



2010-11 Exhibitor and Advertising Options

2010 CONFERENCE

Exhibitor Booth Space Exhibit space provides for a fully covered and draped table and electrical supply. By selecting this option, you are accepting the right to conduct business with members of PASFAA in the Exhibitor Area at the fall conference.	\$2,500
Additional Booth Space If additional booth space is available at the fall site after the initial solicitation, PASFAA will notify interested exhibitors of availability.	\$1,000

ADVERTISING

Web Banner Ads The PASFAA web site, which receives 172,000 hits annually, offers full color ads that appear on each page and rotate in random sequence providing each advertiser equal exposure. Ads change approximately every 8 seconds. Each banner ad will also link to your designated web site.	\$800
Listserv Announcement Advertisement Each year, PASFAA generates approximately 200 Listserv announcements of job openings, requests for volunteers at training events, and calls for legislative advocacy. Your message and a link to your designated web site will appear at the bottom of each announcement. Each quarter is limited to one business partner.	\$125/quarter
Newsletter Ads The <i>PASFAA Post</i> newsletter supports full color ad layouts. It is published electronically four times per year beginning with the Winter issue and is distributed to approximately 700 members. You may choose to advertise in two issues or all four issues.	
All Four Issues Full page Ad	\$1,000
All Four Issues 1/2 page Ad	\$600
Winter/Spring Full page Ad	\$600
Winter/Spring 1/2 page Ad	\$400
Summer/Fall Full page Ad	\$600
Summer/Fall 1/2 page Ad	\$400
Conference / Spring Training Material Distribution Advertising materials will be placed in fall conference packets and Spring Training programs if provided by Associate member.	
Exhibitor Fee – Charge if you are a Conference Exhibitor	\$150
Non-Exhibitor Fee – Charge if you are NOT a Conference Exhibitor	\$500
General Support PASFAA greatly appreciates the support of its business partners. A commitment in the amount of your choosing will support PASFAA training opportunities during 2010-2011. Training events include Business, Trade and Technical Workshops, Guidance Counselor Workshops, the Don Raley Institute, Financial Aid Basics, Fundamentals, Intermediate, Leadership, Spring Training, Support Staff, and Webcast (formerly Teleconference).	

