PARTNER ENGAGEMENT PROSPECTUS

Exhibit Space
Advertising & Marketing
Sponsorship & Membership

March 14–16, 2020 | Marriott Marquis San Diego Marina | aceannualmeeting.org
ACE2020 will mark the American Council on Education’s 102nd anniversary as the major coordinating body for the nation’s colleges and universities. Corporate and nonprofit partners are invited to join ACE at this year’s convening in San Diego. For over a century, ACE’s Annual Meeting has been the country’s most distinguished higher education event, convening more than 1,500 leaders from deans to presidents from all higher education institutions and associations across the United States.

Campus and nonprofit leaders attend ACE’s Annual Meeting to generate fresh perspectives for practical campus solutions, network with top leaders across all higher education sectors, and bring data-driven insights back to their campuses. Presidents, chancellors, provosts, chief academic officers, vice presidents, chief diversity officers, directors, deans, and other campus leaders attend ACE’s Annual Meeting.

ACE’s strength lies in our diverse membership of more than 1,700 colleges and universities, related associations, and other organizations in America and abroad. ACE is the only national higher education association to represent all types of U.S. accredited, degree-granting institutions: two-year and four-year, public and private. We convene representatives from all sectors to collectively tackle the toughest higher education challenges, with a focus on improving access and preparing every student to succeed, ensuring a pipeline of prepared leaders in higher education, public policy and research, and internationalization and global engagement. This year’s Annual Meeting also features a broad spectrum of sessions addressing ACE’s new strategic commitments: affirming and strengthening public trust in postsecondary education; championing equality, access, and completion; and enriching the capacity of institutions and leaders to innovate and adapt.
ADVERTISE
Deliver your message to more than 1,500 higher education leaders and increase brand awareness through print, digital, and onsite advertisement.
Lauren Makely | lmakely@acenet.edu | 202-939-9372

EXHIBIT
Exhibiting in the solutions-based marketplace of ACE2020 is the best way to showcase products and services that enhance the way our members execute their vision on campus.
Candice Drummond | cduggan@acenet.edu | 202-939-9498

SPONSOR
ACE2020 is the premier venue for building relationships with potential customers and peer organizations. Sponsorship packages include exclusive engagement and marketing opportunities.
Jordan Perkins | jperkins@acenet.edu | 202-939-9336

ACE AFFILIATE MEMBERS PROGRAM
Sponsors and exhibitors are invited to join ACE’s year-round community of higher education providers. Members enjoy special discounts on the Annual Meeting, various ongoing engagement options, and exclusive opportunities to share research and other insights in ACE’s member newsletter.
Candice Drummond | cduggan@acenet.edu | 202-939-9498

WHO WILL YOU MEET AT ACE2020?

Attendees by Role
- Provost/Chief Academic Officer: 13%
- President: 25%
- Other VP/Chief/Senior Officers: 21%
- Chief of Staff: 4%
- Dean: 8%
- Department Chair/Director/Executive Director: 11%
- Graduate Student or Faculty: 4%
- Other: 14%

Attendees with Decision-Making Power
- Final Decision Makers: 29%
- Significant Influencers: 30%
- Recommenders: 17%
- Researchers: 4%
SOLUTIONS HUB
INFORMATION

Be a part of the 21st century progression of higher education.

EXHIBIT BOOTH RATES

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>ACE AFFILIATE MEMBER*</th>
<th>NONMEMBER, NONPROFIT</th>
<th>NONMEMBER, STANDARD</th>
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<tbody>
<tr>
<td>10' x 10'</td>
<td>$3,400</td>
<td>$3,800</td>
<td>$4,400</td>
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<tr>
<td>10' x 20'</td>
<td>$6,800</td>
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<tr>
<td>10' x 30'</td>
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<td>10' x 40'</td>
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<td>20' x 20'</td>
<td>$13,600</td>
<td>$15,200</td>
<td>$17,600</td>
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</table>

*The ACE Affiliate Member rate assumes a company is a member at the time of booth selection and at the onset of ACE2020. Memberships are for 12-month periods and expire September 30 of each year.

