



Sponsorship Prospectus

Table of Contents	
About The National Resource Center for The First-Year Experience and Students in Transition	Page 2
About The National Conference on Students in Transition 33rd National Conference on Students in Transition Event Details Who Should Attend? Conference Topics	Page 3
2025 SIT Conference Attendee Demographic Information	Page 4
Job Titles of 2024 SIT Conference Attendees	Page 5
What Are Attendees Seeking?	Page 6
SIT Conference Date Why SIT? (Value Proposition) What Do Sponsors Receive?	Page 7
Tiered Sponsorship Opportunities • Platinum • Gold • Silver • Bronze	Page 8
Waiting Room Sponsor	Page 9
Custom Sponsorships	Page 10
Advertising & Marketing	Page 11

About the National Resource Center for The First-Year Experience and Students in Transition

The National Resource Center for The First-Year Experience and Students in Transition serves as the trusted expert, internationally recognized leader, and clearinghouse for scholarship, policy, and best practice for all postsecondary student transitions.

The National Resource Center for The First-Year Experience and Students in Transition was born out of the success of the University of South Carolina's much-honored University 101 course. This course was the brainchild of President Thomas Jones, who in May 1970 faced a campus fractured by protests. In the aftermath of the campus riots, he hoped to bond students to the institution and transform the way that undergraduate students were taught.

Two years later, the first group of entering college students at the University of South Carolina signed up for a new course called University 101. Little did President Jones know that he would do more than create a course; he would provide the impetus for an international movement to improve the educational experiences of first-year college students. This mission was embraced by educators across the country, and in 1982, 175 of them joined John N. Gardner, then the faculty director of University 101, and his colleagues at the University of South Carolina for a meeting on the first-year seminar concept.

At the urging of participants, Gardner organized the first Annual Conference on The Freshman Year Experience the following year. The momentum created by the educators attending these early conferences paved the way for the development of the National Resource Center, which was established at the University of South Carolina in 1986. As the Center broadened its focus to include other significant student transitions in higher education, it underwent several name changes, adopting the National Resource Center for The First-Year Experience and Students in Transition moniker in 1998.

Today, the Center collaborates with its institutional partner, University 101 Programs, in pursuit of its mission to advance and support efforts to improve student learning and transitions into and through higher education. Through its work with conferences and continuing education, a full complement of publications, the pursuit of a research agenda, and the creation and dissemination of online resources, the Center has grown to become the trusted expert, internationally recognized leader, and clearinghouse for scholarship, policy, and best practice for the first-year experience and all postsecondary student transitions.

About the National Conference on Students in Transition

As college educators, we are challenged to provide support for students and improve their entire undergraduate experience. At the National Conference on Students in Transition, attendees will share with and learn from one another the latest trends, initiatives, best practices, ideas, research, and assessment strategies focused on supporting student success in the first college year and beyond. We invite you to be a part of this exciting learning experience!

33rd National Conference on Students in Transition

- When: September 30-October 2, 2026
- Where: Virtual
- Sponsored by: National Resource Center for The First-Year Experience and Students in Transition University of South Carolina

Who Should Attend?

Educators interested in the college student experience from the first year through graduation, the collegiate curriculum, innovative pedagogies, and high-impact practices designed to improve learning and success for today's undergraduate students should attend. Graduate and undergraduate students are also encouraged to participate in the conference.

Conference Topics

- Sophomore Issues
- First-Generation College Students
- Transfer Student Experience
- Senior Year
- Community Colleges
- First-Year Experience

**32nd National Conference on Students in Transition (2025)
Attendee Demographic Information**

**Total Number
of Campus
Attendees**

374

**Total Number
of Campuses
Represented**

185

**Total Number
US States
Represented**

45

**International
Countries
Represented**

Canada
Egypt
Taiwan

**Total Number
Private
Campuses
Represented**

75

**Total Number
Public
Campuses
Represented**

110

**Total Number
of HSI
Campuses
Represented**

26

**Total Number
of HBCU
Campuses
Represented**

6



**Job Titles of 32nd National Conference on
Students in Transition (2025) Attendees**

**[Click Here to View the
Job Titles of the 2025 SIT
Conference Attendees](#)**

What Are Attendees Seeking?



