may purchase speaking opportunities). Deadlines Apply.
- **Additional badges available** for purchase. Company representative attendance subject to Terra Dotta approval and limits apply based on package.



April 20-22, 2020 | Glendale, Arizona | #TDUG2020

SPONSORSHIP PACKAGES

Terra Dotta’s annual user conference, TDU Global, attracts international educators from both study abroad and international student/scholar offices from more than 600 institutions of higher education. Subject matter ranges from innovative use of technology and process efficiency to duty of care and travel risk management. Sponsors can get exposure to prospective customers through tiered packages or by purchasing *à la carte*.

OPPORTUNITY	DESCRIPTION/COMMENTS	DIAMOND \$12,500	PLATINUM \$8,000	GOLD \$5,000	SILVER \$2,500
Sponsorships Available		1	2	3	4
Attendee Registrations	Full access to all receptions and sessions. The number of included attendee registrations is shown at right. More can be purchased <i>a la carte</i> .	4	3	2	2
Exhibit Table	Draping and chairs in a common area for display of literature and other promotional or give-away items. Includes one attendee registration if purchased <i>a la carte</i> . If TD Connect partner, 50% discount.	•	•	•	•
Recognition of sponsor level in the conference program		•	•	•	•
Featured logo and sponsor website link on conference registration site		•	•	•	•
Recognition in the opening keynote and closing sessions		•	•	•	•
Recognition in pre-conference communications		•	•	•	
Organize/present a session	*Co-presenting with TD client(s). Subject to Terra Dotta approval and available space	•	•	•	
Logo in the conference program (app)		•	•		
Five-minute presentation to the conference attendees		•	•		
Keynote Sponsorship	Recognition in association with keynote speaker announcements. Five minutes to address all attendees and to introduce the speaker.	•			

À-la-carte options on following page.



April 20-22, 2020 | Glendale, Arizona | #TDUG2020

SPONSORSHIP OFFERS À LA CARTE

In addition to the sponsorship packages, we offer the following à-la-carte sponsorship options. Availability for some offers is limited, as indicated in parentheses below.

OPPORTUNITY	DESCRIPTION/COMMENTS	PRICE
Exhibit Table	Chairs and table with draping in common area, for display of literature and/or other promotional or give-away items. Includes one attendee registration if purchased à la carte. If TD Connect partner, 50% discount	\$1,500
Organize/present a session	*Co-presenting with TD client(s). Subject to Terra Dotta approval and available space	\$3,000
Additional Attendee Registrations	Full access to all sessions and receptions. For purchase, in addition to attendees allotted for sponsorship or exhibit	\$850
Karaoke Dinner (1)	Signage, recognition, three-minute speaking opportunity	\$5,000
Welcome Reception (2)	Signage, recognition	\$1,500
Coffee/Snack Break (4)	Signage, AM/PM Tuesday/Wednesday	\$500
Conference WiFi (1)	Recognition alongside information about connecting to conference WiFi	\$1,000
Name badge (1)	Sponsor logo/ad featured prominently on participant name badges	\$5,000
Lanyards (1)	Sponsor branding featured on name badge lanyard	\$1,000
Conference program app (1)	Banner ad displayed prominently in conference mobile app	\$5,000