



At the Capital. At the Center.

Where change-makers meet.

Counseling & well-being in every school.



2027 Annual IC3 Conference & Expo

Strategic Partnership Opportunities

01 & 02 September, New Delhi, India

A Shared Mission

The 2027 Annual IC3 Conference & Expo brings together the people who guide students toward their futures — high school principals and heads of school, the career and college counselors who shape thousands of student journeys each year, and admissions leaders from universities across the world.

These are the educators turning counseling & well-being in every school from an idea into everyday practice. To partner here is to stand alongside them — to support the guidance that helps every child find their path.



India: The World's Second-Largest Higher Education Landscape

45M

students enrolled in
higher education

29.5%

current Gross Enrollment
Ratio (GER)

Who You'll Reach

2,000+ delegates from leading high schools, universities, and organizations

A global network of 8,000+ institutions built over a decade

Delegates from 42 countries

2,000+ students and parents at the IC3 Host School Student & Parent Conference

What Partnership Delivers

Visibility

Your logo across an outreach campaign to 35,000+ contacts, on-site signage, and the conference program

Access

Speaking roles, networking floors, and curated introductions to decision-makers

Positioning

Your brand named alongside the global leaders shaping career and college counseling

Pipeline

Qualified school and university decision-makers at your booth across two full days



Why Delhi, Why 2027

Delhi is where the country's densest concentration of schools and universities meets the world. Partner here and your brand sits at the center of the conversation, not the edge of it.

- Home to leading universities, policy institutions, and international organizations
- A strategic hub connecting schools, universities, and industry across India
- Direct access to the policymakers, university leaders, and thought leaders shaping the sector

India has the world's second-largest higher education system, serving 45 million students across more than 54,000 higher education institutions, including universities, colleges, and standalone institutes. The system has added over 9 million students in the past seven years, reflecting significant growth in access and participation.



A Decade In. The Next One Starts Here.

What began in 2016 as a single idea — counseling & well-being in every school — now spans 8,000+ institutions and has reached over 4 million students. The 2027 year, in the capital, is the inflection point.

It's the room you want to be in before everyone else is.



Conference Schedule



Expo Schedule



Strategic Partnership Opportunities

Your choice, your impact

Premier Strategic Partnerships

Category		Amount	Limit	Page No.
Host	Reserved	75,000 USD	1	11
Co-Host	2 Reserved	50,000 USD	3	13
Engagement Partner	2 Reserved	35,000 USD	3	14
Platinum	1 Reserved	25,000 USD	3	15
Technology Partner	1 Reserved	25,000 USD	2	17
Badge & Lanyard	Reserved	15,000 USD	1	18
IC3 Presidential Forum & Dinner		15,000 USD	2	19
IC3 Institute Graduation & Gala Dinner	1 Reserved	15,000 USD	2	20
Annual IC3 Awards		15,000 USD	2	21
Opening Plenary		15,000 USD	2	22
Closing Plenary		15,000 USD	2	23
Planned Networking with Universities		15,000 USD	2	24
Planned Networking with High Schools		15,000 USD	2	25

Classic Strategic Partnerships

Gold		12,500 USD	4	26
Diversity & Access Partner		10,000 USD	5	27
Conference Bag	1 Reserved	10,000 USD	2	28
Dinner Reception		10,000 USD	5	29
Sustainability Partner		8,500 USD	5	30
Silver		7,500 USD	6	30
Pre-Conference Workshop for High School Delegates		5,000 USD	2	31

Your choice, your impact

IC3 Expo

Category	Amount	Limit	Page No.
IC3 Expo Grand Pavilion (1200 square foot)	50,000 USD	-	33
IC3 Expo Standard Pavilion (500 square foot)	25,000 USD	-	34
IC3 Expo Booth (100 square foot area)	8,500 USD onwards	-	35
IC3 Expo Table (Premium, double-length)	5,500 USD	-	35
IC3 Expo Table (Standard)	3,000 USD	-	37

Advertising

Program Full-Page Ad: Outside Back Cover	3,500 USD	1	38
Program Full-Page Ad: Inside Front Cover	2,000 USD	1	38
Program Full-Page Ad: Inside Back Cover	1,500 USD	1	38
Program Full-Page Ad	1,000 USD	-	38
Program Half-Page Ad	600 USD	-	38
Program Quarter-Page Ad	350 USD	-	38

Strategic Partnerships at-a-Glance

		Branding & advertising					Engagement & interaction		Conference week perks	
		Video played during event	Logo on screen during event(s)	Website presence	Program Advert	Mobile app presence	Speaking role	Other [reception, outreach, etc.]	Conference registration(s)	Space in IC3 Expo
	Cost									

Premier Strategic Partnerships

Host	75,000 USD	●	●	●	Full	●	●	●	12	200 sq.ft.
Co-Host	50,000 USD	●	●	●	Full	●	●	●	8	100 sq.ft.
Engagement Partner	35,000 USD		●	●	Full	●			4	100 sq.ft.
Platinum	25,000 USD		●	●	Full	●			4	100 sq.ft.
Technology Partner	25,000 USD		●	●	Full	●			4	100 sq.ft.
Badge & Lanyard	15,000 USD			●		●			2	
IC3 Presidential Forum & Dinner	15,000 USD			●	Full	●	●		3	4ft table
IC3 Institute Graduation & Gala Dinner	15,000 USD	●	●	●	Full	●			3	4ft table
Annual IC3 Awards	15,000 USD	●	●	●	Full	●			3	4ft table
Opening Plenary	15,000 USD		●	●	Full	●			3	4ft table
Closing Plenary	15,000 USD	●	●	●	Full	●			3	4ft table
Planned Networking with Universities	15,000 USD	●	●	●	Full	●			3	4ft table
Planned Networking with High Schools	15,000 USD	●	●	●	Full	●			3	4ft table

