



ACBO Spring 2015 Conference Sponsorship Opportunities & General Information

General Information

Our sponsors are important to us! At the same time, it is also important to us to maintain the integrity of the conference and maximize the time for peer-to-peer networking and educational opportunities. We want you to be happy with the investment you make in ACBO and for the conference to hold the same value for our CBO attendees.

As a result, we will once again be setting up a separate **vendor area** for sponsors at the **gold level or higher** where you can network with our attendees during registration, the refreshment breaks and the receptions. This will give sponsors who commit at the higher levels a dedicated location in which to meet with attendees. To encourage flow through this area, all refreshments and registration activities will be located here as well.

In addition, we ask that all sponsors observe the following **guidelines** at the conference:

- Please keep in mind that you are in **attendance at the conference** to network and build relationships. When attending sessions, meal functions and other ACBO events (other than in the vendor area) we would appreciate it if you would refrain from pitching your service or product in those settings, and, instead, focus more on learning about ACBO, its members and their needs. This can be a great research opportunity for you and it allows for more peer to peer networking for our attendees.
- Sponsor participation in the conference is limited to the number of **registrations/tickets** listed below for each sponsorship level. It's important to ACBO to maintain a reasonable ratio of attendees and sponsors.
- Some ACBO sessions are **closed sessions** for purposes of business meetings and sharing information. If you see a "Closed Session" sign outside the door, the session is for members only and is closed to sponsors. We appreciate your cooperation with this. In addition, if another vendor is presenting at a session, please refrain from commenting at that session, yielding the floor to members only.
- Please keep in mind that most, if not all, **meal functions** (including breaks and receptions) are sponsored and may be sponsored by YOU! Though we don't want to eliminate other sponsors from participating, we do ask that you maintain a low profile at all but your own sponsored function. We feel confident that each one of you will appreciate this when your turn comes!
- All sharing of **product/service information** should be limited to the vendor area (note: you must commit at the gold level or higher to have a table/presence in this area) and to sponsor presentations from the podium (as detailed in the sponsor benefits below) unless an attendee expressly seeks you out for questions and/or information.
- Sponsor information (**collateral materials**) is limited to the vendor area (gold and above), the brochure inserts (silver and above) and/or sponsor banners (platinum and above). Please do not place materials or banners in any other area.
- **Session presentations** are by invitation only and sessions will be solicited and selected based on the best interests and needs of the attendees. If you are interested in presenting a session, please go to www.acbo.org to submit a Call for Proposal.
- Sponsors are welcome to schedule their own **off-site dinners** for the second night only (Tuesday) of the conference. Please be advised that you are responsible for your own restaurant research, making reservations and transportation arrangements and inviting your guests.

- The **attendee list** (email contact information only) will be shared with sponsors AFTER the conference only and will be emailed to you approximately one week following the conference. This list may be used for one follow up mailing or email only. The honor system applies on this request, and we encourage you to adhere as multiple unauthorized contacts usually serves only to drive attendees away from using a particular vendor.
- The **golf tournament** has sponsorship, but it has historically been dedicated to specific, long-term sponsors and is not available for event sponsorships. However, cart, boxed lunch and other smaller sponsorships are available. If you are interested, contact Tracy Newell at tnewell@meetingwise.net for more information. *Please note that golf sponsors must also be conference sponsors.* Sponsors are invited to play in the tournament (separate fees apply) on a space available basis. Go to www.acbo.org after March 16, 2015 for more information.
- Sponsors are limited to one opportunity each at the Bronze Level and above and *may not share sponsorships*. This requirement will be waived for sponsorships still available on May 1, 2015 should you want to consider more than one.

Our goal is to create a positive conference experience for attendees as well as sponsors. If you have suggestions or ideas that would assist us in making this a more valuable experience for you, or to assist you in moving up to the next level of sponsorship, please contact Courtney Clark, our Meetings & Events Coordinator at (916) 443-2226 or events@accca.org.

Location and Logistics:

The Spring 2015 ACBO Conference is being held at the Hyatt Vineyard Creek Hotel in Santa Rosa, CA, May 18-20, 2015. The address is 170 Railroad St., Santa Rosa, CA 95401 (707) 284-1234. Hotel reservation information will be posted at www.acbo.org.

We suggest flying in and out of either SFO or OAK. Ground transportation choices include car rental, taxi (approx. \$80 each way) or shuttle. SuperShuttle (\$185 each way) or car rental (depending on the rate you are able to secure) is your best option.

All sponsorship selections – Diamond through Bronze – include at least one complimentary conference registration (*note: top sponsor levels include additional registrations; some levels include event tickets*) for a representative of your company (a \$335 value). Additional representatives may be registered at www.acbo.org for \$335 each.

Sponsorship Opportunities:

Opportunities range from the highest visibility (Diamond) to the benefit of visibility and most affordable (Bronze) participation levels. The following grid provides a brief description of the various opportunities available. We anticipate 200 to 225 attendees including sponsor representatives and presenters, up to 135 of these will be CBO's. **Please note: Our payment policy has changed. All sponsor payments must be received prior to your arrival at the conference. If payment is not received in the ACBO office by May 14th, 2015, you **MUST** supply payment upon checking in at the conference.**

Sponsorship Opportunities & Benefits:

Level/ Benefit	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Amount	\$5,500	\$3,850	\$2,750	\$1,650	\$825
Number of and Opportunities (designates at which ACBO function/other sponsored and when your sponsorship will be recognized/ acknowledged)	Five Dinner (Mon)	Two Lunches (Mon & Tues)	Seven Networking Breakfast, Registration Area (up to 4 sponsors) OR Receptions -- Mon or Tues	Eight Refreshment Breaks	Multiple General
Number of Conference Registrations Included (note: this is the maximum number of representatives you are entitled to have at the conference)	3	2	2	1	1
Additional Tickets to Your Sponsored Event Included (in addition to the above you may have additional representatives attend this function ONLY)	3	2	1	N/A	N/A
Signage	Sign with company logo at entrance to sponsored event/session	Sign with company logo at entrance to sponsored event/session	Sign with logo at entrance to sponsored event	Sign with company logo at sponsored break or company logo on promo item	Sign with logo at entrance to sponsored event or on a sponsor sign in reg area
Recognition from Podium	Introduction & opportunity for up to 5 minutes at podium during sponsored event	Introduction & opportunity for up to 3 minutes at podium during sponsored event	Introduction & opportunity for up to 2 minutes at podium during sponsored event	Introduction from podium (acknowledged in audience) at preceding or following general session	N/A
Sponsor Banner	Opportunity to provide banner for sponsored session	Opportunity to provide banner for sponsored session	N/A	N/A	N/A
Program/ Sponsor Listing	Company logo, contact info and brief company bio (up to 75 words) included; logo on program cover	Company logo, contact info and brief company bio (up to 50 words) included	Company logo, contact info and brief company bio (up to 30 words) included	Company logo, contact info and brief company bio (up to 15 words) included	Company logo and contact info included
Brochure Insert	Yes	Yes	Yes	Yes	N/A
Exhibit/ Display Table	Yes	Yes	Yes	N/A	N/A

SPECIAL NOTE: All sponsors silver level and higher will receive a complimentary 1-page packet insert as one of their benefits. 250 copies of your insert must be shipped to arrive between May 11 & 15 (no earlier) to be included. Mail to:

Courtney Clark, GUEST (arriving 5/17/15)
 Hyatt Vineyard Creek
 170 Railroad St.
 Santa Rosa, CA 95401