

Annual Conference

SEPTEMBER 18-19, 2025

JW Marriott Austin





Dear Valued Sponsor,

We invite you to join us for the Enrollment Management Association's 2025 Annual Conference, being held on September 18-19, 2025 in Austin, TX.

The EMA annual conference, which drew more than 1,600 in person attendees last year, is focused solely on the needs of admission professionals and other key constituents with an important stake in independent school enrollment—placement officers, heads of school, and educational consultants.

Our exhibit hall will be centrally located in between all the action of the main ballroom and sessions. Our attendee gifts, EMA Product Showcase, dessert, Block Party with sponsors, and coffee breaks will also be located in the exhibit hall to maximize attendee traffic!

This event is well attended for good reason—it is the largest and most comprehensive independent school enrollment conference in the world, offering professionals at every level in their careers and from a variety of backgrounds the ability to tailor the program to meet their needs. Our speakers are inspiring, the networking opportunities are plentiful.



Christina Dotchin



Joanna Lanzirotti



EMA's pending merger with the Educational Records Bureau (ERB) provides sponsors with a unique opportunity to reach a growing network of schools at our first unified conference for admission and enrollment professionals.

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Conference Stats



90%

Nearly 90% of attendees are

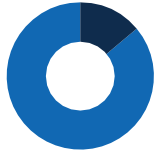
school employees

Other attendees represent community-based organizations, association execs, educational consultants, and vendors

SCHOOL TYPES



57% BOARDING
43% DAY



14% SINGLE GENDER
86% COED

5,000+    

OVER 5,000 FOLLOWERS ON SOCIAL MEDIA



 U.S., Canada, + International Schools are Represented

Conference Stats



1,600+
ATTENDEES



100+
sessions

ATTENDANCE BY ROLE



**Admission Director /
Enrollment Manager**



**Associate / Assistant
Director of Admission**



**Diversity / Inclusion
Directors**



Financial Aid Director



Head of School



**Marketing /
Communications
Directors**



**Secondary School
Placement Director**



Other Roles: Teachers,
Academic Teams &
Support Staff

What past sponsors are saying...

100% » To what degree does EMA deliver what was promised of your conference sponsorship package?

WHAT WERE YOUR TOP 3 BUSINESS OBJECTIVES AT THIS EVENT?

44%

INDUSTRY PARTICIPATION

33%

MEET/RETAIN CURRENT CUSTOMERS

33%

SALES

89%

GATHER NEW PROSPECTS

11%

Upsell Current Customers

44%

BRAND AWARENESS

“Best in class conference and conference staff! Count us in every year!”

“The social opportunities to connect with colleagues and friends are wonderful - I love the balance of work and 'play.'”

“The event overall is managed exceptionally well. There is clearly great care taken in this event and it shows.”

2024 Sponsors



AC25 Sponsorship Opportunities

Sponsorships opportunities are first presented to EMA corporate members and then on a first come, first served basis. See sponsorship levels on the following slides.

To reserve today, email Joanna Lanzirotti at sponsor@enrollment.org.

	Lead 1 Available \$30,000	Diamond 2 Available \$17,500	Platinum 4 Available \$12,500	Gold 10 Available \$10,000	Silver 15 Available \$7,500	Bronze 5 Available \$4,000
Lead Sponsor Choice Exclusive sponsor of either: the meeting Wi-Fi including all Wi-Fi access signage and a custom password, conference Lanyards or official hotel room key cards!	✓					
Official EMA AC '24 Swag Sponsor Your logo will be prominently displayed along with the EMA logo on the official conference swag distributed to all attendees!	✓					
VIP Access Access to exclusive AC '25 invite only events with key EMA stakeholders!	✓					
On Stage Recognition May Speak For 1 Minute During a General Session	✓	✓				
Sponsor Table In sponsor area organized by tier	Two Sponsor Tables with Four Chairs	Two Sponsor Tables with Four Chairs	One Sponsor Table with Two Chairs	One Sponsor Table with Two Chairs	One Sponsor Table with Two Chairs	High Top Table with small retractable sign (No Chair)