Classic Strategic Partnerships

Gold	12,500 USD		●	●	Full	●			3	4ft table
Diversity & Access Partner	10,000 USD			●	Half	●	●	●	2	4ft table
Conference Bag	10,000 USD			●					1	
Dinner Reception	10,000 USD			●	Half	●			2	4ft table
Sustainability Partner	8,500 USD			●	Half	●			2	4ft table
Silver	7,500 USD			●	Half	●			2	4ft table
Pre-Conference Workshop for High School Delegates	5,000 USD	●		●	Quarter	●	●		1	

Expo at-a-Glance

		Branding & advertising		Engagement & interaction	Conference week perks	
		Website presence	Mobile app presence	Student and Parent Conference access	Conference registration[s]	Space in IC3 Expo

Expo

IC3 Expo Grand Pavilion	50,000 USD	●	●	●	20	1200 sq.ft.
IC3 Expo Standard Pavilion	25,000 USD	●	●	●	10	500 sq.ft.
IC3 Expo Booth	8,500 USD onwards	●	●	●	3	100 sq.ft.
IC3 Expo Table: Premium	5,500 USD	●	●	●	2	8ft table
IC3 Expo Table: Standard	3,000 USD	●	●	●	1	4ft table

Host

Lead The Change

75,000 USD • Limit: 1

Reserved

Be recognized as a leader for change leading up to and during the conference. You will get an opportunity to address the conference audience and have a prime placement in the expo area.

Branding & Advertising

- Distinction as Host of the 2027 Annual IC3 Conference & Expo
- Strategic partner branding across prominent conference collaterals and signage
- Promotional video played at the Opening Plenary (one minute), provided by the strategic partner
- Acknowledgment of strategic partnership at the Opening Plenary
- Strategic partner logo appears intermittently on the back screen during major events
- Strategic partner logo and full-page color advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner logo on conference outreach email campaign to an audience of 20,000+
- Strategic partner logo in post-conference thank you email
- Dedicated post promoting your strategic partnership on IC3 Movement's social media channels
- Strategic partner profile, logo, name, URL on mobile app

Engagement & Interaction

- Speaking role at IC3 Presidential Forum (three-minute welcome address)
- Speaking role at the Opening Plenary (three minutes)

Conference Week Perks

- 12 complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Expo Booth during IC3 Expo (200 sq.ft. area)
- Priority space in the expo area

*The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.
NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.



Co-Host

Shine as our Key Partner at the IC3 Conference & Expo

50,000 USD • Limit: 3 2 Reserved

Seize the opportunity to be prominently showcased throughout the Annual IC3 Conference & Expo

Branding & Advertising

- Strategic partner branding across prominent conference collaterals and signage
- Promotional video played at Opening Plenary (45 seconds), provided by the strategic partner
- Promotional video played at Pre-Conference Workshop (45 seconds), provided by the strategic partner
- Strategic partner logo appears intermittently on the back screen during major events
- Acknowledgment of strategic partnership at the Opening Plenary
- Strategic partner logo and full-page color advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner logo on conference outreach email campaign to an audience of 20,000+
- Strategic partner logo in post-conference thank you email
- Dedicated post promoting your strategic partnership on IC3 Movement's social media channels
- Strategic partner profile, logo, name, URL on mobile app

Conference Week Perks

- 8 complimentary 2027 Annual IC3 Conference & Expo registrations (One registration is applied for each participant)
- Expo Booth during IC3 Expo (100 sq.ft. area - three side open)

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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Engagement Partner

Expand Your Presence at the IC3 Conference & Beyond

35,000 USD • Limit: 3 2 Reserved

Host an exclusive Dinner & Drinks Reception during the 2027 Annual IC3 Conference & Expo week and engage with up to 50 conference delegates in a premium networking setting. This strategic partnership also includes prominent branding across conference platforms, a premium expo booth, digital visibility, and exclusive engagement opportunities before, during, and beyond the conference.

Branding & Advertising

- Strategic partner branding across prominent conference collaterals and signage
- Strategic partner logo appears intermittently on the back screen during major events
- Acknowledgment of strategic partnership at the Opening Plenary
- Strategic partner logo and full-page color advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner logo in post-conference thank you email
- Dedicated post promoting your strategic partnership on IC3 Movement's social media channels
- Strategic partner profile, logo, name, URL on mobile app

Engagement & Interaction

- Host an exclusive pre- or post-conference dinner in the week of the 2027 Annual IC3 Conference & Expo and engage with up to 50 conference delegates in a premium networking setting
- One official invitation email sent by IC3 to conference registrants before the conference [Strategic partner to manage registration]

Conference Week Perks

- 4 complimentary 2027 Annual IC3 Conference & Expo registrations [One registration is applied for each participant]

Regional Camp Benefits

- 3 complimentary 2027 IC3 Regional Camp registrations [One registration is applied for each participant]
- Promotional video played at Pre-Camp Workshop during the 2027 IC3 Regional Camps [any one region, 30-second video provided by the strategic partner]

Expo Benefits

- Expo Booth during IC3 Expo (100 sq.ft. area – two sides open)

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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Platinum

Drive Global Impact as a Platinum Partner of the IC3 Conference & Expo

25,000 USD • Limit: 3 1 Reserved

Be front and center at the 2027 Annual IC3 Conference & Expo with high-impact visibility among global education changemakers.

Branding & Advertising

- Strategic partner branding across prominent conference collaterals and signage
- Strategic partner logo appears intermittently on the back screen during major events
- Acknowledgment of strategic partnership at the Opening Plenary
- Strategic partner logo and full-page color advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner logo on conference outreach email campaign to an audience of 20,000+
- Strategic partner logo in post-conference thank you email
- Dedicated post promoting your strategic partnership on IC3 Movement's social media channels
- Strategic partner profile, logo, name, URL on mobile app

Conference Week Perks

- 4 complimentary 2027 Annual IC3 Conference & Expo registrations [One registration is applied for each participant]
- Expo Booth during IC3 Expo (100 sq.ft. area - two side open)

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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.



