Partnership and Marketing Opportunities

Campus decision makers look for companies and organizations clearly invested in helping colleges and universities deliver the best education experience possible.

You need to reach C-level executives in higher education. We can help.

LET’S BUILD A PARTNERSHIP.
Since 1918, ACE has been the voice of U.S. accredited institutions of higher education. As the largest organization representing college and university presidents, chancellors, and other campus executives, ACE is a primary source for information, research, advocacy, innovation, and leadership on key issues in higher education.

ACE’s nearly 1,700 member campuses serve more than 80 percent of today’s college students. While ACE works tirelessly on behalf of those colleges and universities to promote better access to higher education, advocate in matters of public policy, and increase global engagement, ACE also recognizes the importance of partnering with the business community—especially those companies and organizations that provide the products, services, and programs that keep higher education functioning at its highest level.

Presidents, chancellors, and campus executives around the country look to ACE for information on those products, services, and programs. Where exactly do they look? They look in the pages of The Presidency magazine, online at acenet.edu, and at ACE conferences. They also look at the list of companies that belong to the ACE Corporate Membership program and the Executive Search Roundtable.

**ACE ANNUAL MEETING**

**Sponsorships**
Demonstrate your commitment to enhancing the higher education community and ACE’s nearly 1,700 member institutions while building brand loyalty at ACE’s Annual Meeting. Sponsorships demonstrate your expertise, bring visibility throughout the conference, and keep your message front and center through prominent signage, advertising, announcements, and recognition. With options beginning as low as $2,500, there is something to fit every budget.

**Exhibits**
Exhibitors provide high-level campus administrators with cutting edge solutions and valuable information about the products and services they need, and attendees give your sales staff priceless face time to start establishing one-on-one relationships the minute the exhibit hall doors open.

**Advertising**
Advertising is the perfect way to get your message seen over and over again before and after the meeting, whether you use it as a way to bolster your sponsorship, promote your exhibit booth, or as a stand-alone vehicle. With full-page, half-page, and quarter-page ads in various special positions throughout the printed program, banner advertising in the mobile app, and customized graphic clings displayed on escalators, elevators, floor decals, aisle banners, and foyer columns, your company will not go unnoticed.

Please contact the Advancement and Strategic Alliances Office for details about all ACE Annual Meeting opportunities at advancement@acenet.edu or visit aceannualmeeting.org/exhibitors-sponsors.

“I’ve been a college president for more than 20 years and the rate of change in our industry is just extraordinary now; it accelerates every year. I turn to ACE as one of my best resources for understanding what’s coming down the pike.”

—Sanford C. (Sandy) Shugart, president, Valencia College (FL)
ACE is special because it cuts across all [higher education] sectors—the independent institutions, the public institutions, community colleges. . . . I believe ACE has been a great investment.”

—Diana Natalicio, president, The University of Texas at El Paso

ACE CORPORATE MEMBERSHIP

ACE member colleges and universities prefer doing business with companies and organizations that:

1. Align with ACE’s mission of providing exceptional services to the higher education community.
2. Have proven they understand the challenges of higher education.
3. Are dedicated to offering the products, services, and programs that can help campus executives and administrators succeed.
4. Will be around for the long haul to support those products, services, and programs.

Demonstrating your support for and investment in ACE’s mission through corporate membership sends an invaluable message to ACE members.
The ACE Corporate Membership program strengthens the connections between the business community and higher education. By working together with higher education and other business thought leaders to disrupt the status quo, we can help you innovate solutions, address your business pain points, and overcome today’s toughest challenges.

For information on the benefits of becoming an ACE Corporate Member, contact the Advancement and Strategic Alliances Office at advancement@acenet.edu or visit acenet.edu/corporate.

**EXECUTIVE SEARCH ROUNDTABLE**

The ACE Executive Search Roundtable was established to address the mutual interests of ACE and executive search firms in the continuing identification of talented leaders for colleges and universities. The roundtable supports ACE in its continuing efforts to improve the quality of leadership in higher education; diversify that leadership in terms of gender, race, and ethnicity; promote the highest standards in the process of search and selection; and educate the higher education community about search processes with or without the use of consultants. The roundtable offers search firms the opportunity to exchange information and develop relationships that enhance cooperation between competing firms for the benefit of leadership in higher education.

For information on the benefits of becoming an Executive Search Roundtable member, contact the Advancement and Strategic Alliances Office at advancement@acenet.edu or visit acenet.edu/aceesr.

**PROGRAM AND SPECIAL PROJECT PARTNERSHIPS**

Demonstrate your commitment to ACE and its member institutions through alignment with ongoing programs or special projects that directly align with your business. Partnerships may be developed in conjunction with face-to-face convenings, webinars, white papers, briefs, and other platforms that align with one of four critical areas:

- **ACE Leadership**: empowering higher education leaders, institutions, and stakeholders to anticipate critical leadership issues and imperatives.
- **Center for Education Attainment and Innovation**: ensuring that every student who desires it has access to higher education and the resources needed to succeed.
- **Center for Internationalization and Global Engagement**: connecting U.S. higher education institutions and students to the world.
- **Center for Policy Research and Strategy**: providing senior college leaders and public policymakers with an evidence base to responsibly promote emergent practices in higher education with an emphasis on long-term systemic solutions for an evolving higher education landscape and changing American demographic.

These customized funding collaborations offer a mixture of targeted visibility and brand recognition, while providing unique opportunities to showcase your company’s subject matter expertise.

For more information on customized program and special project partnerships, contact Beth Bennett, Director of Advancement, at (202) 939-9474 or bbennett@acenet.edu.