



2024 SACUBO ANNUAL MEETING

Business Partner Prospectus



LOUISVILLE, KENTUCKY
APRIL 14-16, 2024

BE BOLD!

Partnering with SACUBO

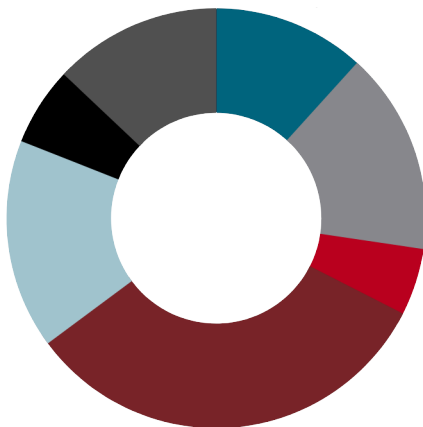


WHO WE ARE

The Southern Association of College and University Business Officers (SACUBO) was founded in 1928 to inform higher education institutions in the southern region of the United States about issues affecting higher education. SACUBO's mission is to contribute to superior higher education financial and administrative services by providing relevant professional development, thought leadership, and issue advocacy.

SACUBO ANNUAL MEETINGS

SACUBO's Annual Meeting is a three day long event that provides relevant and quality professional education and networking opportunities for College and University Business officers in the region! The Annual Meeting usually attracts 300-400 attendees. Last year, we had 380+ attendees. See their professional roles broken down below.



President/CF0/VP/Vice Chancellor - 11.7%

Director - 15.6%

Controller/Equivalent - 5.2%

Manager/Officer - 32.3%

Accountant/Analyst - 16.2%

HR/Staff - 6.0%

Non-Applicable - 12.9%

To partner with SACUBO for the 2024 Annual Meeting, visit <https://bit.ly/2024AMPartner>. Please contact us at info@sacubo.org if you have any questions.

Business Partner Levels



	Diamond \$35,000	Platinum \$20,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Logo with Hyperlink on Business Partner Webpage and Mobile App	✓	✓	✓	✓	✓
Logo on Event Signage	✓	✓	✓	✓	✓
Recognition with Hyperlink in Event Emails	Logo	Logo	Name	Name	Name
Complimentary Full Conference Registrations	8	6	4	2	1
Exhibitor Space	10x20	10x10	10x10	10x10	10x10
Booth Representatives	6	4	3	2	1
Attendee List	Early Access	Early Access	✓	✓	✓
Mobile App Push Notifications	2 + 1 Custom	2	1	1	
Sponsored Session*	✓	✓	✓		
Invitations to Business Partner Council	3	2	1		
Lead Retrieval	✓	✓	✓	✓	
Sponsorship Recognition at Keynote/General Session	✓	✓			
Invitations to Saturday's President's Dinner	3	2			
Scrolling Hyperlinked Logo in Sidebar of Conference Website	✓	✓			
Speaking Opportunity*	✓				
Logo Included on Mobile App Sponsor Banner	✓				
Private Meeting Room*	✓				
À La Carte Add-Ons*	2				

* These items have limited availability and are granted on a first come, first serve basis.

Exhibitor Opportunities

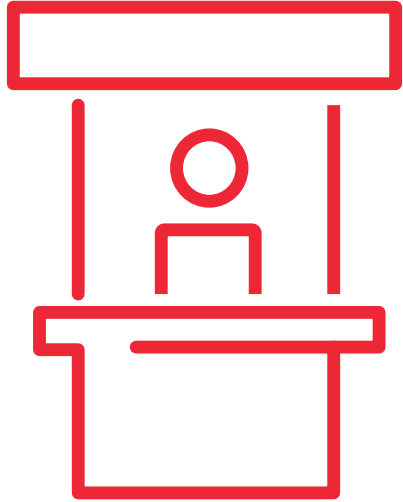
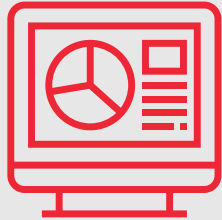


EXHIBIT BOOTH - \$2,500

Each 10' x 10' booth space includes:

- One Booth Representative
- Back Wall & Side Rail Drape
- Booth ID Sign (7" x 44")
- One 8' Skirted Table
- Two Chairs & One Waste Basket

EXHIBITOR ADD-ONS



LEAD RETRIEVAL - \$350

Understand who is visiting your booth by upgrading your booth with lead retrieval!

