

# **P3 | Higher Education** **Summit**

A yellow icon depicting a building with a central tower and a crane positioned to its right, symbolizing construction or infrastructure.

**NOVEMBER 16-17, 2023**  
**SAN DIEGO, CA**

**Exploring Alternative Project Delivery  
Methods for U.S. Colleges and Universities**

[WWW.P3HIGHEREDUCATION.COM](http://WWW.P3HIGHEREDUCATION.COM)



# WELCOME

## Building 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 700+ 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 700 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](mailto: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

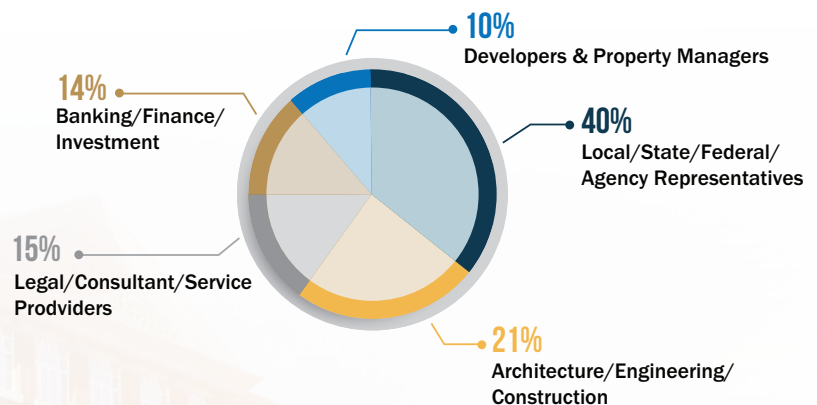
**+40%** of attendees represent college or university

**+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



# Advertising Options

P3C's advertising options are designed to help your message reach your target audience all year round outside of P3C Media's 7 live events. These channels will help you drive brand awareness, explain your expertise, and promote your solutions to both government and private industry decision makers.

## BANNER ADS

- PLACEMENT** | Most visible ads on the site
- AD SPECS** | Super Leaderboard 970x90
- PRICING** | \$5k/advertiser/site/year

## PARTNER SPOTLIGHT EMAIL

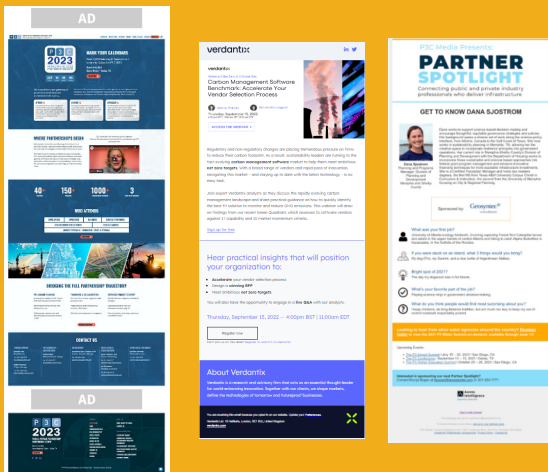
- DISTRIBUTION** | See audience breakdown below
- SPONSORSHIP FEATURES**

- 150 word description of sponsor
- Sponsor logo
- Q&A Content format (5 Questions)
- Link to sponsor website

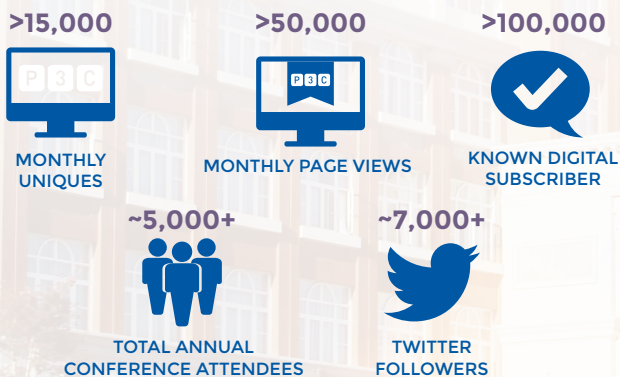
**PRICING** | \$5K/sponsor/deployment

## PARTNER EBLAST

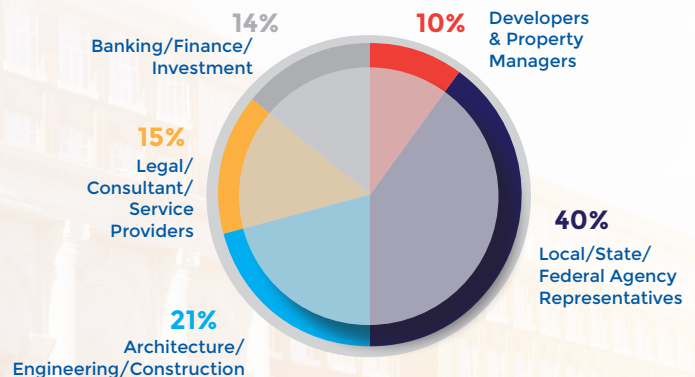
- DISTRIBUTION** | See audience breakdown below
- FEATURES** | Sponsor provides HTML and subject line for team approval
- PRICING** | \$7.5k/sponsor/deployment



