



Association of Chief Business Officials

2023 Spring Conference

May 22-24, 2023

Resort at Squaw Creek, Lake Tahoe

Sponsorship Prospectus

ACBO invites YOUR COMPANY to participate. Take advantage of one or *more* options included in this packet.

About Association of Chief Business Officials

The Association of Chief Business Officials offers business officers in California opportunities to develop professionally, to identify issues affecting community colleges, and to share their expertise with their colleagues. Our membership includes 116 California community colleges, enrolling 2.1 million students.

Who attends the ACBO Annual Conference?

We anticipate 225 to 275 attendees including sponsor representatives and presenters, up to 165 of these will be CBO's and other college employee's.

Important Information for Sponsors

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.
- Vendors must sponsor at the Bronze level or higher in order to participate in-person at the conference – whether as an attendee or a presenter.
- 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 <http://www.acbo.org> by **March 20th** to submit a Proposal Form. Vendors must partner with Community College in doing presentations.
- 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.
- 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 Stacey Boswell, sboswell@meetingwise.net.



Sponsorship & Marketing 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.

Diamond (\$6,250) 6 Opportunities	Platinum (\$4,500) 6 Opportunities	Gold (\$3,500) 9 Opportunities	Silver (\$2,250) 12 Opportunities	Bronze (\$1,250) Unlimited
Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing
<ul style="list-style-type: none"> Customized Sponsor profile in conference app Website recognition 	<ul style="list-style-type: none"> Customized Sponsor profile in conference app Website recognition 	<ul style="list-style-type: none"> Customized Sponsor profile in conference app Website recognition 	<ul style="list-style-type: none"> Customized Sponsor profile in conference app Website recognition 	<ul style="list-style-type: none"> Customized Sponsor profile in conference app Website recognition
<ul style="list-style-type: none"> THREE full conference registrations SPONSORED EVENT: Signature Monday Evening Event Signage with your company logo at sponsored event 	<ul style="list-style-type: none"> TWO full conference registrations SPONSORED EVENT: Receptions (co-sponsorship, up to 3 per event) Signage with your company logo at sponsored event 	<ul style="list-style-type: none"> TWO full conference registrations SPONSORED EVENT: Lunches (co-sponsorship) Signage with your company logo at sponsored event 	<ul style="list-style-type: none"> ONE full conference registration SPONSORED EVENT: Breakfasts (co-sponsorship) Signage with your company logo at sponsored event 	<ul style="list-style-type: none"> ONE full conference registration SPONSORED EVENT: Refreshment Breaks (co-sponsorship) Signage with your company logo at sponsored event
<ul style="list-style-type: none"> Introduction & opportunity for up to THREE minutes at podium Full-Screen Digital Ad Profile Header Banner in conference app 	<ul style="list-style-type: none"> Introduction & opportunity for up to TWO minutes at podium Full-Screen Digital Ad Profile Header Banner in conference app 	<ul style="list-style-type: none"> Introduction & opportunity for up to ONE minute at podium Half-Screen Digital Ad Profile Header Banner in conference app 	<ul style="list-style-type: none"> Introduction from podium (acknowledged in audience) Quarter-Screen Digital Ad Profile Header Banner Ad in conference app 	
<ul style="list-style-type: none"> Logo projected in background during speaking opportunity Opportunity to have Exhibit Table in high trafficked area 	<ul style="list-style-type: none"> Logo projected in background during speaking opportunity Opportunity to have Exhibit Table in high trafficked area 	<ul style="list-style-type: none"> Logo projected in background during speaking opportunity Opportunity to have Exhibit Table in high trafficked area 		
<ul style="list-style-type: none"> Ability to send TWO push notifications through conference app Opportunity to provide a brochure or promotional item in registration materials. Banner Ad with external linking 	<ul style="list-style-type: none"> Ability to send ONE push notifications through conference app Opportunity to provide a brochure or promotional item in registration materials. Banner Ad with external linking 			
<ul style="list-style-type: none"> Customized Beverage Napkins (co-sponsored) ADDITIONAL sponsorship recognition in Registration Area 				

Add On Opportunities

- Add-On Table** (Based on availability, first come, first serve.) - **\$1,000**
 - Must purchase Bronze or Silver Sponsorship to be eligible. This is a waiting list opportunity, with notifications made one month out.
- Ad Package** - **\$750**
 - This includes **ONE** full-screen Ad and **ONE** Banner Ad
 - This opportunity is only for companies who are unable to have a physical presence at the conference.*
- Additional Conference Registration** - **\$495** (through April 24) and **\$595** (beginning April 25)

QUESTIONS? If you have any questions regarding sponsorship opportunities, please reach out to Stacey Boswell, sboswell@meetingwise.net. Unless time sensitive, allow up to three business days for response.

CLICK HERE to register your commitment!

REGISTRATION

Registration will open on **March 9, 2023**. The deadline to register your sponsorship is **May 5, 2023**. The earlier you register the more visibility you receive.

FORMS OF PAYMENT

Check or Credit Card payment accepted. Paying by credit card fully completes your registration and avoids delays in payment processing as well as the risk of checks being lost in the mail. ***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 17, 2023, you MUST supply payment upon checking in at the conference.***

CONFIRMATION

We'll be in touch via email with next steps and specifications regarding YOUR sponsor benefits within two weeks after your online commitment was made. Please reach out to Stacey Boswell, sboswell@meetingwise.net, if you don't receive that email.

DELIVERABLE INFORMATION | *All deliverables are due by or before Friday, May 5, 2023. We encourage early submission to avoid any last-minute challenges.*

- **Logos:** Images must be jpeg or png high resolution (a minimum of 300 dpi) and transparent if appropriate. Provide more than one version if appropriate.
 - 300 x 300 pixels
- **Digital Ad Specifications:** Digital ads will be included in a rolling PowerPoint presentation that will be run prior to the Conference.
 - **Full-Screen** = 9" wide x 5-1/4" high
 - **Half-Screen** = 4-1/2" wide x 5-1/4" high
 - **Quarter-Screen** = 4-1/2" wide x 2-1/2" high
- **Profile Header Banner:** A banner ad that is included in the sponsorship profiles.
 - 640 X 240 pixels
- **Banner Ad:** Banner Ads with external linking. Please submit your banner at in the following size:
 - 1900 x 500 pixels
- **Push Notifications:** Push notifications are sent directly to the attendees' devices and are limited to 140 characters. You can also include an external link.

ADDITIONAL REGISTRATION

Sponsors will be limited to purchasing no more than three (3) registration over what is included with their sponsorship package. Additional registrations can be purchased for **\$495** (through April 24) and **\$595** (beginning April 25).

POST-CONFERENCE ATTENDEE LIST

A Post-Conference Attendee List will be sent to all sponsors by May 31st. 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. **Please note, this is proprietary information and to be used for ONE 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.

CANCELLATION POLICY

All cancellations must be emailed to sboswell@meetingwise.net and are not valid unless you receive a return confirmation that your email has been received. There will be no refunds for cancellations of your sponsorship after **April 24, 2023**. If you sign up for sponsorship after **April 24, 2023**, please note you will not be eligible for a refund if you cancel your participation in the event.