Technology Partner

Advance Technology and Counseling & well-being in every school

25,000 USD • Limit: 2 1 Reserved

Gain distinction as a Technology Partner for the Annual IC3 Conference & Expo, which has become a global movement in higher education. This opportunity includes strategic partnership of the conference Wi-Fi and mobile app from its release through the 2027 Annual IC3 Conference & Expo.

Branding & Advertising

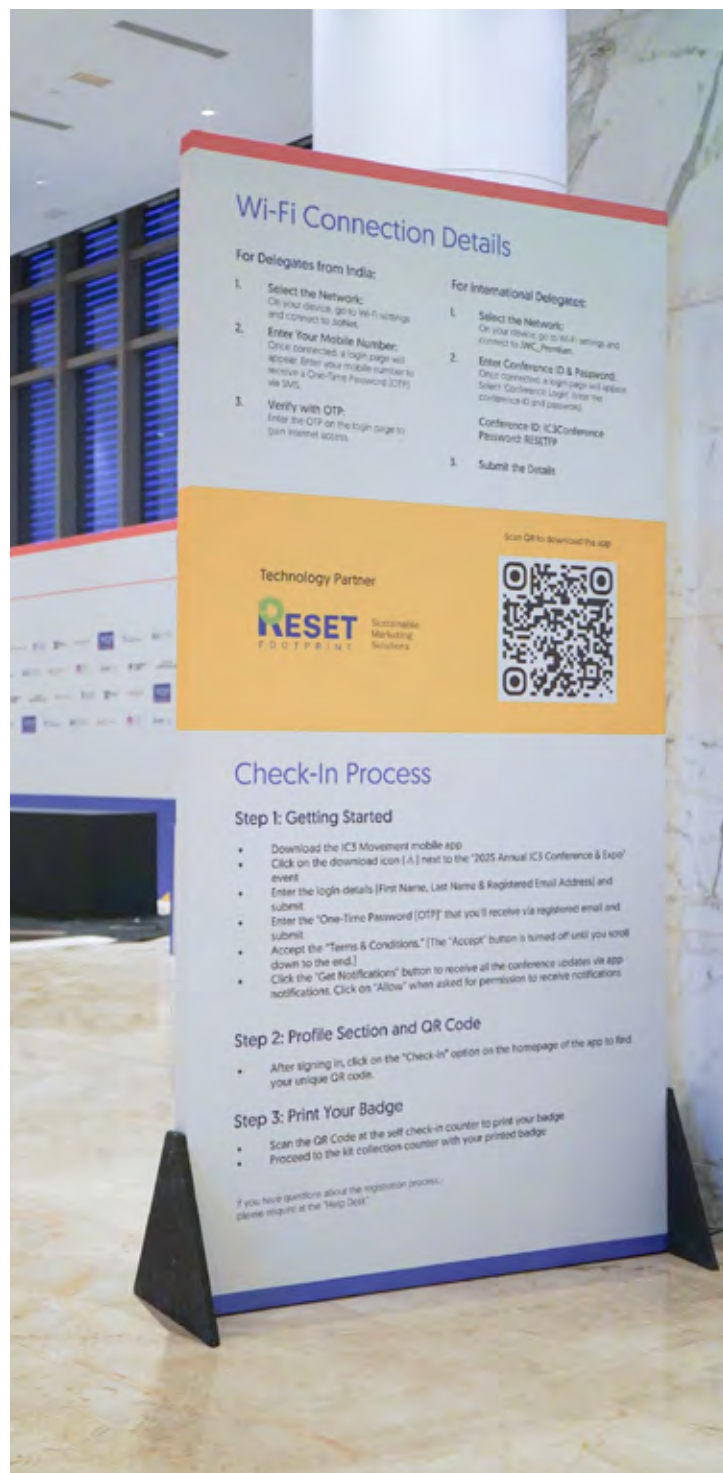
- Acknowledgment of the strategic partnership and the logo appears during an announcement at the Opening Plenary
- Strategic partner logo appears intermittently on the back screen during the Opening Plenary.
- Strategic partner logo and full-page color advertisement in the conference program*
- Acknowledged on email to registered attendees promoting the mobile app

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner logo displayed on top banner of mobile app
- Strategic partner profile, logo, name, URL on mobile app

Conference Week Perks

- Four complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Expo Booth during IC3 Expo (100 sq.ft. area - two side open)



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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Badge & Lanyard

Ensure Seamless Participation and Identification for All Attendees

15,000 USD • Limit: 1

Reserved

Enhance your visibility at the 2027 Annual IC3 Conference & Expo by showcasing your university or organization with your logo prominently featured on the badges and lanyards distributed to all delegates.

Branding & Advertising

- Strategic partner logo on badge holder and lanyard
- Strategic partner logo on the conference website
- Strategic partner logo in conference program booklet*

Conference Week Perks

- Two complimentary 2027 Annual IC3 Conference & Expo registrations [one registration is applied for each participating representative]



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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

IC3 Presidential Forum & Dinner

Engage and Influence Thought Leaders

15,000 USD • Limit: 2

Dinner: Ahead of the 2027 Annual IC3 Conference & Expo: Tuesday, 31 August 2027.

Join us at the IC3 Presidential Forum, an exclusive Annual IC3 Conference & Expo event. This invitation-only gathering brings together 250+ senior educators from around the globe. Engage in discussions on higher education, from evolving career landscapes to cross-border education partnerships. As a Strategic Partner, you'll elevate your brand among thought leaders in higher education.

Host the global school, university, and industry leaders at the 2027 IC3 Presidential Forum Networking Dinner. This unique opportunity lets you connect with the most influential delegates in a memorable and engaging setting. Strategic partnership includes meal costs.