	Lead 1 Available \$30,000	Diamond 2 Available \$17,500	Platinum 4 Available \$12,500	Gold 10 Available \$10,000	Silver 15 Available \$7,500	Bronze 5 Available \$4,000
Conference Attendance Additional tickets available at \$200 Discount	6 Full 4 Sponsor Hall	4 Full 2 Sponsor Hall	3 Full 2 Sponsor Hall	2 Full 2 Sponsor Hall	1 Full 1 Sponsor Hall	1 Full
Announcement in App	3 Announcements	2 Announcements	1 Announcement			
Concurrent Session Co-Lead Concurrent Session with a School	✓	✓	Demo Room Session			
Logo on Walk-In Slides During Keynote Addresses	✓	✓	✓	✓	✓	✓
Logo on Marketing Website ac.enrollment.org Organized by tier	✓	✓	✓	✓	✓	✓
Logo on Marketing Emails Featured prominently	✓	✓	✓			
1 Year Corporate EMA Membership	✓	✓	✓	✓	✓	✓

	Lead 1 Available \$30,000	Diamond 2 Available \$17,500	Platinum 4 Available \$12,500	Gold 10 Available \$10,000	Silver 15 Available \$7,500	Bronze 5 Available \$4,000
Exclusive Email Sponsor Contributes Copy Sent by EMA Pre or Post, sponsor choice	✓	✓				
Thank You Sponsors Email Pre Conference Featuring Platinum Level Sponsors			✓			
Thank You Sponsors Email Pre Conference Featuring Gold Level Sponsors				✓		
Opted In Email List Email list of AC '25 attendees who "Opted-In" during registration provided two weeks post conference	✓	✓	✓	✓	✓	✓
Thank You Via Social Media Social Media posts thanking all EMA AC sponsors for their support on EMA's official Social Media pages.	✓	✓	✓	✓	✓	✓
Participant Physical Mailing List Provided Post Event For One-Time Use	✓	✓	✓	✓	✓	✓
Participant Physical Mailing List Provided One Week Before Event For One-Time Use	✓	✓				

Optional Add-On A La Carte Items

First Come, First Served

Lanyards: \$10,000

Key Cards: \$10,000

Wi-Fi: \$10,000

Notebook: \$7,500

6th Street Networking Event Sponsor - \$7,500

Coffee Break: \$6,000

Official Drink Ticket Sponsor: \$5,000

Puppy Relaxation Station: \$5,000

Photo Booth: \$5,000 (one day)

Self Care Offering: \$5,000

Daytime Meeting or Demo Room (before 5pm): \$1,500

Bag Insert: \$2,000

Evening Event Room (after 5pm): \$2,000

Pre Conference Workshop: \$1,500

Drink Ticket to Distribute: 25@ : \$500 - 50@ \$1,000

Block Party Packages: \$500 - \$1,000

The Yield Full Page Ad: \$900

The Yield Half Page Ad: \$400

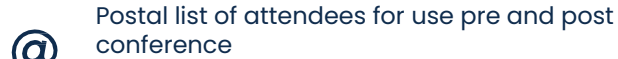
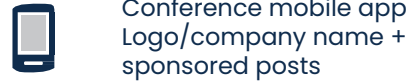
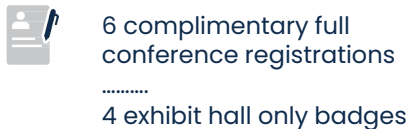
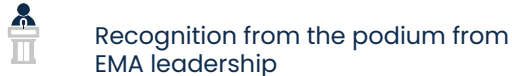
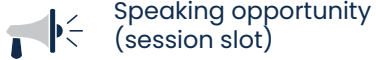
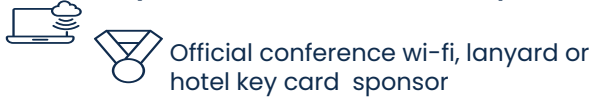
3rd Annual Boarding School Reception and Placement Fair: Inquire

Various Receptions: Inquire

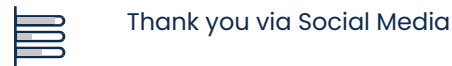
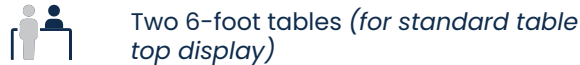
Custom Packages Available, please inquire sponsor@enrollment.org

Lead Sponsorship

Take advantage of this **EXCLUSIVE** offer and secure premier placement, with optimal benefits! There are branding opportunities visible to each and every attendee, a scheduled workshop to connect with attendees directly, and public recognition during the conference opening.



