



# Sales Education Foundation

Elevating the Sales Profession Through University Education

## Feature your company in the 2019 SEF Annual Magazine - our 13th edition

The Sales Education Foundation invites you to show your support for SEF and Professional Sales education. Become a Sponsor and receive recognition in the 2019 **Annual** magazine. Build your brand visibility and recognition among the professional sales community.

Unlike one-time "event" sponsorship your recognition in the Annual continues for a full year. The magazine is circulated worldwide and the e-version is featured on the SEF website as a free resource throughout the year. The **Annual** provides your organization with worldwide exposure as we recognize your support for SEF and Professional Sales education.

### Sponsor Rates

- 1/8 page: \$3,500 plus 25 printed copies
- 1/4 page: \$4,500 plus 50 printed copies
- 1/2 page space: \$6,500 plus 100 printed copies
- Full page space: \$10,000 plus 200 printed copies **(due by 1/31/2019 deadline)**

Contact Marty Holmes, SEF Associate Director for details on sponsor opportunities: [marty@salesfoundation.org](mailto:marty@salesfoundation.org)

### AVAILABLE SIZES

#### FULL PAGE:

Maximum size for your space is 7 1/2 x 10 1/4

#### HALF PAGE (horizontal or vertical upon request):

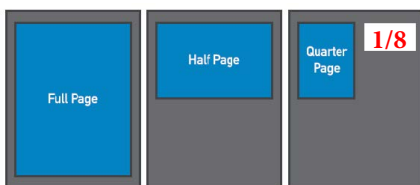
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Maximum size for your art is 3 3/4 x 5

#### EIGHTH PAGE (Horizontal - vertical upon request)

Maximum space for your art is 3 3/4 x 2



12  
2018 TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION  
The most comprehensive listing of graduate and undergraduate sales education offerings.

1 Letter from the Editors  
The 13th edition offers many articles of interest.

2 Why Sales Superstars Shouldn't Hire Sales Leaders  
Amy Daniels from *Crave*® explains the phenomenon.

3 Implications for B2B Selling in the Age of Artificial Intelligence  
Mike Curtis and Ed Peterson explain how AI may impact sales roles.

4 Fostering International Collaboration in Sales Research  
Kurtis Olson, Justin Kim and So Wonha share research opportunities.

5 Mastering Sales Leadership—The Case for Graduate Education  
Dan Dube and Pauline Colledge present an interesting perspective on new graduate programs.

6 Pi Sigma Epsilon  
Just a single research opportunity available through PSE.

7 Spotlight on Research  
New, for-credit courses to highlight SEF funded research.

8 National Collegiate Sales Competition  
Learn how to enter and win the 2019 sales competition.

9 Preparing Students for a Professional Selling Career  
Jenny DeBruin provides insight into CAC and PSE sales opportunities.

10 University Sales Competitions  
SEF provides listing of all major university sales competitions.

11 The Need for a Global Sales Research Database  
ADL Sales Research Group provides insight into a global database.



*"If you share our vision for the future of Professional Sales we invite you to consider supporting SEF."*

-Sally Stevens  
Executive Director, SEF

### FILE SPECIFICATIONS

#### FILE REQUIREMENTS - PDF files required

We assume due diligence was taken by your agency to preapprove and proof all advertisements before submission. If we detect an error we will contact you to resubmit.

Art files are due by **2/4/2019**. Send to Marty Holmes [marty@salesfoundation.org](mailto:marty@salesfoundation.org).

#### IMPORTANT! IRS REGULATIONS FOR USE OF SPACE – PLEASE READ CAREFULLY

The Sales Education Foundation is a component fund of The Dayton Foundation, a 501(c)(3) public charity. In keeping with the IRS regulations around featured space in non-profit publications, the following guidelines **MUST** be followed for participating organizations.

1. Messages **may** use promotional logos or slogans that are an established part of the sponsor's identity.
2. Messages **may** display or acknowledge a product by the organization, whether for free or for remuneration.
3. Messages **may not** contain qualitative or comparative language, price information, or other indications of savings or value.
4. Messages **may not** include endorsements or inducements to purchase, sell, or use specific products or services.