Branding & Advertising

- Strategic partner logo on IC3 Presidential Forum signage and event agenda
- Acknowledgment of strategic partnership at IC3 Presidential Forum Networking Dinner event
- Strategic partner branding during the IC3 Presidential Forum Networking Dinner event
- Strategic partner logo and full-page advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner logo on invitation emails to be sent to 1,500+ school principals and leaders
- Strategic partner profile, logo, name, URL on mobile app
- Acknowledgement of strategic partnership on the digital invitation

Engagement & Interaction

- Speaking role at IC3 Presidential Forum Networking Dinner [Two-minute welcome address]

Conference Week Perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Standard expo table in IC3 Expo

* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.

NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

IC3 Institute Graduation & Gala Dinner

Champion Counselors' Excellence

15,000 USD • Limit: 2 1 Reserved

During 2027 Annual IC3 Conference & Expo: Wednesday, 01 September 2027.

Showcase your commitment to global counseling excellence by hosting the prestigious graduation ceremony, which will celebrate the remarkable achievements of counselors and be followed by an elegant gala dinner. Your logo will be prominently displayed throughout the event, ensuring maximum visibility among all delegates. This strategic partnership package includes the cost of meals, making it a seamless and impactful way to showcase your support.

Branding & Advertising

- Acknowledgment of strategic partnership at IC3 Institute Graduation & Gala Dinner event
- Promotional video played at the IC3 Institute Graduation & Gala Dinner event (30 seconds), provided by the strategic partner
- Strategic partner logo appears intermittently on the back screen during the IC3 Institute Graduation & Gala Dinner event.
- Strategic partner logo and full-page advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app

Conference Week Perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Standard expo table in IC3 Expo



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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Annual IC3 Awards

Recognize Excellence in Counseling And Education

15,000 USD • Limit: 2

During 2027 Annual IC3 Conference & Expo: Thursday, 02 September 2027

The Annual IC3 Awards recognize extraordinary contributions to career and college counseling. They are presented at the Annual IC3 Conference & Expo to high school counselors, schools, universities, and admissions representatives who stand out for their inspiring work. Each year, the Annual IC3 Awards garner significant global recognition across the field, and strategic partners are recognized as leaders in the effort to elevate the profession.

Branding & Advertising

- Acknowledgment of strategic partnership at the Annual IC3 Awards ceremony and involvement in the presentation of up to five awards on stage by strategic partner representative
- Promotional video played at Annual IC3 Awards (30 seconds), provided by the strategic partner
- Strategic partner logo appears intermittently on the back screen during the Annual IC3 Awards.
- Strategic partner logo and full-page advertisement in conference program booklet*
- Strategic partner logo on awards plaques/trophies

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app

Conference Week Perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Standard expo table in IC3 Expo



* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.
NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Opening Plenary

Set the Stage for Inspiring Conversations and Learning

15,000 USD • Limit: 2

During 2027 Annual IC3 Conference & Expo: Wednesday, 01 September 2027.

Welcome the delegation to the 2027 Annual IC3 Conference & Expo with exclusive branding and a promotional video featured during the Opening Plenary. Your strategic partnership ensures prime visibility, positioning your brand at the forefront as attendees begin their conference experience.

Branding & Advertising

- Acknowledgment of strategic partnership at Opening Plenary
- Strategic partner logo appears intermittently on the back screen during the Opening Plenary
- Strategic partner logo and full-page advertisement in the conference program*
- Strategic partner logo on a plenary speaker recognition plaque

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app

Conference Week Perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Standard expo table in IC3 Expo



* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.
NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Closing Plenary

Conclude with Inspiring Reflections and Forward Momentum

15,000 USD • Limit: 2

During 2027 Annual IC3 Conference & Expo: Thursday, 02 September 2027.

Leave a lasting impression on the conference delegation as we conclude the event. Your logo will be prominently displayed, and a promotional video will be played during the closing plenary, ensuring your brand remains at the top of attendees' minds as they reflect on their conference experience. The Closing Plenary will also be attended by 2,000+ students alongside their parent from regional Host Schools.

Branding & Advertising

- Acknowledgment of strategic partnership at Closing Plenary
- Promotional video played at Closing Plenary (30 seconds), provided by the strategic partner
- Strategic partner logo appears intermittently on the back screen during the Closing Plenary
- Strategic partner logo and full-page advertisement in the conference program*
- Strategic partner logo on a plenary speaker recognition plaque

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app

Conference Week Perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Standard expo table in IC3 Expo



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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Planned Networking with Universities

Connect with Educators and Counselors for Impactful Dialogue

15,000 USD • Limit: 2

During 2027 Annual IC3 Conference & Expo: Wednesday, 01 September 2027 | Length: 90 minutes.

Connect with the entire conference delegation and have a prominent, large space and visibility during the networking. With your logo on the networking floor plan and a silent video/slideshow running on the back screen throughout the networking duration, your organization will capture the views of all attending.

Branding & Advertising

- Logo and silent video or slideshow promotion intermittently looped on the back screen during Planned Networking with Universities provided by the strategic partner
- Strategic partner logo on printed event floor list
- Strategic partner logo and full-page advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app
- Strategic partner logo in the email invitation sent to all delegates for the event
- Strategic partner logo in the email invitation for the webinar, targeting first-time attendees

Engagement & Interaction

- Prominently featured table (eight-feet in length) throughout networking (a backdrop is permitted)

Conference Week Perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Standard expo table in IC3 Expo



* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.

NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Planned Networking with High Schools

Connect with Educators and Counselors for Impactful Dialogue

15,000 USD • Limit: 2

During 2027 Annual IC3 Conference & Expo: Thursday, 02 September 2027 | Length: 90 minutes.