BOOTH PACKAGE INCLUSIONS

- Two complimentary Full Registrations per contracted 10’ x 10’ space
- One complimentary Booth Staff Pass per contracted 10’ x 10’ space
- Pipe railing, 8’ high curtain backwall, and 3’ high curtain side rails
- Exhibit booth ID sign with company name and booth number
- Two basic chairs, one 6’ skirted table, and one wastebasket
- Discounted rates (10%) on additional Full Registrations and Booth Staff Passes
- 20% discount on advertising in the Annual Meeting printed program
- Complimentary press release on exhibitors on the Annual Meeting website
- Pre- and post- use of attendee list (physical mailing addresses only)

- Company name, booth number, hyperlink, contact information, 100-word description, and primary product category listed on the Annual Meeting website and mobile app
- Company name, booth number, mailing address, and website listed in the Annual Meeting printed program
- Company name and booth number listed on the exhibit hall entrance unit
- Exhibitor ribbon provided to all company representatives registered for the Annual Meeting
- General 24-hour security guard service for the exhibit hall
- Daily aisle maintenance

Contracted exhibit booth space does not include shipping, material handling, labor, sign hanging, specialty furniture, specialty carpet and draping, equipment rental, lead retrieval, booth cleaning, booth electricity, utilities, or Internet service. These services may be ordered through the ACE2020 Exhibitor Service Kit, provided by Global Experience Specialists (GES), ACE’s official service contractor.
SOLUTIONS HUB HOURS AND LOCATION

The ACE2020 Solutions Hub opens on March 15, 2020 at the Marriott Marquis San Diego Marina. Solutions Hub hours and networking activities have been scheduled to provide maximum interaction between Annual Meeting attendees and exhibitors.

Sunday, March 15, 2020
8:30 a.m.– noon, 1:45–4:45 p.m., and 6:30–7:30 p.m.

High Traffic Hours:
• Breakfast: 8:30–9:30 a.m.
• Volunteer Activity & Morning Refreshment Break: 11:00 a.m.–noon
• Afternoon Refreshments: 2:30–3:30 p.m.
• ACE Connects Opening Reception: 6:30–7:30 p.m.

Monday March 16, 2020
8:00–11:45 a.m. and 1:45–3:30 p.m.

High Traffic Hours:
• Breakfast: 8:00–9:00 a.m.
• Mid-morning Energizer: 10:00–10:45 a.m.
• Ice Cream Social: 3:00–3:45 pm

Solutions Hub hours are subject to change; exhibitors will be provided with as much advance notice as possible.

SETUP AND DISMANTLING

Display space will be available for setup at these days and times:

Saturday, March 14, 2020

Sunday, March 15, 2020

All exhibits shall remain in place until the end of Monday operating hours. Failure to do so will result in additional charges at the exhibitor’s expense to dismantle and ship exhibition materials.
ADVERTISING OPPORTUNITIES

Amplify your message through advertising and marketing. With over 1,500 reasons to advertise, you can deliver your message directly to thousands of senior higher education leaders. Make an impression through print, digital, and onsite vehicles.

PRINT

Print Advertising in ACE2020 Program
• Order Deadline: December 14, 2019
• Creative Due: January 14, 2020

Onsite Printed Messaging
• Order Deadline: January 14, 2020
• Creative Due: January 22, 2020

DIGITAL

Attendee Confirmation and Badge Preview Emails
• Order Deadline: August 31, 2019
• Creative Due: September 21, 2019

Post-ACE2020 E-Survey
• Order Deadline: January 22, 2020
• Materials Due: February 22, 2020

ACE2020 Website and Mobile App
• Orders and Creative: Ongoing

Onsite Digital Messaging
• Order Deadline: January 14, 2020
• Creative Due: January 22, 2020

REGISTRATION BAG

Brochure Inserts
• Order Deadline: January 22, 2020
• Materials Due: February 22, 2020

Promotional Gifts
• Order Deadline: January 22, 2020
• Materials Due: February 22, 2020
PRINT & DIGITAL

Print Advertising in ACE2020 Program
Twenty percent discount available for exhibitors.

- Standard, premium, and cover positions available in this 8.5” x 11” Annual Meeting reference resource. Ads may be full color or black and white. Cover ads appear on the inside front, inside back, and outside back covers and are full-page size, full color only. Standard ads appear throughout the program book and may be full-, half-, or quarter-size and full color or black and white.

REGISTRATION BAG ITEMS

Brochure Inserts
- Extremely limited, high-profile opportunity to place your brochure into the registration bag. Maximum brochure size is 8.5” x 11”, maximum weight is 3 ounces.

