

Annual Conference

SEPTEMBER 24-25, 2026

Marriott Marquis San Diego Marina





Dear Valued Sponsor,

We invite you to join us for the Enrollment Management Association's 2025 Annual Conference, being held on September 24-25, 2026 in San Diego, CA.

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



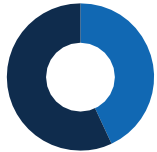
90%

Nearly 90% of attendees are

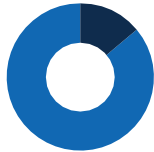
school employees

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

2025 Sponsors



PREP EDU
EDUCATIONAL CONSULTING



blackbaud

Mission & DATA

Mission-driven, Data-informed
Leadership and Governance



metric
MARKETING



Truth Tree



Enroll26 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.

	1 Available \$30,000	2 Available \$18,000	4 Available \$13,000	10 Available \$10,000	20 Available \$8,000	5 Available \$4,000
Exclusive Sponsor Choice Exclusive sponsor of either: the meeting Wi-Fi including all Wi-Fi access signage and a custom password or official hotel room key cards!	✓					
Official EMA AC '26 Swag Sponsor Your logo will be prominently displayed along with the EMA logo on the official conference swag distributed to all attendees!	✓					
Priority Access Access for two sponsor representatives to exclusive invitee-only events with key EMA stakeholders!	✓					
Stage Recognition You Speak For 1 Minute during a General Session	✓	✓				
Sponsor Table 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 \$18,000	Platinum 4 Available \$13,000	Gold 10 Available \$10,000	Silver 15 Available \$8,000	Bronze 5 Available \$4,000
Conference Attendance Additional full conference registrations available at \$200 Discount	6 Full 6 Sponsor Hall	4 Full 5 Sponsor Hall	3 Full 4 Sponsor Hall	2 Full 3 Sponsor Hall	1 Full 1 Sponsor Hall	1 Full
Exclusive Email Sponsor Contributes Copy Sent by EMA Pre or Post, sponsor choice	✓	✓				
Concurrent Session Co-Lead Concurrent Session with a School	✓	✓	1 hour Demo Room Session			
Logo on Marketing Emails Featured prominently	✓	✓	✓			
1 Year Member Pricing for EMA Events	✓	✓	✓	✓	✓	
Logo on Walk-In Slides During Keynote Addresses	✓	✓	✓	✓	✓	✓
Logo on Marketing Website ac.enrollment.org Organized by tier	✓	✓	✓	✓	✓	✓

	Lead 1 Available \$30,000	Diamond 2 Available \$18,000	Platinum 4 Available \$13,000	Gold 10 Available \$10,000	Silver 15 Available \$8,000	Bronze 5 Available \$4,000
Thank You Sponsors Email Pre Conference Featuring Platinum Level Sponsors			✓			
Thank You Sponsors Email Pre Conference Featuring Gold Level Sponsors				✓		
Excel Pass Exclusive Gold Sponsor Registration Discount for One Client School				✓		
Opted In Email List Email list of AC26 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	✓	✓				

Conference Access Grant Sponsorship Opportunity



Expanding Access to Professional Development for EMA Member Schools

EMA invites select partners to support the Conference Access Grant Program, which helps member schools with limited professional development budgets send staff to the Enroll26 Annual Conference. Sponsor contributions offset registration costs for qualifying member schools, expanding access to the professional development programming and community that the Annual Conference provides.

How the Program Works

Each grant provides \$800 toward a general conference registration for a qualifying member school. A limited number of grants will be awarded through a documented application and review process based on objective, mission-aligned eligibility criteria established by EMA. Funds are applied directly to registration as a discount code or invoice credit.

EMA retains sole discretion over all award decisions. Sponsors do not select recipients, and contributions cannot be earmarked for specific schools.

Sponsor Acknowledgment

EMA will provide each sponsor with a written acknowledgment of the contribution suitable for the sponsor's tax records. Where the sponsor receives no goods or services in return other than the acknowledgment, the full contribution amount is generally deductible to the extent permitted by law. If EMA provides any benefits beyond a standard acknowledgment, the acknowledgment will include a good-faith estimate of the fair market value of those benefits, and the deductible amount may be reduced accordingly.

About the Conference Access Grant Program

This program reflects EMA's commitment to ensuring that resource constraints do not prevent member schools from accessing the professional development, peer learning, and community-building opportunities available at the Annual Conference. Sponsor support makes it possible for EMA to extend that access more broadly across its membership.