Connect with the entire conference delegation and have a prominent, large space and visibility during the networking. With your logo on the networking floor plan and a silent video/slideshow running on the back screen throughout the networking duration, your organization will capture the views of all attending.

Branding & Advertising

- Logo and silent video or slideshow promotion intermittently looped on the back screen during Planned Networking with High Schools provided by the strategic partner
- Strategic partner logo on printed event floor list
- Strategic partner logo and full-page advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app
- Strategic partner logo in the email invitation sent to all delegates for the event
- Strategic partner logo in the email invitation for the webinar, targeting first-time attendees

Engagement & Interaction

- Prominently featured table [eight-feet in length] throughout networking [a backdrop is permitted]

Conference Week Perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations [one registration is applied for each participating representative]
- Standard expo table in IC3 Expo



* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.

NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Gold

Maximize Engagement and Impact

12,500 USD • Limit: 4

Be recognized as a Gold Partner and have a blended opportunity for engagement in the expo hall and through multiple branding opportunities.

Branding & Advertising

- Strategic partner logo appears intermittently on the back screen during major events
- Strategic partner logo and full-page advertisement in the conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app

Conference Week Perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Standard expo table in IC3 Expo

* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.
NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Diversity & Access Partner

Support our Mission for a Diverse and Inclusive Educational Environment

10,000 USD • Limit: 5

Diversity & Access Partners will be recognized as thought leaders aligning with IC3's core value of providing every school with access to essential training and development opportunities in career and college counseling. Funds from this partnership will, based on need, support 15-20 IC3 Scholars attending the 2027 Annual IC3 Conference & Expo.

Branding & Advertising

- Strategic partner logo and half-page advertisement in conference program booklet*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app

Engagement & Interaction

- Each strategic partner's contributions go towards supporting conference expenses for approximately 15-20 IC3 Scholars, including their registration fees, arranging of accommodation with IC3 Host Schools, and limited travel (based on need)
- A separate reception will be organized, at which the strategic partner will be invited to meet the IC3 Scholars and present information about their organization in a 3-minute address.

Conference Week Perks

- Two complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)
- Standard expo table in IC3 Expo

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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Conference Bag

Maximize your Visibility

10,000 USD • Limit: 2

1 Reserved

Showcase your university or organization by featuring your logo on the conference bags provided to all delegates attending the 2027 Annual IC3 Conference & Expo. This strategic partnership ensures your brand gains extensive visibility throughout the event and beyond.

Digital Branding & Advertising

- Strategic partner logo on the conference website
- Strategic partner logo in conference program*
- Logo on one side of conference bag

Conference Week Perks

- One complimentary 2027 Annual IC3 Conference & Expo registration (One registration is applied for each participating representative)



* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.
NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Dinner Reception

Host a Premium Dinner Experience

10,000 USD • 31 August (Limit: 5)

Host and engage with conference attendees at an exclusive dinner reception on 31 August 2027, set at the same venue as the 2027 Annual IC3 Conference & Expo. As we celebrate the 2027 year, this intimate gathering offers your organization a meaningful opportunity to be part of a landmark year while hosting up to 50 registered conference guests.

Branding & Advertising

- Strategic partner branding across conference collaterals
- Strategic partner logo and half-page color advertisement in the conference program*

Conference Week Perks

- Two complimentary 2027 Annual IC3 Conference & Expo registrations
- Standard expo table in IC3 Expo

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app
- Social media mentions highlighting your hosted dinner reception
- Recognition in digital event collateral shared with conference attendees

Engagement & Interaction

- Up to 50 guests at the dinner reception
- One official invitation email sent by IC3 to conference registrants before the conference [Strategic partner to manage registration]

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NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

Sustainability Partner

Accelerate Sustainable Development in Education

8,500 USD • Limit: 5

Sustainability Partners will be recognized as leaders in supporting the acceleration of sustainable development initiatives in higher education. Your initiatives will be highlighted throughout the conference based on your preferences.

Branding & Advertising

- Strategic partner associated and acknowledged with sustainability initiatives at the 2027 Annual IC3 Conference & Expo, which may include an emphasis on sourcing local food centered on vegetarian offerings, efforts to reduce water waste and plastic usage, environmentally-friendly materials, and other various carbon-offsetting initiatives
- Strategic partner could have the option to provide materials in alignment with sustainability initiatives as directed by IC3, such as aluminum water bottles
- Strategic partner logo included in video highlighting sustainability initiatives
- Strategic partner logo and half-page advertisement in conference program*

Digital Branding

- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app
- Strategic partner logo featured in social media/communications highlighting sustainability initiatives [><]

Conference Week Perks

- Two complimentary 2027 Annual IC3 Conference & Expo registrations [one registration is applied for each participating representative]
- Standard expo table in IC3 Expo

Silver

Gain Recognition

7,500 USD • Limit: 6

Stand out as a silver partner with the opportunity to be recognized through multiple branding placements alongside a table in the expo area.

Digital Branding & Advertising

- Strategic partner logo on the conference website
- Strategic partner logo and half-page advertisement in the conference program*
- Strategic partner logo, name, URL on mobile app
- Strategic partner profile in mobile app

Conference Week Perks

- Two complimentary 2027 Annual IC3 Conference & Expo registrations [1 registration is applied for each participating representative]
- Standard expo table in IC3 Expo

Pre-Conference Workshop

For High School Delegates

5,000 USD • Limit: 2 (Pre-Conference: Tuesday, 31 August 2027)

The IC3 Institute organizes this full-day training workshop for 100+ high school counselors, to be held at a local IC3 Host School. Strategic partnership of this event presents a precious opportunity for organizational branding in a top-tier city and with key school-based influencers.