Common Readers & Publishers



**Engagement & Retention
Solutions**



Career Readiness Services



Educational Content & Experts



**Experiential Education
Programming**



**Academic Recognition
Opportunities**



Technology Services



Assessment Tools

33rd National Conference on Students in Transition (2026)

Conference Overview

Why SIT? (Value Proposition)

- 3 Days of Conferencing
- 45+ Hours of Educational Sessions
- 40+ of Educational Programs
- ~5 Sessions Per Educational Block
- Opening and Plenary Keynote Addresses

What Do Sponsors Receive? (Dependent on Sponsorship Level*)**

- Admission for one to two registrations (dependent on sponsorship level).
- Access to: all conference sessions, keynotes, and other networking opportunities
- Company description in electronic program PDF
- Company description, contact information, and clickable link in the digital events app
- An emailed copy of attendee list with email addresses (sent one week prior to the conference)
- An electronic list of attendees mailing addresses (one-time use after the conference)
- Opportunity to submit for consideration one proposal for the conference presentation (selection is not guaranteed).

Sponsorship Information

Companies/organizations are invited to sponsor special events, rooms, and sessions. Recognition will be provided in the electronic conference program, and digital event app. Sponsorships will be assigned on a first-come, first-serve basis according to when registration forms are received.

Tiered Sponsorships

Platinum (limited availability) - \$2,100

Sponsor Receives:

- Two (2) registrations
- Up to 2 slides (for display) to be included during general session presentation
- One (1) Full page, full color ad included in electronic program
- Access to participant list for conference including email and mailing addresses
- Logo/Name included in digital conference app
- Recognition on Sponsors Page in digital conference app
- Opportunity to submit for consideration one proposal for conference presentation (selection is not guaranteed)
- One (1) Banner Image/Ad on the event homepage of the digital conference app

Gold (limited availability) - \$1,400

Sponsor Receives:

- One (1) registration
- One (1) Full page ad included in electronic program
- Access to participant list for conference including email and mailing addresses
- Logo/Name included in digital conference app
- Recognition on Sponsors Page in digital conference app
- Opportunity to submit for consideration one proposal for conference presentation (selection is not guaranteed).

Silver - \$875

Sponsor Receives:

- One (1) registration
- One (1) Half page ad included in electronic Conference program
- Access to participant list for conference including email and mailing addresses
- Logo/Name included in digital conference app
- Recognition on Sponsors Page in digital conference app
- Opportunity to submit for consideration one proposal for conference presentation (selection is not guaranteed).

Bronze - \$525

Sponsor Receives:

- Access to participant list for conference including email and mailing addresses
- Logo/Name included in digital conference app
- Recognition on Sponsors Page in digital conference app
- Opportunity to submit for consideration one proposal for conference presentation (selection is not guaranteed).

