



ACBO Spring 2024 Conference

May 20-22, 2024

Hyatt Regency Monterey

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 73 districts, 116 California community colleges, enrolling 1.8 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 employees.

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 event and maximize the time for peer-to-peer networking and educational opportunities. We want you to be happy with the investment you make in the ACBO Conference and for the event to hold the same value for our attendees.

- Please keep in mind that you are in attendance to network and build relationships. When attending sessions, meal functions and other ACBO events, 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 SILVER level or higher in order to participate in-person at the conference – whether as an attendee or a presenter. Vendor representatives may not attend unless the company is registered as a sponsor for the conference.
- 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, unless an attendee expressly seeks you out for questions and/or information.
- Sponsors are limited to one opportunity each at the Silver Level and above and may not share sponsorships

Our goal is to create a positive 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 email Stacey Boswell, sboswell@meetingwise.net.

ACBO SPRING 2024 CO CONFERENCE | SPONSORSHIP PROSPECTUS

ACBO invites YOUR COMPANY to participate and take advantage of these sponsorship opportunities!

**PLATINUM
SPONSOR**
SIX OPPORTUNITIES

\$6,500

- **Speaking Time:** Three (3) minutes
- **Sponsored Event:** Special Event (i.e. Casino Night), Receptions and the Registration Area *Co-Sponsored*
- Logo featured prominently on signage of sponsored events
- **Sponsor Table** | *Includes electricity and basic Wi-Fi*
- Customized sponsorship profile in conference app
- Company logo and website displayed on ACBO's website (event page)
- Full-screen digital ad
- Email ad included in in the know before you go (KBYG) series
- Post-conference attendee list (*for a one-time email*)
- Opportunity to provide brochure or give-away in registration area
- Ability to send two (2) push notifications from conference app
- Banner Ad with external linking
- Pre-conference Attendee List provided one week prior to the conference

Three (3) Conference Registrations

**GOLD
SPONSOR**
LIMITED

\$3,500

- **Elevator Pitch:** 30 seconds
- **Sponsored Event:** Lunch & Breakfast *Co-Sponsored*
- Logo featured prominently on signage of sponsored events
- **Sponsor Table** | *Includes electricity and basic Wi-Fi*
- Customized sponsorship profile in conference app
- Company logo and website displayed on ACBO's website (event page)
- Half-screen digital ad
- Post-conference attendee list (*for a one-time email*)

Two (2) Conference Registrations

**SILVER
SPONSOR**
UNLIMITED

\$1,500

- **Sponsored Event:** Refreshment Breaks *Co-Sponsored*
- Logo featured prominently on signage of sponsored events
- Customized sponsorship profile in conference app
- Company logo and website displayed on ACBO's website (event page)
- Quarter-screen digital ad
- Post-conference attendee list (*for a one-time email*)

One (1) Conference Registration

**Sponsor table opportunity NOT included in this level and not available for additional purchase.*

ADDITIONAL CONFERENCE REGISTRATIONS

Sponsors will be limited to purchasing no more than three (3) registrations over the number included in sponsorship package. Additional registrations may be purchased for \$595 (through 4/26) and \$685 (beginning 4/27 and on-site).

ACBO 2024 SPRING CONFERENCE

IMPORTANT INFORMATION FOR SPONSORS & ADVERTISERS



REGISTER NOW

DEADLINES

Registration Deadline | April 26, 2024

Cancellation Deadline | April 12, 2024

Deliverables Deadline | April 26, 2024

DELIVERABLES

We encourage early submission to avoid any last-minute challenges.

COMPANY LOGO

Images must be jpeg or png high resolution, a minimum of 300 dpi, and transparent if appropriate.

DIGITAL AD

Digital ads will be included in a rolling PowerPoint presentation that will be run at the conference— primarily between sessions and during meal functions as appropriate.

Finished digital ads should be submitted as a high-resolution, widescreen (16:9) PowerPoint slide OR a png / jpeg image in the following sizes:

PLATINUM | 9" wide x 5-1/4" high

GOLD | 4-1/2" wide x 5-1/4" high

SILVER | 4-1/2" wide x 2-1/2" high

EMAIL AD

Email ads will be included in one of the Know Before You Go (KBYG) or post-conference emails. Finished email ads should be submitted in a PNG image, sized 640 x 360 pixels.

BANNER AD

Banner Ads will be displayed in the conference app. Please provide images (which will appear behind text). Supported file types: JPEG, JPG, PNG, or GIF only. The recommended size: 1464 x 420 pixels

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. As a reminder, your full payment must be made within two weeks of registration.

CONFIRMATION

We'll be in touch via email with next steps and specifications regarding YOUR sponsor or advertiser deliverables and benefits within two weeks after your online commitment is made.

ATTENDEE REGISTRATIONS

Every sponsor representative must be registered for the conference. Registration instructions will be provided within two weeks after your online commitment is made. **Sponsor attendees will not be registered through the ACBO conference registration website.**

PACKAGE INCLUSIONS

Sponsor tables include a basic package (table, two chair(s) and tent card signage), Wi-Fi and basic electrical also included.

SPONSOR TABLE LOAD IN AND TEAR DOWN

Sponsor load in is tentatively scheduled for Monday, May 20th from 7:30 - 9:00 a.m. Tear down will be on Tuesday, May 21st at 4:00 pm.

CANCELLATION POLICY

Cancellation by April 12, 2024 will result in a 50% refund. All cancellations must be emailed to events@accca.org and are not valid unless you receive a return confirmation that your email has been received. There will be no refunds for cancellations on or after April 13, 2024.

QUESTIONS?

Email [Stacey Boswell](mailto:Stacey_Boswell), sboswell@meetingwise.net



Hyatt Regency Mission Bay, San Diego

SAVE THE DATE

ACBO Fall 2024 Conference
October 28-30, 2024