Branding & Advertising

- Strategic partner logo on printed materials for this specific event
- Strategic partner logo and quarter-page advertisement in the conference program*

Digital Branding

- Strategic partner logo on workshop invitations to be shared digitally with the entire IC3 network
- Strategic partner logo on the conference website
- Strategic partner profile, logo, name, URL on mobile app

Engagement & Interaction

- Speaking opportunity and video promotion at Pre-Conference Workshop (total of 5 minutes), provided by the strategic partner

Conference Week Perks

- One complimentary 2027 Annual IC3 Conference & Expo registration (one registration is applied for each participating representative)

* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.

NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

IC3 Expo Opportunities

One Expo | Two Days
Limitless Possibilities



IC3 Expo Grand Pavilion

50,000 USD • 1200 sq.ft.

During the 2027 Annual IC3 Conference & Expo: Wednesday, 01 September & Thursday, 02 September 2027. Make an unforgettable impact at the IC3 Expo with a 1,200 sqft Grand Pavilion — the ultimate platform for immersive engagement with school delegates. Create a collective showcase by bringing together geographically linked institutions or organizations under one impressive space. Pavilion exhibitors receive a discount on expo space and enhanced visibility during the event. Customize your expansive area with technology, furniture, signage, and more (to be contracted directly with the conference venue). (To be contracted directly with the conference venue).

Conference week perks

- Preferential placement in the IC3 Expo
- 20 complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied

Contact partnerships@ic3movement.com for larger pavilions.



* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.
NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

IC3 Expo Standard Pavilion

25,000 USD • 500 sq.ft.

During the 2027 Annual IC3 Conference & Expo: Wednesday, 01 September & Thursday, 02 September 2027. Create a dynamic presence at the IC3 Expo by reserving an individual pavilion for an immersive experience for the school delegates or forming a pavilion of geographically linked institutions or organizations. Pavilion exhibitors receive a discount on expo space and enhanced visibility during the event. Pavilion exhibitors can customize their assigned area by incorporating technology, furniture, signage, etc. (To be contracted directly with the conference venue).

Conference week perks

- Preferential placement in the IC3 Expo
- Ten complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)

Contact partnerships@ic3movement.com for larger pavilions.



* The deadline for strategic partners to provide ad artwork files for the 2027 Annual IC3 Conference & Expo program booklet is 1 July 2027.
NOTE: All digital logos, art files, etc., should be sent to partnerships@ic3movement.com.

IC3 Expo Booth

8,500 USD [Open on two sides] | **10,500 USD** [Open on three sides]

Gain visibility with influential higher education leaders across the globe by increasing brand awareness and encouraging growth for the counseling community with an expo booth in the IC3 Expo (100 square feet). A booth area is limited to one exhibitor only and may not be shared.

Branding & advertising

- Logo in the IC3 Conference program booklet

Digital Branding

- Logo and embedded weblink of choice on the IC3 Expo web page
- Logo and embedded weblink of choice in the IC3 Expo section of the mobile app

Engagement & interaction

- 100 square feet area in the IC3 Expo, the site of all lunch and networking breaks
- Access to IC3 Host School Student & Parent Conference

Conference week perks

- Three complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)

Contact partnerships@ic3movement.com for larger booths.

Expo Table: Premium (double-length)

5,500 USD

With an expo table in the IC3 Expo, you can make a meaningful impact on influential higher education leaders worldwide by increasing brand awareness and encouraging growth for the counseling community. A premium expo area is limited to one exhibitor only and may not be shared.

Branding & advertising

- Logo in the IC3 Conference program booklet

Digital Branding

- Logo and embedded weblink of choice on the IC3 Expo web page
- Logo and embedded weblink of choice in the IC3 Expo section of the mobile app

Engagement & interaction

- Eight-feet length table in IC3 Expo, the site of all lunch and networking breaks
- Access to IC3 Host School Student & Parent Conference

Conference week perks

- Two complimentary 2027 Annual IC3 Conference & Expo registrations (one registration is applied for each participating representative)



Expo Table: Standard

3,000 USD

With an expo table in the IC3 Expo, you can make a meaningful impact on influential higher education leaders worldwide by increasing brand awareness and encouraging growth for the counseling community. A standard expo area is limited to one exhibitor only and may not be shared.

Branding & advertising

- Logo in the IC3 Conference program booklet

Digital Branding

- Logo and embedded weblink of choice on the IC3 Expo web page
- Logo and embedded weblink of choice in the IC3 Expo section of the mobile app

Engagement & interaction

- Table in IC3 Expo, the site of all lunch and networking breaks
- Access to IC3 Host School Student & Parent Conference

Conference week perks

- One complimentary 2027 Annual IC3 Conference & Expo registration (one registration is applied for each participating representative)

Immersive Expo Experiences

Networking Spaces

There are spaces for delegates to network and engage in valuable conversations. It provides a relaxed and exclusive setting where these key contributors can connect with industry peers, discuss opportunities, and build meaningful relationships.

For more information please reach out at partnerships@ic3movement.com

Conversations Over Coffee

Need a quick caffeine boost and a place to connect? Our Coffee and networking spaces are the perfect blend of productivity and relaxation. Grab freshly brewed coffee and engage in meaningful conversations with fellow attendees. It's the ideal spot for informal chats, often leading to valuable insights and opportunities.

Program Full-Page Ad: Outside Back Cover

3,500 USD (Limit: 1)

Gain unmatched visibility with a full-page back cover ad, offering up to 65% more exposure than interior pages. Leverage this premium placement in the IC3 Conference program booklet, distributed to ALL attendees and leave a lasting impression.

Program Full-Page Ad: Inside Front Cover

2,000 USD (Limit: 1)

The most prominent placement for your ad is the inside front cover, which increases ad recall by 40%. Get the most out of your print advertising in the IC3 Conference program booklet, which is given to ALL attendees.

Program Full-Page Ad: Inside Back Cover

1,500 USD (Limit: 1)

Place your ad on the inside back cover of the IC3 Conference program booklet, which is given to ALL attendees. This increases ad recall by 21% over standard full-page ads.

