



**Question:** Why should our school be a sponsor?

**Answer:** The annual conference is the capstone event of the Executive MBA Council (EMBAC), providing the industry with an immeasurable opportunity for networking, professional development, and lifelong friendships.

**As a sponsoring school, you will help generate revenue to support the conference and the many services EMBAC provides for the membership such as:** the prospective student web site; the Marketing and Admissions Program; publications, newsletters, and a member web site that provides a wide range of information; access to reliable survey data (Member Program Survey and Student Exit Survey); and alliances with strategic partners.

**Question:** What is a sponsorship and what's in it for the school?

**Answer:** Sponsorships are contributions to fund general events such as the plenary sessions, the opening night reception, coffee breaks, and meals.

**Recognition** of the contributing schools (but not the amount contributed) will be announced throughout the conference and on conference materials as appropriate and included in council publications. Additional recognition will be posted on the conference web. The sooner you register for sponsorship, the more opportunities you will have for recognition. We anticipate that many of the events will have multiple sponsors. Early commitment also allows you to select the event you want to sponsor.

***Question:*** How much do you expect schools to contribute?

***Answer:*** Please review the conference sponsorship opportunities and benefits list to help you choose your level of sponsorship.

We also are seeking in-kind sponsorship support as well as external corporate sponsorship, which your school could be integral in obtaining. Early commitment allows you to select the event you want to sponsor.

***Question:*** What if I have other questions, ideas, or requests?

***Answer:*** Feel free to e-mail me!  
Michael Desiderio  
[michael@embac.org](mailto:michael@embac.org)