

P3 | Higher Education Summit



OCTOBER 3-4, 2022
WASHINGTON, D.C.

**Exploring P3 Opportunities for U.S. College
and University Infrastructure Delivery**



WWW.P3HIGHEREDUCATION.COM

WELCOME

Buildings Campus Infrastructure Through Partnerships

Public-private partnerships and alternative delivery methods are delivering essential infrastructure on campuses across the country. As some higher education institutions face challenges in finding ways to enhance their capacity to fund and construct major expansions or even maintain needed infrastructure, many are looking to P3s and alternative delivery solutions as an opportunity to facilitate growth.

At the **P3 Higher Education Summit**, delegates will discover a program that explores how P3s and alternative delivery methods can address our campus infrastructure challenges. Through plenary sessions, panel discussions, and workshops, this year's agenda examines the political, financial, technical, and legal considerations we must make when evaluating a P3.

With over 900+ participating delegates, attendees find the **P3 Higher Education Summit** to be one of the most effective places on their event schedule to cultivate relationships and network with the industry's most active and influential professionals.

WHY EXHIBIT AND SPONSOR?



Connect with over 900 industry professionals



Our packages are designed to ensure maximum exposure and visibility before, during and after the event



The nation's foremost experts will cover the latest industry developments



Multiple networking opportunities with key decision makers

To book your exhibit space and secure your sponsorship, please contact BRYNJA BOGAN at bbogan@accessintel.com or call 301-354-1771.

GENERAL OVERVIEW

The **P3 Higher Education Summit** offers two valuable days of project delivery discussions, focusing on project management, planning, procurement, and networking for owners, developers, operators, advisers, and other industry professionals.

The Summit agenda features a broad range of topics specifically tailored to the needs of higher education institutions evaluating P3s and alternative delivery methods. Leading practitioners will present their firsthand observations of higher education projects of all sizes in different markets around the country. This program will also highlight when P3s or alternative delivery methods do or do not make sense, and what major considerations need to be made once choosing this project delivery route, including the first steps.

Our attendees include senior management from firms in the construction, engineering, design, legal, investment and consulting industries as well as senior business and facility administrators from colleges and universities across the nation. Many attending the **P3 Higher Education Summit** are seeking opportunities to develop their business and find new projects and partners in higher education.





Agenda

The Summit agenda features a broad range of topics specifically tailored to the needs of higher education institutions evaluating P3s and alternative delivery methods. This program will share examples of where P3s and alternative methods can be applicable, and how they can save money and time when dealing with upgrades, repairs, and maintenance.

The agenda will offer numerous case studies (big, medium and small examples of successful and unsuccessful projects) of how P3s and alternative delivery methods can work. We will also provide a perspective on current market activities and projects in progress including their challenges and successes.

The agenda will cover many recent examples of P3 transactions in the higher education market, examine campus infrastructure challenges faced nationwide, and discuss how innovations in project delivery, procurement, life-cycle asset management, and technology can help solve them.

Unparalleled Networking Opportunities

Our audience of owners, industry and an elite mix of facility planning and business officers provides a unique opportunity to network with industry experts, campus leaders, and prospective partners in a development focused forum.

The Summit provides two days of networking functions: including receptions, lunches, 1 on 1 areas, and specific industry events designed for you to connect with speakers, higher education professionals, industry peers, P3 specialists, and prospective partners.



Meet Our Audience

The **P3 Higher Education Summit** audience differs from other industry events in that 40% of attendees represent a higher education institution or state or local government. This means your organization has a direct line to the decision makers who hold the purse strings. This is business development you can't find anywhere else.

Who Will Attend?