Promotional Gifts
- This limited availability opportunity presents the perfect outlet to provide an incentive or premium directly into the registration bag (e.g., phone chargers, USB, etc.). Items must be nonedible and approved by ACE in advance to ensure non-duplication of other promotional gifts.
DIGITAL PLATFORMS

Attendee Confirmation and Badge Preview Emails
Your customized digital banner ad (200 px H x 600 px W), with hyperlink, will be included in the registration confirmation and badge preview emails sent to ACE2020 attendees.

Post-ACE2020 Attendee E-Survey
Exclusive opportunity to keep your brand top of mind with your customized digital banner ad included in the post-Annual Meeting e-survey sent at the end of each conference day. Your banner ad, with hyperlink, will be prominently featured on each page of the survey.

ACE2020 Website Banner Ads
Rotating and static banner ads on frequently visited pages of the website between September 2019 and March 2020.

ACE2020 Mobile App Banner Ads
Rotating banner ad in the conference mobile app. Your banner ad, with hyperlink, will be prominently featured throughout the app.

PRICING

<table>
<thead>
<tr>
<th>ACE2020 PRINTED PROGRAM</th>
<th>PRICE</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 (Inside Front)</td>
<td>$2,325</td>
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</tr>
<tr>
<td>Cover 3 (Inside Back)</td>
<td>$2,050</td>
<td>1</td>
</tr>
<tr>
<td>Cover 4 (Outside Back)</td>
<td>$2,550</td>
<td>1</td>
</tr>
<tr>
<td>Full Page, Four-Color</td>
<td>$1,800</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Full Page, Black-and-White</td>
<td>$1,260</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Half Page, Four-Color</td>
<td>$1,075</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Half Page, Black-and-White</td>
<td>$750</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Quarter Page, Four-Color</td>
<td>$675</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Quarter-Page, Black-and-White</td>
<td>$475</td>
<td>Unlimited</td>
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</table>

REGISTRATION BAG STUFFER OPPORTUNITIES

| Brochure Inserts                                            | $750    | 5        |
| Promotional Gifts                                           | $2,000  | 2        |

DIGITAL PLATFORMS

| Attendee Confirmation and Badge Preview Emails              | $2,500  | 1        |
| Post-ACE2020 E-survey                                       | $2,500  | 1        |

ACE2020 WEBSITE

| Home Page—rotating footer                                   | $550/month | 3 |
| Plan Your Trip Page—static sidebar                          | $550/month | 2 |
| Registration Information Page—static sidebar                | $550/month | 2 |
| Schedule-at-a-Glance Page—static sidebar                    | $550/month | 2 |
| Session Directory Page—rotating header                      | $550/month | 3 |
| Solutions Hub Floor Plan Page—rotating header               | $300/month | 3 |

ACE2020 MOBILE APP

| Banner Ad                                                   | $1,500  | 10       |
ONSITE MESSAGING

Elevator Clings
• Show off your brand, garner more attention, or help attendees find you in the exhibit hall with these high-visibility graphics that will be displayed on the elevators that take attendees to and from the different meeting levels at the Marriott. Your customized graphics will be displayed on the exterior doors and/or interior back walls of the elevators and ACE2020 graphics will appear above the elevator doors.

Escalator Clings
• Make a splash with branded cling graphics on the meeting level escalators. Displayed facing outward on the side glass railings of the escalators that take attendees to one or more of the meeting levels. ACE2020 graphics will appear on the top and bottom of the escalators and your customized graphics will be featured on the rise.

Escalator Header
• Deliver your message in an effective and creative manner on a header that can be seen clearly seen by attendees as they ride the escalator.

Lobby Header
• Display your customized graphics for both external and internal audiences as they enter the lobby.

Floor Clings
• Show off your brand on this prominently placed graphic.

Window Clings
• Imagine your brand on the most prominent window located in the interior foyer on the ballroom level. Displays can be different lengths across window panels.