- Access to real-time reports.
- Includes two logins to scan leads from your mobile phone or tablet.
- Add additional logins for \$175 each.



ADDITIONAL BOOTH REPRESENTATIVES - \$350 / EACH

- Access to the exhibit hall, meals, and socials only.

Maximum of 4 discounted booth representative registrations.

Host City Events & Activities



\$1,500 SPONSORSHIP RIGHTS + COST OF FOOD, BEVERAGE, AND/OR MATERIALS

Enhance the attendee experience and gain additional exposure for your company by sponsoring a Host City Event or Activity! The SACUBO team will work with you and the venue to develop the menu and/or activity for your sponsored event. Sponsors will be responsible for all food, beverage, and/or material costs for these events.

HOST CITY EVENT & ACTIVITY SPONSORSHIP INCLUDES:

- Inclusion of company name in the sponsored event or activity title marketed on the SACUBO 2024 Annual Meeting website, app, and program
- Premier logo recognition featured at the event
- One mobile app push notification
- Naming rights to the event with the inclusion of company name in the sponsored event title.
- Marketing of the reception on the SACUBO 2024 Annual Meeting website, app, and program.
- Premier logo recognition featured at the event.
- One mobile app push notification.
- Event planning and billing facilitation provided by SACUBO - All costs related to food, beverage, and other associated expenses for the sponsored event will be billed to the SACUBO master account. The sponsoring Business Partner will be invoiced following the event for the full amount.

Add one of these events to the SACUBO Annual Meeting agenda that spotlights Louisville:

OPENING RECEPTION HATITUDE - EXCLUSIVE OPPORTUNITY

Help attendees get ready for their stay in Louisville with a build-your-own Kentucky Derby hat or fascinators activity! During the Opening Reception at the Kentucky Derby Museum, attendees can choose from a wide range of hat styles for men and women then decorate them with ribbons, bows, flowers, feathers, and more.

BOURBON TASTING - EXCLUSIVE OPPORTUNITY

Host a bourbon tasting in the exhibit hall! Attendees can sample a variety of bourbons while learning about the history, tasting notes, and distilling process of this famous Kentucky spirit. Depending on your booth location, the bar can be set up right next to your booth spot!

NIGHT CAP RECEPTION - EXCLUSIVE OPPORTUNITY

Close out Monday evening with a spirited night cap! Network with attendees while sipping on craft cocktails like Mint Juleps and Old Fashions in a private setting.

À La Carte Opportunities



MOBILE APP PUSH NOTIFICATION - \$500

- Custom push notification up to 150 characters sent to all conference app users.



LANYARD SPONSOR - \$1,500*

- Premier logo recognition featured on custom lanyards worn by all attendees

***Rights Only** - Sponsor is responsible for the cost of producing lanyards. Lanyard designs must include SACUBO branding and be approved prior to printing.



PHOTO BOOTH SPONSOR - \$1,500*

- Premier logo recognition featured on photo printout strips.
- 1 mobile app push notification.

***Rights Only** - Sponsor is responsible for the price of rental and any other associated costs



BARISTA CART SPONSOR - \$2,500

- Premier logo recognition featured on the barista cart during one of the breaks
- 1 mobile app push notification.



KEYCARD SPONSOR- \$2,500* | ADD ON: KEY CARD ENVELOPES - \$2,000*

- Premier logo recognition featured on custom key cards for all hotel guests registered under the event room block.
- 1 mobile app push notification.

***Rights Only** - Sponsor is responsible for the costs of producing the key cards and envelopes.



REGISTRATION KIOSK - \$1,000

- Premier logo recognition on the start screen of the attendee registration kiosk.



