



FAPSC 2025
ANNUAL
CONFERENCE



SPONSORSHIP PROSPECTUS

August 6 - 8

JW Marriott Miami Turnberry Resort & Spa

FAPSC2025 OVERVIEW

The **FAPSC 2025 Annual Conference** takes place **August 6 to August 8, 2025** at the **JW Marriott Miami Turnberry Resort & Spa** in Aventura, Florida. We estimate close to 400 participants, both schools and associates. While we require that exhibitors must be FAPSC Associate Members, any school is welcome to attend our conference. The FAPSC2025 Exhibit Hall is the hub of all conference activities, with the exception of the individual breakout sessions which are just outside the Exhibit Hall. This year we are limited to 44 booths in the Exhibit Hall and expect these to sell out 2-3 weeks after the exhibitor registration opens.

Please feel free to contact Debbie Mortham at Debbie@FAPSC.org or 850.251.2278 if you have any questions or would like to become a FAPSC2025 sponsor.

LOCATION

This is our third time at the JW Marriott Miami Turnberry and it has been a crowd favorite for its terrific location in South Florida, intimate conference area, championship golf course, close access to outside eateries, and luxurious grounds. Our past exhibitors have mentioned their appreciation that they can use either Miami International Airport or Fort Lauderdale International Airport. All FAPSC2025 events are held within the Turnberry Resort grounds.

TENTATIVE SCHEDULE

Wednesday, August 6

8:00 am – 2:00 pm	Golf Tournament & Golf Awards Luncheon
12:00 – 5:00 pm	Exhibitor Move In
2:30 – 4:30 pm	FAPSC Board Meeting
5:30 – 7:00 pm	FAPSC2025 Opening Reception
8:30 – 10:30 pm	Hospitality Suite Reception (by invitation only – FAPSC Board, VIPs, Sponsors)

Thursday, August 7

8:00 am – 8:45 am	Networking Breakfast
9:00 – 9:45 am	Keynote Speaker
9:45 - 10:15 am	Break – Visit Exhibit Hall
10:00 – 11:15 am	Breakout Sessions A1, A2, A3
11:30 am - 12:30 pm	Lunch
12:00 – 12:30 pm	FAPSC Business Meeting
1:00 – 2:00 pm	Breakout Sessions B1, B2, B3
2:15 - 3:15 pm	Breakout Sessions C1, C2, C3
3:15 - 3:45 pm	Break – Visit Exhibit Hall
3:45 - 4:45 pm	Breakout Sessions D1, D2, D3
5:00 - 5:30 pm	General Session – Legislative Keynote Speaker
5:45 - 6:15 pm	FAPSC PAC Reception
7:30 - 10:30 pm	Casino Royale

Friday, August 8

8:00 – 9:00 am	Breakfast
8:30 – 9:00 am	General Session – Federal Update
9:15 - 10:15 am	Breakout Sessions D1, D2, D3
10:15 - 10:45 am	Break – Visit Exhibitor Hall
10:45 - 11:45 am	Breakout Sessions E1, E2, E3
11:45 am - 12:45 pm	FAPSC Awards Lunch
1:30 pm - 3:30 pm	Exhibitor Move Out
1:00 – 2:00 pm	General Session – Legislative Update
2:00 – 3:00 pm	General Session – Ask the Experts

AUDIENCE BREAKDOWN

During each of the last three conferences, we had around **200 school attendees** representing close to **80 school campuses**. Our school membership is per school campus, which is the same way that the Florida Commission for Independent Education licenses schools. Those in attendance are the **decision-makers** for their respective schools – school owners, campus presidents, chief academic officers, compliance officers, financial aid officers and other top leadership. At FAPSC2025, you will directly interact with the school leaders that will decide whether or not to contract with your business.

While we require that exhibitors must be FAPSC Associate Members, we welcome any schools to attend our conference. Schools that have attended FAPSC conferences include **FAPSC members and nonmembers**, as well as schools not in our sector and some from outside of Florida.

In the last couple of years, we have had more than 70 exhibitor organizations attend our conference each year. Many of these organizations are marketing, SIS, student management, financial aid services, curriculum/textbooks and higher ed consulting. There are also several that provide legal, accounting, compliance, IT, beauty supplies, and other specialized services and products.

ENGAGEMENT

A top priority at FAPSC2025 is to **maximize the interactions school participants have with our associate members**. Exhibitors are not vendors – you are **valued FAPSC members** – and, as such, the FAPSC2025 agenda and floor plan work is designed with you in mind. All FAPSC2025 events (breakfasts, lunches, keynote speakers, casino night) take place in the Exhibit Hall and the schedule has built-in time to visit with exhibitors. You may also want to use your time at the golf tournament to expand your connections with schools and other associate members who may benefit from your products or services. For our sponsors, we have an invite-only event on Wednesday evening with our FAPSC Board members and special guests. Everyone agrees that casino night (on Thursday) is the best for relationship building, all while having a great time. If you're planning to invite a school to dinner, we recommend doing so this evening right after the legislative keynote and then head back to the Exhibit Hall for casino night. This year's theme is Casino Royale so get ready to play some poker and share a drink with some new (and old) friends!

CASINO ROYALE

A crowd favorite, on Thursday night we host Casino Royale, right in the middle of the Exhibit Hall. All exhibitors will receive FAPSC2025 poker chips with their registration package. These are for you to give schools that engage with you, not just stop by your booth to pick up a chip. School participants need these chips to be able to play in the casino. Throughout the day we will announce that school participants must visit with exhibitors (those with or without a booth) in order to earn a FAPSC2025 poker chip. All exhibitors will be given FAPSC2025 poker chips so they themselves can play – the intent is for you to have **additional opportunities to network with schools in a casual setting**. Our associate members have been very pleased with this approach and have requested we bring back casino night.

CONTACT US

If you have any questions or are ready to move forward as a sponsor or an exhibitor, please contact:

Debbie Mortham – Debbie@FAPSC.org – 850.251.2278

We look forward to seeing you at FAPSC2025!

#FAPSC2025 – SPONSORSHIP LEVELS & BENEFITS

SPONSORSHIP LEVELS				
Bronze < \$ 4,500	Silver \$ 5,000	Gold \$ 7,500	Platinum \$10,000	Partner \$15,000
Select One: ○ Logo, #FAPSC2025 Program Cover ○ Swag Bag ○ Coffee/ Refreshment Break ○ Casino Photo Booth ○ A/V, Breakout Room	Select One: ○ Casino Night ○ Casino Night Bar ○ Opening Reception ○ Wi-Fi Password ○ Hospitality Suite ○ Awards Luncheon ○ Lunch ○ Breakfast	Select One: ○ Charging Station ○ Name Badge, or ○ One option in Bronze or Silver level; we will customize to meet your needs and maximize your ROI	Customized sponsorship: Select an option from Bronze, Silver or Gold; we will customize to best fit your needs and maximize your ROI	Customized sponsorship: Select an option from Bronze, Silver or Gold; we will customize to best fit your needs and maximize your ROI

SPONSORSHIP BENEFITS

Brand Awareness					
Premium booth	-	✓	✓	✓	✓
Logo on FAPSC website	✓	✓	✓	✓	✓
Recognition in welcome/closing announcements	-	-	-	✓	✓
Logo on sponsor signage	-	✓	✓	✓	✓
Sponsor callout in conference attendee emails	-	✓	✓	✓	✓
Opportunity to include item in swag bag	-	✓	✓	✓	✓
Social media recognition	-	✓	✓	✓	✓
FAPSC email promotion	-	-	-	1	2
Signage at event	✓	✓	✓	✓	✓
FAPSC Promotes Webinars (#)	-	-	2	3	5
Ad in FAPSC 2025 Program	-	-	Half Page	Full Page	Full Page
Lead Generation					
Sponsored breakout session at #FAPSC2025	-	✓	✓	✓	✓
Opt-in attendee list	✓	✓	✓	✓	✓
Conference Passes					
Conference passes	2	2	3	4	5
Golf Tournament					
Team or Individual Player	-	One Player	Team	Team	Team

BRONZE – Reach out to the FAPSC team to find out more information on sponsorship amount for individual items

PLATINUM & PARTNER – In customizing your sponsorship, FAPSC will include other benefits

FAPSC Associate Membership: \$550 Exhibitor Booth: \$2,000 Extra Badge: \$400