Program Full-Page Ad

1,000 USD

Make a lasting impression with a full-page ad in the IC3 Conference program booklet, given to ALL attendees.

Program Half-Page Ad

600 USD

Increase brand awareness for conference attendees through a half-page ad in the IC3 Conference program booklet given to ALL attendees.

Program Quarter-Page Ad

350 USD

Promote your brand to conference attendees through a quarter-page ad in the IC3 Conference program booklet, given to ALL attendees.

2027 Annual IC3 Conference & Expo

Strategic Partnership Agreement

Organizations are welcome to apply for multiple strategic partnership packages. Please contact partnerships@ic3movement.com with questions or to learn more about strategic partnership opportunities.

Terms and Conditions

1. IC3 Conference is managed by UnivAssist Inc. ["Organizer"]. The Organizer reserves the right, without liability, in its sole discretion, to accept or refuse any strategic partnership application. References to the "event" mean the event as it will or may be held in physical or virtual format.
2. The laws of the state of New Jersey shall govern the validity and interpretation of these Terms and Conditions (these "Terms") without regard to conflicts of law principles.
3. Strategic Partnership Applicant ["Applicant" or "Strategic Partner"] will pay all fees, charges, and expenses for its application when due and on demand. If the Organizer seeks any legal recourse or remedy to collect any amount due from the Applicant, all charges related to the collection of any unpaid amount (including Organizer's legal fees) will be the responsibility of the Applicant.
4. Applicants will be invoiced for payment, unless paid by credit card, upon the Organizer's receipt of the application. Applications are not subject to cancellation by the Applicant. The invoice will reflect the full cost of the partnership fee, which is NON-REFUNDABLE and which will be due within 15 days of the application date or 60 days prior to the start of the event, whichever is earlier. Please be advised that neither expiration of payment due dates nor failure to pay the invoice will terminate the obligation to pay the application fee pledged to the Organizer irrespective of participation in the event or any other circumstances.
5. If the Strategic partner is planning on attending the event, along with the names of each proposed attendee, strategic partner must submit the name of one person to be its representative in connect with installation, operation, and removal of any exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the strategic partner shall be responsible. The strategic partner shall assume all risk and responsibility for any person being in attendance affiliated with the strategic partner, throughout all exposition periods, and the representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times.
6. All attendees shall abide by all rules, regulations, policies, procedures and protocols whether imposed by the Organizer or legal authorities, and each person must agree to, and pass, any and all health screenings. If any person who is in attendance becomes ill, can no longer participate in a proper manner, or does not comply with health or safety protocols, such person may be removed from the event without any liability to Organizer.
7. In addition to strict compliance with local and national laws and policies, as well as those imposed by the Organizer, the conference venue itself, and any other accommodation, health and safety protocols may include:
 - a. A written attestation by each person each day confirming that he or she has not tested positive or possibly been exposed to the COVID-19 virus or other communicable disease within the then prior 14 days and assuring compliance with all health and safety protocols.
 - b. Health screening, thermal and other assessment, upon entry to the conference areas and onsite each day.
 - c. Mask/Face coverings to be worn at all times, covering nose and mouth (and other personal protective equipment may also be required).
 - d. Frequent handwashing with soap and water.
 - e. Social distancing, maintaining at least a 6-ft distance from others.
8. It is the responsibility of strategic partner and each person attending the event to keep up to date and review legal requirements and the conference website frequently for current policies, which are subject to change at any time up to and during the event. The Organizer reserves the right at any time, even during the event, in its sole discretion, to implement and enforce rules that are more stringent than any then current legal requirements or third party policies, and all persons must adhere to all such rules.
9. It is the responsibility of the strategic partner and each person attending to immediately notify the Organizer of such person's ailment, illness, or suspected exposure to the COVID-19 virus or other communicable disease.
10. Organizer reserves the right, without liability, in its sole discretion, to make changes or postponements to the event including format, daily schedule, dates, cities, and technology used.