For questions or to discuss sponsorship, please contact sponsor@enrollment.org

Additional Add-Ons



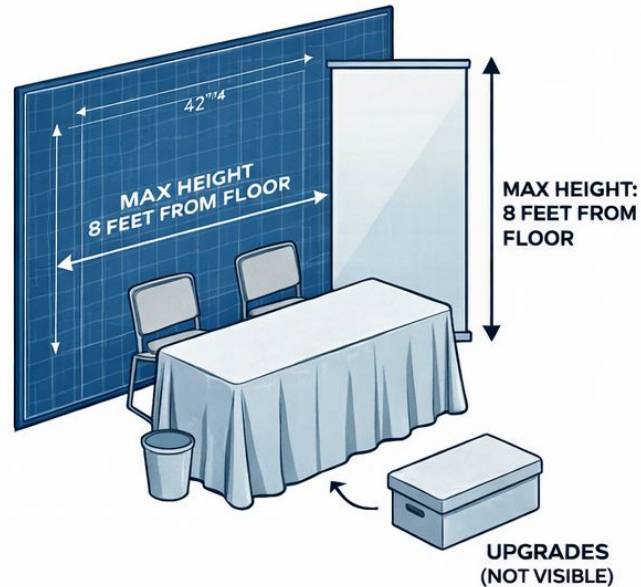
Lanyards	\$10,000
Key Cards	\$10,000
Wi-Fi	\$10,000
Notebook	\$7,500
Late Night Networking Event Sponsor	\$7,500
Coffee Break	\$6,000
Official Drink Ticket Sponsor	\$5,000
Puppy Relaxation Station	\$5,000
Photo Booth (one day)	\$5,000
Self-Care Offering	\$5,000
Daytime Concurrent Session Room (before 5pm, 1-hr limit) Deadline April 17th	\$3,000

Bag Insert	\$2,000
Evening Event Room (after 5pm)	\$3,000 + F&B
Pre-Conference (Wednesday) Workshop Sponsor	\$1,500
Drink Tickets to Distribute	250 = \$500 500 = \$1,000
Block Party Packages	\$500 – \$1,000
The Yield Full Page Ad	\$900
The Yield Half Page Ad	\$400
4th Annual Boarding School Reception & Placement Fair	\$1,500 – \$5,000
Community Service Sponsor <u>(Monarch School)</u>	\$2,500
Various Receptions	Inquire

Custom Packages Inquire — sponsor@enrollment.org

TABLETOP DISPLAY GUIDELINES: 2026

SPONSOR HALL RULES & REGULATIONS



Each exhibit space includes one 6-foot draped table, two chairs, and a wastebasket.



All display materials must fit within the footprint of one single 6-foot table provided by ASCO.



All overhead hanging or banner type signage requires prior approval and is strictly limited due to hanging weight/loading restrictions of the applicable facility.



Maximum dimensions for any freestanding displays (banners, retractable banners, table-top monitors, literature racks, etc.) must not exceed 8 feet from the floor and must fit behind or on top of the six-foot tu. Simple table-top row monitors, however, cannot exceed 24" wide.



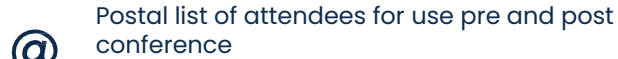
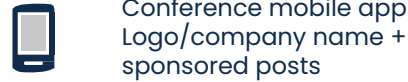
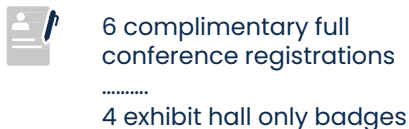
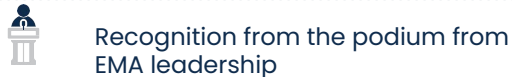
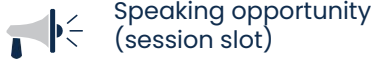
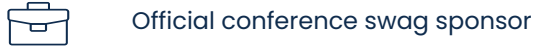
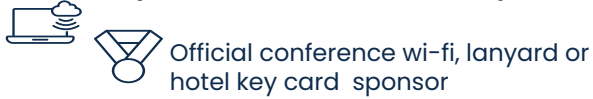
All items must be lightweight, self-contained, and easily moveable. No heavy equipment or excessive shipping is allowed.



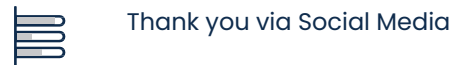
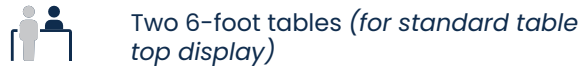
All items must be lightweight, self-contained, and easily moveable. No heavy equipment or excessive shipping is allowed.

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

\$18,000

**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

\$13,000

**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

\$8,000

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 [THIS LINK](#).
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