Many attending the Summit are campus planners interested in better understanding project delivery options and exploring partnerships, including:

- + Senior Representative from State and Local Governments
- + Developers
- + Campus Planners
- + Construction Professionals
- + Architects
- + Facility Designers
- + Design-Build Advisers
- + Infrastructure Technology Representatives
- + Public Agency Leaders

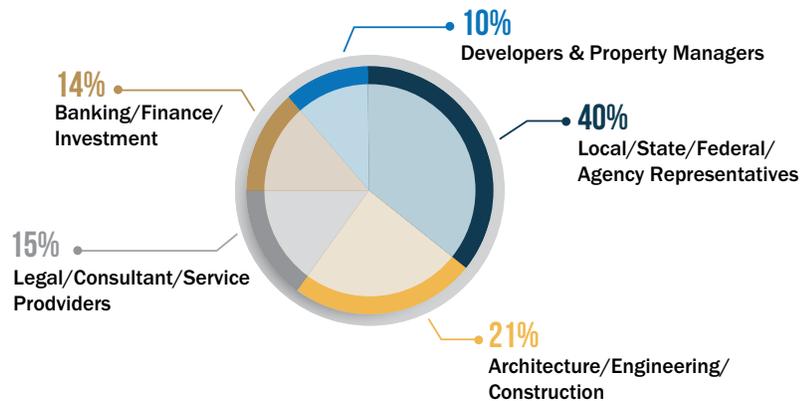
+40% of attendees represent college or university

+21% of attendees represent senior leaders from architecture, construction, and engineering companies

+14% of attendees represent a private equity, banking, lending or investment group

Why They Will Attend?

- + **HIGH QUALITY CONTENT.** Leading practitioners will present their firsthand observations of a variety of higher education projects from institutions around the country.
- + **ATTENDEE MIX.** 40% of P3 Higher Education Summit attendees represent a college/university or state/local government.



Benefits of Sponsoring & Exhibiting

As a sponsor/exhibitor, you will gain visibility and multiple opportunities over the course of two days to promote your company's brand, products and services directly to the industry. With limited opportunities available, this is your chance to uniquely position your company to the market, gaining the competitive edge to other industry players.

+ **DEMONSTRATE THOUGHT LEADERSHIP** and enhance your brand image. The benefits to be gained from aligning your organization with this high profile event are substantial—from boosting market awareness to generating high quality sales leads.

+ **REACH THE LARGEST AND MOST QUALIFIED AUDIENCE** of higher education leaders. The P3 Higher Education Summit attracts the largest number of qualified prospects, all available at one space at one time, thereby maximizing your marketing investment.

+ **CAPTURE QUALIFIED LEADS** throughout the event. Excellent lead generating opportunity with low cost and effective reach.

+ **AN UNMATCHED PROGRAM:** The agenda brings campus planners and project delivery experts together like nowhere else. Leading practitioners will present on the most pressing industry challenges and provide first-hand observations and best practices. Your organization will be associated with high quality content, placing your company at the forefront of industry thought leadership.

Audience Key Stats



WOULD RECOMMEND
A P3C EVENT TO
ANOTHER COLLEAGUE



SAID THEIR MAIN
REASON FOR ATTENDING
WAS NETWORKING,
EDUCATION AND
BUSINESS DEVELOPMENT



OF THOSE PLANNING TO
PURSUE AN UPCOMING
P3 PROJECT WILL
ATTEND AGAIN



ARE DIRECTOR-LEVEL
OR HIGHER INCLUDING
VICE PRESIDENTS AND
C-LEVEL EXECUTIVES

P3C Media's Digital Capabilities

The P3 Higher Education Summit provides the opportunity for higher education institutions and industry to connect over two days. But what about those other 363 days of the year?

P3C Media's Digital Offerings are here to serve your marketing objectives all year long. With over 100,000 active digital subscribers across the water, aviation, healthcare, higher education and hospitality industries, the best way to reach our audience is through P3C's Digital Media Services. From thought leadership to branding/awareness to lead generation, our digital media products are an engaging and cost-effective way to develop unique and highly qualified leads.

CAPABILITIES TO MEET YOUR MARKETING OBJECTIVES

BRAND AWARENESS

Activate high-impact channels, positioning your brand and message to the P3C audience



THOUGHT LEADERSHIP

Establish authority in the market by promoting your expertise and solutions



LEAD GENERATION

Qualify the best prospects by promoting key assets to generate leads



RELATIONSHIP DEVELOPMENT

Enrich sales pipeline with activities from leads, re-engaging users at the right time to facilitate meaningful conversations



CUSTOMER RETENTION

Engage existing customers, personalizing communication to promote brand loyalty

Complete Audience Activation

To learn more, contact Brynja Bogan at bbogan@accessintel.com or 301-354-1771.