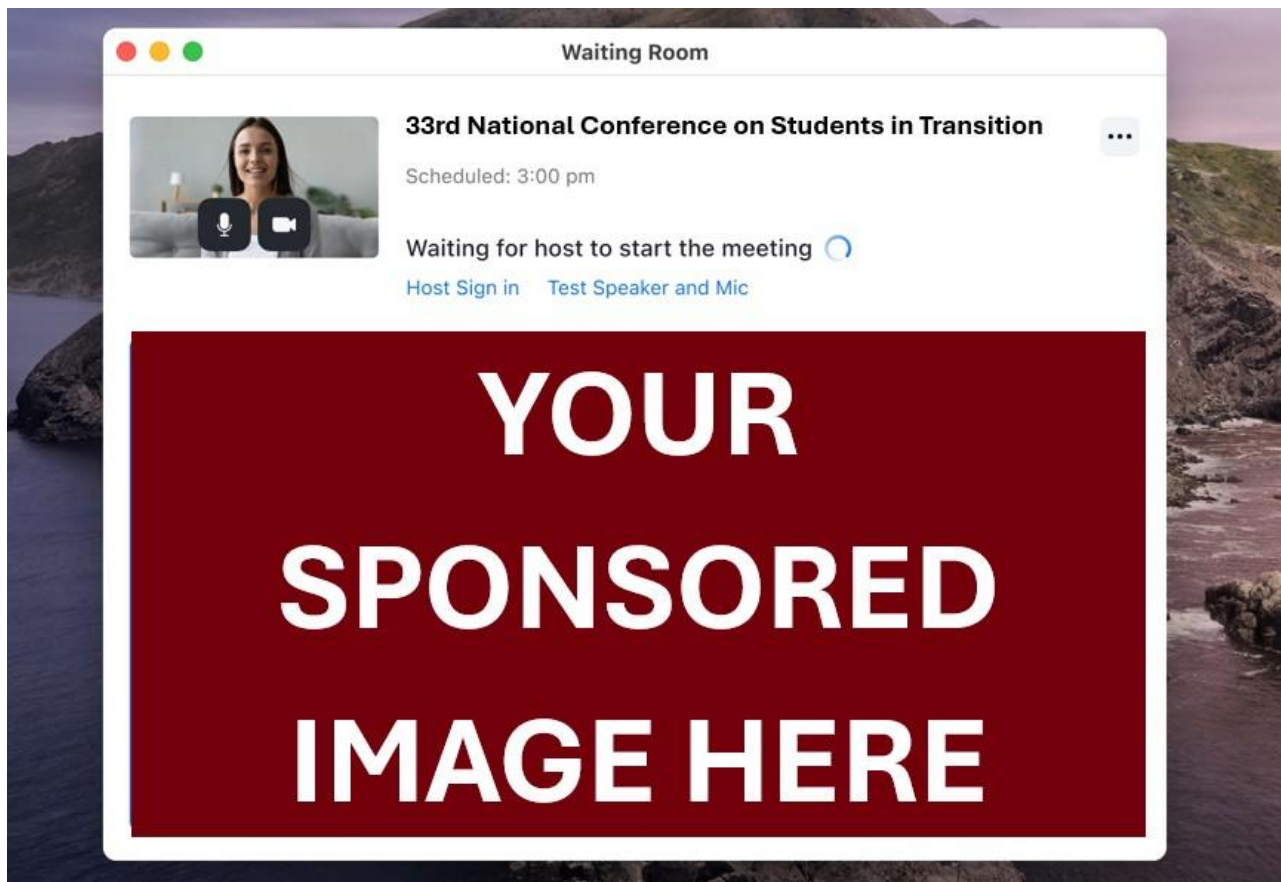


Waiting Room Sponsor - \$1,750 (One Available)

Display an image of your own design while conference attendees are staring at their screens waiting for the next session to start.

Sponsor Receives:

- One (1) registration
- One (1) custom Image will be displayed prior to the start of every session (40+ total) via the waiting room during the length of the conference. - 400x200 pixels, with 2:1 ratio for higher resolutions, formats are JPG, PNG, or GIF, and maximum file size of 1 MB
- Access to participant list for conference including email and mailing addresses
- Logo, Name, and information included in digital conference app
- Recognition on Sponsors Page in digital conference app
- Opportunity to submit for consideration one (1) proposal for the conference presentation (selection is not guaranteed).



Looking for an opportunity that is not listed. We are open to any ideas!

Feel free to contact Michael Hood at MH254@mailbox.sc.edu or the FYE Conference Team at FYEConf@mailbox.sc.edu to see your idea become reality.

Advertising Page

Conference Program Guide

- Full-Page Ad - 7.5" x 10" = \$400
- Half-Page Ad Horizontal - 7.5" x 4.875" = \$250

Advertising Guidelines

The National Resource Center also offers vendors the opportunity to advertise in our conference program. By purchasing an ad in the conference program, you place your company or organization's products or services focused on student learning, development, and success in front of conference attendees who will share their program with colleagues. To purchase ad space, complete the ad space section on the Vendor Registration form. Materials will not be returned and become the property of the National Resource Center. Conference organizers reserve the right to review and approve ad copy.

The deadline for materials is **September 9, 2026**, for the 33rd National Conference on Students in Transition.

Submitted ads should be print-ready (300 dpi or higher) and in either a .pdf or .jpg format. All program ads will be produced in full color in the electronic conference program.

Dimensions

The electronic program is 8.5" x 11" and produced in full color. Ads will be sold in three sizes. See the vendor registration form for costs.