PRICING

<table>
<thead>
<tr>
<th></th>
<th>PRICE</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ELEVATOR CLINGS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Elevator Exterior Doors</td>
<td>$3,000</td>
<td>9</td>
</tr>
<tr>
<td>Single Elevator Interior Doors</td>
<td>$2,700</td>
<td>9</td>
</tr>
<tr>
<td><strong>ESCALATOR CLINGS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Escalator Header</td>
<td>$4,500</td>
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<tr>
<td>Main Escalator</td>
<td>$15,500</td>
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<tr>
<td>Additional Escalators</td>
<td>$12,500</td>
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<tr>
<td><strong>HOTEL BRANDING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lobby Header</td>
<td>$9,000</td>
<td>1</td>
</tr>
<tr>
<td>Floor Clings</td>
<td>$800</td>
<td>Unlimited</td>
</tr>
<tr>
<td>45.5” x 57.5” Interior Foyer Window Clings</td>
<td>$900</td>
<td>Unlimited</td>
</tr>
<tr>
<td>57.5” x 69.5” Interior Foyer Window Clings</td>
<td>$1,100</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>DIGITAL DISPLAYS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55” Virtual Interactive Screens</td>
<td>$1,000</td>
<td>13</td>
</tr>
<tr>
<td>108” Wall Mounted Displays</td>
<td>$4,500</td>
<td>2</td>
</tr>
<tr>
<td><strong>GUEST ROOM MESSAGING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$10,000</td>
<td>1</td>
</tr>
</tbody>
</table>
DIGITAL DISPLAYS

55" Virtual Interactive Screens
• Your brand on an innovative Visual Communications solution that gives guests access to relevant information in an intuitive way.

108" Wall Mounted Displays
• Feature your brand on a mounted wall next to the Marriott Grand Ballroom. Displays can play still or video files. Your messaging will rotate with ACE2020 messaging.

GUEST ROOM MESSAGING

Hotel Key Cards
• Place your company’s logo and message in attendee’s hands with these customized key cards provided to all ACE2020 guests staying at the Marriott. Your messaging will appear on the front side of the card and ACE2020 branding will appear on the back.
NETWORKING AND REFRESHMENT BREAKS

Innovation Breakfast in the Solutions Hub
Be front and center during this popular Sunday or Monday breakfast in the Solutions Hub, featuring networking and opportunities to visit with attendees and exhibitors.
  • Logo recognition on signage displayed throughout the breakfast
  • Branding on napkins distributed at the breakfast
  • Opportunity to upload a digital brochure (PDF format) to the Exhibit Hall Breakfast session listing in the mobile app

Ice Cream Social
This highly popular Monday afternoon event features favorite ice cream treats, as well as networking and opportunities to visit with attendees and exhibitors.
  • Verbal recognition at the conclusion of the Monday Luncheon Plenary
  • Branding on napkins distributed at the ice cream social
  • Logo recognition on signage displayed throughout the event
  • Opportunity to upload a digital brochure (PDF format) to the Ice Cream Social session listing in the mobile app

Morning Refreshment Break
Gain visibility during this Sunday morning refreshment break in the exhibit hall which provides an opportunity to visit with attendees and exhibitors.
  • Logo recognition on signage displayed throughout the refreshment break
  • Custom branded coffee sleeve distributed during the break
  • Opportunity to upload a digital brochure (PDF format) to the Afternoon Refreshment Break session listing in the mobile app

Afternoon Refreshment Break
Gain visibility during this Sunday afternoon refreshment break in the exhibit hall which provides an opportunity to visit with attendees and exhibitors.
  • Logo recognition on signage displayed throughout the refreshment break
  • Custom branded coffee sleeve distributed during the break
  • Opportunity to upload a digital brochure (PDF format) to the Afternoon Refreshment Break session listing in the mobile app

Mid-morning Energizer
Help attendees stay energized between sessions on Monday by sponsoring this networking break in the Solutions Hub, which provides an opportunity to visit with attendees and exhibitors.
  • Verbal recognition at the conclusion of the Monday Breakfast Plenary
  • Logo recognition on signage displayed throughout the break
  • Custom branded coffee sleeve distributed during the break
  • Opportunity to upload a digital brochure (PDF format) to the Mid-morning Energizer session listing in the mobile app

Photo Booth at the ACE Connects Reception
Combine your brand with ACE’s during this popular feature that takes places at the all-attendee Sunday evening reception near the Solutions Hub and Networking Lounge.
  • Co-branding with ACE’s logo on all photo printouts
  • Attendees have the opportunity for unlimited photo sessions with two prints per session
  • Photos taken with high-quality Canon DSLR for high definition images
  • Logo on prominently displayed signage directing attendees to photo booth
  • Online gallery of co-branded photos available after meeting
ONSITE BRANDED AREAS AND ITEMS

ACE Networking Lounge
Feature your brand in this high-traffic area that will be the center of attention and activity in the Solutions Hub. The Lounge will include lounge seating, Re-charge stations, and ACE information.