PAWS FOR A BREAK SPONSOR - \$1,500

- Premier logo recognition featured at one of the puppy breaks during the event.
- 1 mobile app push notification.

***Rights Only** - Sponsor is responsible for any donation amounts that may be required by participating rescue groups.



BOOK SPONSOR - \$2,000*

- 1 mobile app push notification.
- Premier logo recognition featured at keynote book signing.

***Rights Only** - Sponsor is responsible for the price of books.



RESERVED MEAL TABLE - \$2,500

- Designated table (10 spots) with reserved logo signage at all event meals.

À La Carte Opportunities



PRIVATE MEETING ROOM - \$5,000

- Reserved private meeting room for your exclusive use on either Monday or Tuesday.
- Rooms are set with rounds and can accommodate up to 20 people.

2 AVAILABLE



BREAK SPONSOR - \$6,000

- Premier logo recognition featured at one of the breaks during the event.
- 1 mobile app push notification.

3 AVAILABLE



BREAKFAST SPONSOR - \$8,500

- Premier logo recognition featured at one of the breakfasts during the event.
- 1 mobile app push notification.

2 AVAILABLE



WI-FI SPONSOR SPONSOR - \$10,000

- Premier logo recognition featured on Wi-Fi signage throughout the event.
- 2 mobile app push notifications.
- Custom naming of the network and passcode.

1 AVAILABLE



ICE CREAM SOCIAL/DESSERT RECEPTION SPONSOR - \$11,000

- Premier logo recognition featured at one of the afternoon breaks.
- 1 mobile app push notification.

2 AVAILABLE



LUNCH SPONSOR- \$20,000

- Premier logo recognition featured at Monday or Tuesday lunch.
- Recognition with hyperlink logo on the website, emails, and mobile app.
- 1 mobile app push notification.

2 AVAILABLE



HAPPY OR AFTER HOUR SPONSOR - \$20,000

- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of your sponsored happy hour.
- Premier logo recognition featured at one of the evening happy hour events.
- Recognition with hyperlink logo on the website, emails, and mobile app.
- 1 mobile app push notification.

1 AVAILABLE

Benefits Glossary



À LA CARTE ADD-ONS*

Customize your sponsorship package with À La Carte Opportunities priced at \$2,500 or less.

ATTENDEE LIST

Includes all opt in attendees' name, organization, title, and email address.

Pre-event lists will be sent four weeks prior to the event with an updated list sent two weeks prior. Post-event list will be sent within one week following the event.

Early Access: Pre-event list will be sent two months prior with updated lists sent every two weeks prior to the event. Post-event list will be sent within one week following the event.

BOOTH REPRESENTATIVES

Booth representatives will have access to the exhibit hall, meals, and socials only.

COMPLIMENTARY FULL CONFERENCE REGISTRATIONS

Your included registrations will receive full access to the event.

INVITATIONS TO SATURDAY'S PRESIDENTS DINNER

Enjoy dinner with the SACUBO Board of Directors.

INVITATIONS TO TUESDAY'S BUSINESS PARTNER COUNCIL

Connect with members of the SACUBO Business Partner Committee to share thoughts on how we can grow our partnerships.

LEAD RETRIEVAL

Includes two logins to the lead capture portal.

Scan visitors to your booth with your smartphone or tablet and access real time reports.

MOBILE APP PUSH NOTIFICATIONS

Will include your company name and a prompt to visit your exhibit booth.

Custom Notification: Provide up to a 150 character notification to go out to event attendees.

PRIVATE MEETING ROOM*

Reserved private meeting room for your exclusive use on either Monday or Tuesday.

Rooms are set with rounds and can accommodate 20 people.

SPEAKING OPPORTUNITY*

Opportunity to provide 1-2 minutes of live remarks or a prerecorded video and introduce keynote speaker at the start of the General Session on either Monday or Tuesday.

SPONSORED SESSION*

Present a 60-minute sponsored session on day one of the event (proposals must be submitted and accepted by committee).

Up to two additional registrants at the speaker rate.

* These items have limited availability and are granted on a first come, first serve basis.