Opted in email list of conference attendees



\$30,000

1 Sponsorship available

Maximize your visibility!

Diamond Sponsorship

Take advantage of this premium offer and secure the optimal placement, right next to the EMA team! There are also additional branding opportunities, a scheduled workshop to connect with attendees directly, and public recognition during the conference opening.



Speaking opportunity
(session slot)



Logo/Company name:
• in email communications
• on walk in Slides
• In Social Media Posts



Exclusive Email



Recognition from the podium from
EMA leadership



4 complimentary full
conference registrations
.....
2 exhibit hall only badges



Website recognition



Conference mobile app
Logo/company name +
sponsored posts



Full conference access



Postal list of attendees for use pre and
post conference

Opted in email list of conference
attendees



Two 6-foot tables (*for standard table
top display*)



Announcement (*1 announcement*)



EMA Corporate Membership for One
Year

\$17,500

**2 Sponsorships
available**

**Maximize your
visibility!**

Platinum Sponsorship



Logo/Company name:

- in email communications
- on walk in slides
- In Social Media Posts



Platinum Level Sponsors
Thank You Email



Half day Demo Room for product
demonstration



3 complimentary full
conference registrations
.....
2 exhibit hall only badges



Website recognition



Conference mobile app
Logo/company name + sponsored
posts



Full conference access



Postal list of attendees
for one-time use post conference

Opted in email list of conference
attendees



One 6-foot tables (*for standard
table top display*)



1 Announcement



EMA Corporate Membership for
One Year

\$12,500

**4 Sponsorships
available**

***Make use of great space
and additional branding
opportunities!***

Gold Sponsorship



Logo/Company name on walk in slides



Gold Level Sponsors Thank You Email



2 complimentary full conference registrations



.....
2 exhibit hall only badge



Website and Social Media recognition



Conference mobile app
Logo/company name + sponsored posts



Full conference access



Postal list of attendees for one-time use post conference



One 6-foot table (*for standard table top display*)



EMA Corporate Membership for One Year

\$10,000

10 Sponsorships available

Position yourselves close to the keynote speakers to ensure lots of traffic!

Silver Sponsorship



Logo/Company name on walk in slides



1 complimentary full conference registration



1 exhibit hall only badge



Website recognition



Conference mobile app
Logo/company name + sponsored posts



Full conference access



Postal list of attendees for one-time use post conference
Opted in email list of conference attendees



One 6-foot tables (*for standard table top display*)



EMA Corporate Membership for One Year

\$7,500

15 Sponsorships available

A great value! Ensure you are in attendance and have opportunities to connect with current clients and future ones.

Bronze Sponsorship



Logo/Company name
on walk in slides



1 complimentary
full conference
registration



Website and Social
Media recognition



Sponsor page on
conference website



Postal list of attendees for
one-time use post
conference



High top table with
small retractable
banner with your
company logo!
(please note your high
top table has no
chair)

\$4,000

5

**Sponsorships
Available**

***Perfect for
Consultants and
Small Businesses!***

1. **Contact Joanna Lanzirotti at sponsor@enrollment.org to let her know what level sponsorship you are most interested in. Have an idea not listed? Just ask!**
2. **Sign up via the electronic link provided to you.**
3. **Let us know what optional add on items you are interested in!**



SPONSOR SCHEDULE:

Exhibitor Move In: Wednesday, September 17, 2025 (3:30pm - 6:00pm)
Exhibit Hall Dates: Thursday, September 18, 2025 (8:00am - 4:30pm)
Friday, September 19, 2025 (8:00am - 6:00pm)
Exhibitor Move Out: Friday, September 19, 2025 (6:00pm)

Questions?

Contact

Joanna Lanzirotti:

sponsor@enrollment.org

Thank You