Terms and Conditions

11. If the Organizer determines in its sole discretion that for any reason it is not prudent or desirable to conduct the event, whether due to health or safety concerns for attendees, service providers or the public, or otherwise, or if the Organizer is unable to conduct the event in its physical attendance format for any reason, including Force Majeure (defined in Section 13 below), Applicant will not be entitled to any refund but, instead, strategic partner will be directed to participate in the virtual format of the event, if being conducted.
12. If the Organizer is unable to conduct the event in its virtual format, in its sole discretion, due to health or safety concerns for attendees, service providers or the public or due to any Force Majeure (defined in Section 13 below), Applicant will not be entitled to any refund but, instead, to the extent not expended for the originally scheduled event (whether its intended physical format or its virtual format), any or all amounts paid by Applicant shall be credited towards a rescheduled or future event.
13. If any event is changed or rescheduled for any reason and notice is not feasible, Organizer will use reasonable commercial efforts, to the extent not prevented or hindered by Force Majeure or health or safety concerns, to schedule an alternative event. "Force Majeure" means any cause beyond the reasonable control of Organizer, including failure of technical facilities; technological problems, error, interruption or failure; Act of God; natural disaster; accident; fire; flood; inclement weather; labor dispute; riot or civil commotion; act of public enemy; war; military action; public health crisis; disease; pandemic; virus; epidemic; national security; governmental, court, regulatory or administrative act or order; law, regulation or rule; act or threat of terrorism; national day of mourning; strikes; civil unrest; airport or other transportation closings or delays; travel warnings or advisories; emergency announcement or news bulletin; inability to obtain supplies; delays in transportation; or embargo.
14. The Organizer will not be liable for the actions or omissions of independent suppliers or other third parties, including Internet, Web services technology providers, and the event venue, and the Organizer makes no representation or warranty concerning the nature or quality of any services provided by such parties.
15. Organizer reserves the right, without liability, in its sole discretion to deny entry to or to remove any person, including any strategic partner, delegate, participant, or third party from the event.
16. Organizer reserves the right, to modify the floor plan or relocate any Exhibitor's booth space to a different location within the Expo hall. Such changes may be made at any time if deemed necessary for the event, safety requirements, or technical constraints.
17. The Organizer will not provide any compensation, refund or credit, nor be liable for any fees, charges, or expenses paid or owed by Applicant to any third party, including for travel, accommodations, transportation, Internet service providers, or Web based meeting providers (e.g. Facetime, Zoom etc.).
18. To the extent permitted by law and otherwise so long as the applicable minimum legal requirements are met by the Organizer for the production of the event at the event site, the Organizer will not be liable if any person is exposed to COVID-19 or any other communicable disease or contracts COVID-19 or any other communicable disease, whether during any travel, stay, transportation or attendance at the event or otherwise.
19. The Organizer will market the event to endeavor to drive participation but makes no guarantee about the number of participants at the event or the recognition of the event.
20. The Organizer does not endorse the programs, products, or services of the participating individuals, institutions, organizations.
21. Promotional activity is limited to the confines of space assigned by the Organizer. Strategic partners are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, service providers or any other third party in any display, parent and subsidiary companies of strategic partner excepted. Strategic partner will not share, publish, post or disseminate any conference participant's data or use any such data for mass mailings or any other purpose other than as permitted by the participant for the strategic partner's internal purposes.
22. In order to maintain a professional atmosphere, prevent copyright infringement, and maintain a code of ethics, the Organizer does not permit the videotaping, recording, or photography of any event proceedings, including sessions, discussions, keynote addresses, fairs, exhibits, workshops or receptions, without prior express written permission from the Organizer.
23. The Organizer may choose to record with or without video, or photograph, the event or portions of the event. Applicant waives the right to notice of any such recording or photography and waives the right to inspect or approve versions of such images or recordings used for publication or the written copy that may be used in connection with the

Terms and Conditions

images or the recordings. The Organizer is permitted, although not obligated, to include Applicant's name as a credit in connection with such images or recordings.

24. As further condition and consideration of strategic partnership of the event and to promote the event and future events, Applicant grants to the Organizer and its assigns, licensees, and successors the irrevocable royalty free right to use Applicant's image (including any logo), name and voice, as applicable to persons speaking, in all forms and media, including photograph, video and other imaging or recording, and including for advertising, throughout the world in perpetuity.
25. Applicant assumes all responsibility for and will indemnify, defend, and hold harmless the Organizer and its affiliates, subsidiaries, directors, managers, officers, members, shareholders, partners, employees, agents and insurers ["Organizer Indemnitees"] from any and all claims, demands, suits, expenses (including legal fees), and liability ["Liabilities"] for any damage, loss, harm or injury to any invitee, attendee, or participant, or any property, of the Applicant or any of its affiliates, subsidiaries, directors, managers, officers, members, shareholders, employees, trustees, or agents and also any Liabilities arising out of strategic partner's application for, strategic partnership of, travel to, or participation in, the event, including the use of conference premises, as applicable.
26. These Terms and the strategic partnership Package and each of their attachments represent the entire agreement between the Applicant and the Organizer on the subject matter of the event and may not be altered unless mutually agreed upon in writing.
27. If any provision of these Terms or the application of any provision to either the Organizer or the Applicant is held by a court of competent jurisdiction to be invalid or contrary to any law, the remaining provisions of these Terms will remain in full force and effect and the invalid or unenforceable provision shall be modified to the minimum extent to render such provision valid and enforceable. The use of the word "or" means "and/or." The terms "include," "includes" or "including" are not exclusive and are inclusive, and mean include, includes or including, "without limitation." These Terms will not be construed or interpreted to the disadvantage of strategic partner as the drafting party.

Check the box to select a strategic partnership category

Premier Strategic Partnerships	
Host	75,000 USD
Co-Host	50,000 USD
Engagement Partner	35,000 USD
Platinum	25,000 USD
Technology Partner	25,000 USD
Badge & Lanyard	15,000 USD
IC3 Presidential Forum & Dinner	15,000 USD
IC3 Institute Graduation & Gala Dinner	15,000 USD
Annual IC3 Awards	15,000 USD
Opening Plenary	15,000 USD
Closing Plenary	15,000 USD
Planned Networking with Universities	15,000 USD
Planned Networking with High Schools	15,000 USD
Classic Strategic Partnerships	
Gold	12,500 USD
Diversity & Access Partner	10,000 USD
Conference Bag	10,000 USD
Dinner Reception	10,000 USD
Sustainability Partner	8,500 USD
Silver	7,500 USD
Pre-Conference Workshop for High School Delegates	5,000 USD
IC3 Expo	
IC3 Expo Grand Pavilion (1200 sq.ft.)	50,000 USD
IC3 Expo Standard Pavilion (500 sq.ft.)	25,000 USD
IC3 Expo Booth: [three-side open]	10,500 USD
IC3 Expo Booth: [two-side open]	8,500 USD
IC3 Expo Table (Premium, double-length)	5,500 USD
IC3 Expo Table (Standard)	3,000 USD
Advertising	
Program Full-Page Ad: Outside Back Cover	3,500 USD
Program Full-Page Ad: Inside Front Cover	2,000 USD
Program Full-Page Ad: Inside Back Cover	1,500 USD
Program Full-Page Ad	1,000 USD
Program Half-Page Ad	600 USD
Program Quarter-Page Ad	350 USD

2027 Annual IC3 Conference & Expo Strategic Partnership Agreement

Organization Information

Organization

Contact First Name

Contact Last Name

Designation/Title

Address

City

State

Country

Postal Code

Phone

Email

Website

Method of Payment

Check

Wire Transfer

Credit Card

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

Authorizing Signature:

Date: