



Corporate Membership & Corporate Partnership

Which one is right for you?

UPCEA welcomes corporate members and corporate partners that provide goods and services within the higher education sector, consistent with UPCEA’s mission to “advance leadership in professional, continuing, and online education.”

| BENEFIT | MEMBER | PARTNER |
|--|--------|---------|
| Member pricing on national and regional conferences | X | X |
| Listing and link on UPCEA Corporate Members web page | X | X |
| Member pricing to exhibit at UPCEA conferences and seminars | X | X |
| Ability to submit a session proposal (in conjunction with an institutional member) for a future conference | X | X |
| Online Leadership & Strategy Best Practices through our experts | X | X |
| Access to the UPCEA membership directory | X | X |
| Subscription to UPCEA’s NEW weekly Briefing (members newsletter on trends and important info) | X | X |
| Member content such as benchmarking studies, conference session slides and webinars, both live and recorded | X | X |
| Ability to join one or more Networks focused on the 7 areas of professional, continuing and online education | X | X |
| Access to research from our Center for Research and Strategy | X | X |
| Networking opportunities | X | X |
| Access to CORE (member networking platform) for conversations on Professional Continuing, and Online (PCO) education | X | X |
| Partners choose from these additional benefits based on their partnership level: | | |
| Webinar(s) - 1 or 2 per year | | X |
| Briefing article(s) - (1, 2, or 3 per year) | | X |
| Research with UPCEA Center for Research & Strategy (Jim Fong) | | X |
| Co-branded survey results, white paper and studies | | X |
| Attendee lists for all regional and national conferences | | X |
| Opportunities for conference sponsorship, i.e. speaker intros, networking events/receptions, panel discussions | | X |
| Regional & network sponsorship | | X |
| Complimentary exhibits and registration for events | | X |
| Corporate Advisory Council Seat | | X |
| Award sponsorship | | X |
| Guest blog spot on UPCEA website | | X |

To discuss your corporate options, please contact Kim Zaski at kzaski@upcea.edu or 202-400-2569.



Why choose UPCEA Corporate Membership & Corporate Partnership options?

Connecting with top decision-makers.

UPCEA connects you with the top continuing and online higher education professionals from hundreds of colleges and universities — all in one place. These leaders are looking for the innovative products and services that you deliver — and solutions to meet the challenges of today's highly competitive and ever-changing world of higher education.

- Vice Provosts
- Deans
- Chief Online Learning Officers
- Program Directors & Marketing Directors
- Instructional Designers
- Graduate school deans
- Business and operations directors
- Enrollment management professionals
- Professional schools (business, engineering, etc.) deans and directors

What products and services are they looking for?

- New or enhanced revenue opportunities
- Enrollment management software solutions
- Online course creation and delivery
- Proctoring solutions
- Marketing and lead generation
- Research and program development
- Brand development and content management
- Specialty advertising, products and giveaways
- Student support services
- CRM options
- Assessment and tracking tools

About UPCEA

Leaders in Professional, Continuing, and Online Education

UPCEA is the leading association for professional, continuing, and online education. Founded in 1915, UPCEA now serves most of the leading public and private colleges and universities in North America. For 100 years, the association has served its members with innovative conferences and specialty seminars, research and benchmarking information, professional networking opportunities and timely publication.