



ACBO Fall 2021 Conference Sponsorship Opportunities & General Information

General Information

It's our first conference back in person in 2 years! Your safety and the safety of our presenters, staff and attendees is our first priority. The conference planning team is taking every precaution to make sure you feel comfortable returning to our exclusive event. 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.

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 for 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, or have purchased a table in addition to your sponsorship 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, the sponsor ads in the app (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 note that these dinners cannot overlap with any scheduled conference events. Please be sure these dinners are scheduled to begin after the Tuesday evening reception. 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 serve only to drive attendees away from using a particular vendor.
- Sponsors are limited to one opportunity each at the Bronze Level and above and *may not share sponsorships*.

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 at (916) 443- 2226 or events@acbo.org.

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 \$385 value). Additional representatives may be registered at www.acbo.org for \$495 each until October 8th, after that it will be a rate of \$525.

Cancellation:

There will be no refunds for cancellations of your sponsorship after September 17th, 2021. If you sign up for sponsorship after September 17th, 2021, please note you will not be eligible for a refund if you cancel your participation in the event.

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 150 to 225 attendees including sponsor representatives and presenters, up to 120 of these will be CBO's and other college employee's.

Sponsorship Opportunities & Benefits:

| Level/Benefit | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | Add-On Table |
|---|---|---|--|---|--|---|
| Sponsorship Amount | \$5,500 | \$3,850 | \$2,750 | \$1,650 | \$825 | \$1,000 |
| Number of and Opportunities <i>(designates at which ACBO function/other sponsored and when your sponsorship will be recognized/acknowledged)</i> | Five <i>Evening Event (Mon)</i> | Four <i>Co-sponsor Lunches (Mon & Tues)</i> | Nine <i>Networking Breakfast, Registration Area, Evening Receptions or Keynote Speaker</i> | Eight <i>Refreshment Breaks</i> | Multiple <i>General</i> | Ten <i>Must purchase Bronze or Silver Sponsorship to be eligible for an add on table (table is not available without sponsorship)</i> |
| Number of Conference Registrations Included <i>(note: this is the maximum number of representatives you are entitled to have at the conference)</i> | 3 | 2 | 2 | 1 | 1 | 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 | N/A |
| Recognition from Podium | 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 & opportunity for up to 1 minute at podium during sponsored event | Introduction from podium (acknowledged in audience) at preceding or following general session | N/A | N/A |

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|-------------------------------------|---|---|---|---|--|-----|
| Program/ Sponsor Listing | Company logo, contact info and brief company bio (up to 75 words) Included in our mobile app | Company logo, contact info and brief company bio (up to 50 words) included in our mobile app | Company logo, contact info and brief company bio (up to 30 words) included in our mobile app | Company logo, contact info and brief company bio (up to 15 words) included in our mobile app | Company logo and contact info included in our mobile app | N/A |
| Electronic Brochure | Yes | Yes | Yes | Yes | N/A | N/A |
| Exhibit/ Display Table | Yes | Yes | Yes | N/A | N/A | Yes |