www.thep3conference.com/digital-offerings/

DELIVERABLES PROVIDED TO ALL SPONSORS



Pre-Conference Marketing

- Emails
- Website
- Social Media Branding



Attendee List

- Name
- Job Title
- Organization



Full Page Ad in Event Guide



Sponsorship Branding On Site

- Banners
- Posters
- Signage
- Listing in Mobile App
- Event Guide Blurb



Post-Conference Marketing

- Email
- Website
- Social Media Branding

SPONSORSHIP PACKAGES

The sponsorship program is structured to ensure maximum exposure and visibility for each organization both before and during the conference. All packages are exclusive opportunities to provide targeted, creative, and direct sponsorship options to maximize exposure and outreach to the industry.

CO-CHAIR

\$25,000

7 REGISTRATION PASSES

- Speaking role on the main stage of the conference
- Hospitality Suite (2 nights)
- Registration Confirmation Sponsor
- Charging Station
- Options Are:
 - Lanyard Sponsor or
 - Evening Reception Sponsor

If you would like a custom agreement, please contact Brynja Bogan

SPONSORSHIP PACKAGES

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DIAMOND \$20,000

5 REGISTRATION PASSES

OPTIONS ARE:

- Tote Bag Sponsor
- Registration Booth Sponsor
- Mobile App Sponsor
- Charging Station
- Hotel Key Card

PLATINUM \$15,000

3 REGISTRATION PASSES

OPTIONS ARE:

- WiFi Sponsor
- Lunch Sponsor
- Breakfast Sponsor
- Directional Sign Sponsor

GOLD \$10,000

2 REGISTRATION PASSES

OPTIONS ARE:

- Coffee Break Sponsor
- Meter Board Advertisement

SILVER \$7,000

1 REGISTRATION PASS

OPTIONS ARE:

- Table top as space allows
- Deliverables listed on page 7

Interested in an opportunity that isn't listed here?

Our team will work with you to customize a sponsorship package to pinpoint your audience and support your business goals.

SPONSORSHIP DELIVERABLES

REGISTRATION BOOTH SPONSOR

Have your company logo and artwork be seen first by all Summit participants. Upon arrival all attendees must check-in here and attendees return here throughout the Summit. Your company name and logo are presented on a large, impossible-to-miss banner and you can place collateral at the registration desk.



NETWORKING RECEPTION SPONSOR

Your company is the sponsor of the Opening Networking Reception which includes all signage and marketing collateral attendees as they arrive to our dining area.

LUNCH SPONSOR

Your company will sponsor one of the lunches provided to all attendees, with all corresponding branding and recognition.

BREAKFAST SPONSOR

Your company will sponsor a breakfast for all attendees with all corresponding branding and recognition.



METER BOARD ADVERTISEMENT

The standing meter board with your company's advertisement will be strategically placed on the event floor for all attendees to see.



TOTE BAG SPONSOR

This is one of our highest profile sponsorships. Your company logo adorns these bags, which are given to attendees as they pick up their badges. These bags – customized for the Summit – have a long shelf life post-show, keeping your brand visible.



LANYARD SPONSOR

These lanyards are used by all attendees to hold and display their badges. As the sponsor, your company name and logo will be seen throughout the Summit – on the floor, in classrooms, at keynote events, and at networking functions. With this sponsorship all Summit attendees become a walking “billboard” for your organization.



MOBILE APP SPONSOR

The Summit mobile app is a valuable tool for attendees, providing quick access to the attendee list, agenda, floor plan, event listings and much more. It is referenced often, ensuring on-going visibility for sponsors.

Your logo appears on the splash screen, and you are entitled to one “push” message to be sent to all app users.



CHARGING STATION SPONSOR

Attendees will appreciate the opportunity to “charge up” and will have extended exposure to your ad while they wait.



WIFI NETWORK SPONSOR

Help all attendees get connected at the summit as the official WiFi sponsor.

This sponsorship ensures great exposure throughout the event. WiFi access is a very popular feature with our attendees, making this a highly visible sponsorship.

- Sponsorship recognition in Summit program
- Company logo on signage that includes Wi-Fi login instruction



DIRECTIONAL SIGN SPONSOR

Your company logo will be profiled on freestanding directional signs strategically placed in the highest traffic areas.



