The mission of Mid-Atlantic Association of Colleges of Business Administration (MAACBA) is to promote and improve collegiate education for business in all areas within the jurisdiction of the Middle States Association of Colleges and Secondary Schools.

MAACBA events create opportunities for expertise building and knowledge sharing among attendees and speakers on topics such as accreditation, strategic planning, external relations, curriculum innovation, and other contemporary issues in business education.

The Annual Conference is a wonderful opportunity for your organization to gain visibility with an audience that would benefit and gain value from your participation. We invite you to be a partner with us in this event. Below are options designed to assist you in finding the right level for your budget and your time.

**Sponsorship Levels and Benefits**

Bronze ($1,200)

* Featured on conference website, one email message sent by MAACBA on behalf of sponsor to full member school distribution list (before or after conference, your choice), showcased in day of event materials (e.g., PPTs circulating during breaks), dedicated table space (plus chair, electric, internet access) on day of event, thank you sentiments and recognition from the MAACBA board during the conference.
* Join all meals, snacks, cocktail hours, and networking moments throughout the conference.

Silver ($2,500)

* Bronze benefits, plus:
* Designation as Featured Sponsor at one Breakfast (Monday or Tuesday) or at a Nourishment (snacks during breaks) Station (Monday or Tuesday).

Gold ($3,500)

* Bronze benefits, plus:
* Designation as Featured Sponsor during a cocktail reception (Sunday or Monday), Lunch (Monday), or during a Plenary Panel session (Monday: Skills for the Future/Employers or Preparing Students for Future Success; Tuesday: Well Being Revolution or Next 100 Years)
* Participation as a presenter during Monday’s concurrent Sponsor Presentation sessions
* Opportunity to speak to audience for up to 5 minutes during your chosen “featured slot”

Platinum ($5,000)

* Bronze benefits, plus:
* Designation as Featured Sponsor during a dinner (Sunday or Monday) or during a Keynote (single speaker) session (Thriving in Talent Wars or The Great Resignation on Monday)
* Participation as a presenter during Monday’s concurrent Sponsor Presentation sessions
* Opportunity to speak to audience for up to 5 minutes during your chosen “featured slot”

Diamond ($8,500)

* Bronze benefits, plus:
* Combination of one each of a Gold and a Platinum option (e.g., you might choose to be a Feature Sponsor and talk with attendees for up to 5 minutes during a dinner and also during a plenary session)

|  |  |  |
| --- | --- | --- |
| **Sponsor Application Form** | | |
| **Company Name** | **Contact Person** | **Salutation** |
|  |  |  |
| **Postal Address** | **City** | **State** |
|  |  |  |
| **Zip Code** | **Phone** | **Email** |
|  |  |  |
| **Payment information:** | | |
| Check or Invoice: Send completed form to Joyce Strawser, Dean | Stillman School of Business | Seton Hall University | 400 South Orange Avenue | South Orange, NJ 07079. | | |

**For questions regarding sponsorship opportunities, contact:**

Jennifer Maden, *MAACBA Annual Conference Chair*

Assistant Dean and Director of Graduate Studies, Rohrer College of Business at Rowan University

maden@rowan.edu

linkedin.com/in/jennifermaden