## P3 AUDIENCE



## AUDIENCE BREAKDOWN



## MARKETS WE SERVE

- 60,000+ AIRPORT
- 53,000+ WATER
- 65,000+ HIGHER ED
- 47,000+ HEALTHCARE
- 60,000+ CSEF
- P3 | Water +energy Summit
- HIGHER EDUCATION SUMMIT
- HEALTHCARE PROJECT DELIVERY CONFERENCE
- CSEF
- CONVENTION SPORTS & ENTERTAINMENT FACILITIES CONFERENCE



# SPONSORSHIP PACKAGES

## Attendee Lounge Sponsor \$30,000

Your company will have exclusive branding of the Attendee Lounge all three days of the Conference! This high-touch landing spot gives attendees the opportunity to connect with colleagues, take a call, and answer emails in a comfortable setting.

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

### 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 PACKAGES

## Bar Sponsor | \$22,000

2 Available

- Opportunity to host a signature drink, branded napkins and branded koozies at your hosted bar during the Evening Reception
- 6 registration passes
- Access to attendee list 10 days prior to the event (names, job titles and organizations)
- Recognized as a Bar sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a Bar sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a Bar sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

## Lanyard Sponsor | \$22,000

1 Available

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 conference – on the floor, in sessions, at keynote events, and at networking functions.

With this sponsorship all conference attendees become a walking “billboard” for your organization.

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



# SPONSORSHIP PACKAGES

## Registration Booth Sponsor | \$22,000

3 Available

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

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

## Hotel Key Card Sponsor | \$22,000

1 Available

Have your company's logo on a branded hotel key card! This branding opportunity is seen by all attendees staying at the Conference hotel.

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



# SPONSORSHIP PACKAGES

## Mobile App Sponsor | \$22,000

2 Available

The conference 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.

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

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

## Breakfast Sponsor | \$22,000

4 Available

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

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



# SPONSORSHIP PACKAGES

## Lunch Sponsor | \$22,000

4 Available

- 6 registration passes
- Access to attendee list 10 days prior to the event (names, job titles and organizations)
- Recognized as a Lunch sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a Lunch sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a Lunch sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

## Thought Leadership Sponsor | \$20,000

2 Available

Your company will be able to sponsor a concurrent session within the program! This is your opportunity to showcase your organization's thought leadership to the industry.

- 5 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails, social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters, signage, mobile app)
- Recognized as a sponsor on all post- conference digital marketing materials (website, emails, social medias)
- Digital ad displayed on LED signage on show floor

# SPONSORSHIP PACKAGES

## Wifi Sponsor | \$17,000

1 Available

Help all conference attendees get connected at the conference 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.

- 4 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

## Registration Confirmation Sponsor | \$17,000

2 Available

Your company logo will be included on the registration confirmation email sent to all registered attendees.

- 4 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



# SPONSORSHIP PACKAGES

## Directional Sign Sponsor | \$17,000

2 Available

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

- 4 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

## Networking Break Sponsor | \$11,000

8 Available

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

- 3 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

# SPONSORSHIP PACKAGES

## Snack Sponsor | \$10,000

2 Available

Your company will sponsor the snack station available throughout the conference for attendees to fuel up throughout the day!

- 2 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

## Partner Showcase Sponsor | \$10,000

2 Available

Opportunity to play a 2 minute highlight video around a project or capability of your firm that will play on the mainstage screen before kicking off the plenary session.

- 2 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails, social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters, signage, mobile app)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails, social medias)
- Digital ad displayed on LED signage on show floor



# SPONSORSHIP PACKAGES

## All Day Coffee Sponsor | \$10,000

4 Available

- 2 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

## Supporting Sponsor | \$8,000

Unlimited Available

- 2 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

# SPONSORSHIP PACKAGES

## Al La Carte Options

### **Charging Station | \$7,000 | 3 Available**

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

### **Meter Board Sponsor | \$2,000 | Unlimited Available**

Place your company graphics and information on a six-foot, two-sided poster board, placed on the main floor

### **Digital Ad Sponsor | \$1,500 | Unlimited Available**

Place your company graphics and information on our digital LED wall displayed on the show floor

**Email Blast:** Contact Brynja Bogan for pricing.

**Webinar:** Contact Brynja Bogan for pricing.



# SPONSORSHIP PACKAGES

## NEW! Turnkey Kiosks

Introducing the more simple and cost-effective way to exhibit at the P3 Higher Education Summit: Turnkey Kiosk packages! Our new package gives you more time to connect with partners on the show floor - giving you more opportunity to meet more clients.

Our reconfigured Turnkey Kiosk package ensures you get the most of your onsite experience. No shipping, set-up and/or take-down is needed, giving you extra time for making new connections.

**Sponsors can upgrade their sponsorship package to include a Turnkey Kiosk for only \$1000!**

Here's everything included with a Turnkey Kiosk package:

- (2) Black Diamond Stools
- (1) Waste Basket
- (1) Pole with Header Sign
- (1) Kickpanel Graphic
- (1) Backlit Counter
- (2) Full-Access Registration Passes
- Electric to Support Turnkey Booth
- Labor to Install/Dismantle
- Dedicated Exhibit/Networking time







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