We are happy to discuss your ideas for a custom sponsorship!
Partial and co-sponsorships are available.

Contact BRYNJA BOGAN at bbogan@accessintel.com or call 301-354-1771 for pricing & availability.

SPONSORSHIP CONTRACT

Company Name

Address

City

State/Province

ZIP/Postal Code

Country

Contact Name

Title

Phone

Email

Company Website

Sponsorship Levels

Co-Chair Partner \$25,000

Diamond Sponsor \$20,000

Platinum Sponsor \$15,000

Gold Sponsor \$10,000

Silver Sponsor \$7,000

Partner Acknowledgment

I, the authorized representative of the undersigned company, on behalf of said company, subscribe to all terms, conditions, authorizations, and covenants contained in this Contract and the Rules and Regulations governing the 2022 event.

Signature

Date

**RETURN THIS CONTRACT
WITH PAYMENT TO**

**BRYNJA BOGAN
bbogan@accessintel.com
301-354-1771**

Payment Information

Payment Type: Check or Credit Card

Visa

Mastercard

Amex

Discover

Credit Card Number

Expiration Date

CVV Code

Name (as it appears on card)

TERMS & CONDITIONS

DEFINED TERMS: This contract is between Access Intelligence, LLC d/b/a P3 Water Summit (hereafter referred as Producer) and the company listed above, (hereafter referred to as Sponsor) for Event to be held in Washington, D.C. October 3-4, 2022. (hereafter referred to as the Event).

PAYMENT: Sponsor shall pay the Sponsor fee to Event within 30 days after signing contract. An invoice will be sent to you. All prices are net and non-commissionable. All payments to be paid in US funds. Upon signature on completed contract, Sponsorship shall be in effect. If Sponsor fails to make the required payment in a timely manner, Event may terminate this contract and Sponsor's participation in the Event without further notice and without obligation to refund monies previously paid. Event reserves the right to refuse Sponsor's participation in the Event if Sponsor is in arrears of any payment due to Event. If payment is not made, Event is expressly authorized to make Sponsorship available to others without releasing Sponsor from any liability hereunder. Event has the right to omit any company not paid in full by deadline above from the official Event web site and virtual platform.

SPONSOR CANCELLATION: If Sponsor desires to cancel this contract, Sponsor may only do so by giving written notice thereof to Event with evidence of receipt. In such event, Sponsor shall be liable for the following cancellation fee: 50% of the total cost of Sponsor's participation if such cancellation is effective until 3 months prior to Event date listed on the Contract; and 100% of the total cost of Sponsor's participation if such cancellation is effective within 3 months of the Event Date on the Contract. Payment of cancellation fee must be received by Event within 15 days after cancellation. The effective date of any cancellation shall be the date Event actually receives Sponsor's written notice as specified above. Sponsor understands this cancellation fee has been incorporated into this contract as a valid pre-estimate of damages Event will sustain which will not be capable of precise determination and is considered to be liquidated and agreed-upon damages suffered as a result of Sponsor's cancellation and is not a penalty. Subsequent reassignment of canceled Sponsorship shall not affect this cancellation assessment.

CANCELLATION OR INTERRUPTION OF EVENT: If for any reason beyond Event's control (e.g., fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, technology, power or connectivity outages, inability to secure sufficient labor, technical or other personnel, municipal, state or federal laws, or act of God), the Event, or any part thereof, is prevented from being held or interrupted, Producer may cancel the Event. In such event, Producer shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue thereof, and Sponsor waives claims for damage arising there from.

POSTPONEMENT OF EVENT: If the event is moved exclusively online, Sponsor has the option to apply value of Agreement to a future year live event or other digital engagement opportunity offered by Access Intelligence, LLC commensurate with the same sponsorship level. In the occurrence of a full cancellation, as it determines to be appropriate, Access Intelligence, LLC may return a portion of the amount paid for sponsorship after deduction of any amounts necessary to cover expenses incurred in connection with the event programs.

LIMITATION OF LIABILITY; INDEMNITY: Producer nor any of its officers, agents, employees or other representatives, shall be held liable for, and each is hereby released from any damage, loss, harm, or injury to the person or property of Sponsor or any of its visitors, officers, agents, employees or other representatives, resulting from Sponsor's participation in the Event, licensing and/or use of Sponsorship space hereunder, or the failure of Producer to make available the Sponsorship space/Sponsorship or hold the Event, however caused, including that caused by Producer's, or its officers', agents', employees' or other representatives' negligence. Sponsor shall indemnify, defend, and hold harmless Producer and its respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorneys' fees, and expenses of any kind which might result or arise from its participation in the Event, its licensing and/or use of Sponsorship space hereunder, or any action or failure to act on the part of Sponsor or its officers, agents, employees, or other representatives. Sponsor represents and warrants that it complies with all Event rules & regulations; and that it holds the necessary rights to permit the use of the logo and other materials it provides to Event for the purpose of this contract; and that the use, reproduction, distribution, or transmission of these materials will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights

of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity.

COPYRIGHTED MATERIALS: Sponsor shall not violate any copyrights with respect to writings, music or other material used by it at the Event or at any affiliated function, and assumes sole liability and responsibility for the use and display of all copyrighted materials at the Event, and shall obtain any and all necessary licenses therefore.

LISTINGS AND PROMOTIONAL MATERIALS: By participating in the Event, Sponsor grants to Producer a fully-paid, limited non-exclusive license to use, display and reproduce the name, trade names and product names of Sponsor in any Event directory (print, online or other media) listing the Sponsoring companies at the Event and to use such names in Event promotional materials. Event shall not be liable for any errors in listings or descriptions or for omissions. Sponsor's items and personnel appearing during the Event may be included in Event photographs and used for Event promotional purpose.

SPONSOR CONDUCT: Sponsor and its employees/representatives shall conduct itself in a manner in accordance with standards of decency and good taste.

AMENDMENT, INTERPRETATION: Producer shall have full power in the enforcement and interpretation of all terms, conditions and rules, and the power to make amendments and set further terms, conditions, and rules as it deems necessary and in the best interest of the Event. The connectives "and" and "or" shall be construed both conjunctively and disjunctively, the term "including" shall mean including without limitation, words in the singular include the plural, and words in the plural include the singular.

TAXES, LICENSES: Sponsor shall be responsible for obtaining all licenses, permits and approvals under local, state or Federal law applicable to its activity at, and obtaining all tax identification numbers and paying all taxes, license fees and other charges that become due to any governmental authority in connection with the Event.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Sponsor agrees to observe and abide by the foregoing terms, conditions and rules, and by such reasonable additional terms, conditions and rules made by Producer from time to time for the efficient and safe operation of the Event all of which constitute a part of this Agreement. The rights of Producer under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Producer.

ENTIRE AND BINDING CONTRACT: This contract constitutes the entire contract between Producer and Sponsor with respect to the subject matter herein and supersedes all prior written and oral contracts or statements not referenced herein. No representation, statement, condition, warranty or contract not contained or referenced in this contract shall be binding or have any force or effect whatsoever.

NO WAIVER: The failure of either Sponsor or Producer to enforce any of their rights under this contract shall not constitute a waiver or modification of this contract, and either Sponsor or Producer may, within the time provided by applicable law, take appropriate action to enforce any such rights.

SEVERABILITY: If any term or provision of this contract shall to any extent be held invalid or unenforceable, the remaining terms and provisions of this contract shall not be affected thereby, but each term and provision hereunder shall be valid and enforced to the fullest extent permitted by law.

MODIFICATIONS/ASSIGNMENT: No supplement, assignment, amendment or modification of this contract shall be effective unless it is in writing and signed by both Producer and Sponsor.

ATTORNEY'S FEES: In any action or proceeding which either party brings against the other to enforce its rights hereunder, the unsuccessful party shall pay all costs incurred by the prevailing party, including reasonable attorneys' fees, which amounts shall be a part of the judgment in said action or proceeding.

GOVERNING LAW: This contract is governed by the laws of the State of Delaware as applied to contracts entered into and performed within such state. Sponsor agrees that the courts located in the State of Delaware shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract of breach of any provision of this contract. Sponsor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Wilmington, DE.

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SPONSORSHIP PROSPECTUS



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