• Logo recognition on signage for the lounge area displayed throughout the conference
• Opportunity to provide customized graphics to be displayed on the mobile device charging tables placed in the lounge area
• Logo recognition at the Hydration Station in the lounge area, including reusable water bottles co-branded with ACE2020
• Opportunity to upload a digital brochure (PDF format) to the ACE Networking Lounge icon in the mobile app

Registration Counters and Entrance Unit
Make a lasting first impression. Your brand will be prominently displayed on the registration counters and registration area entrance unit.

• Logo recognition on registration counter clings
• Logo recognition on the registration area signage
• Opportunity to provide a branded gift or piece of collateral materials (maximum size = 8.5” x 11”; maximum weight = 3 oz.) to be included in the registration bag

Conference Wi-Fi
Free Internet access is the single most requested item by ACE Annual Meeting attendees. This sponsorship is certain to garner positive attention. As the sponsor, your company will be recognized in conjunction with complimentary Wi-Fi access in all ACE-assigned meeting rooms and foyer areas at the Marriott.

• ACE2020-branded splash page will include sponsor’s logo and message when attendees log into the Internet
• Wi-Fi access code will be branded with sponsor’s name
• After attendees enter the Wi-Fi access code, they will be redirected to sponsor’s website
• Logo included on Wi-Fi access instruction card
• Recognition everywhere the Wi-Fi access code is provided (e.g., signage, printed program, mobile app, website, walk-in plenary slides)

Registration Bags
Feature your brand alongside the ACE logo on these bags that attendees will carry throughout the conference and back at home.

• Logo included on the registration bag, alongside the ACE2020 logo
• Opportunity to provide a branded gift or piece of collateral materials (maximum size = 8.5” x 11”; maximum weight = 3 oz.) to be included in the registration bag

Conference Notepads and Pens
Have your company name and logo imprinted on the conference notepads and pens that will be inserted in the registration bags provided to all ACE2020 attendees. Notepads will be co-branded with the ACE2020 logo and produced by ACE.

• Logo included on the conference notepad, alongside the ACE2020 logo
• Logo or website included on the conference pen (pending size restrictions)
• Opportunity to provide a piece of collateral materials (maximum size = 8.5” x 11”; maximum weight = 3 oz.) to be included in the registration bag
Mobile App
Place your brand front and center. Incorporate your name and logo into the ACE2020 mobile app splash screen, displayed every time the app is opened.
- Logo incorporated into the mobile app splash screen
- Logo incorporated into ACE2020 mobile app marketing materials
- One mobile app banner ad

Attendee Badge Holders
Feature your brand alongside the ACE2020 logo on the badge holders worn by all attendees.
- Logo featured next to the ACE2020 logo on the badge holder

Re-charge Stations
Play your part in keeping attendees hydrated and their electronics fully charged throughout ACE2020 by sponsoring one or more of these four water and charging stations placed within the Solutions Hubs and outside the concurrent sessions.
- Logo recognition on signage at each sponsored station
- Logo inclusion on co-branded reusable water bottles displayed at each sponsored water station
- Logo inclusion on the electronic station

Pricing

<table>
<thead>
<tr>
<th>NETWORKING AND REFRESHMENT BREAKS</th>
<th>FEE</th>
<th>MEMBER FEE</th>
<th>QUANTITY</th>
</tr>
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<tbody>
<tr>
<td>Innovation Breakfast in the Solutions Hub</td>
<td>$15,000</td>
<td>$13,500</td>
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<tr>
<td>Ice Cream Social</td>
<td>$10,000</td>
<td>$9,000</td>
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<tr>
<td>Morning Refreshment Break</td>
<td>$7,500</td>
<td>$6,750</td>
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</tr>
<tr>
<td>Afternoon Refreshment Break</td>
<td>$7,500</td>
<td>$6,750</td>
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</tr>
<tr>
<td>Mid-morning Energizer</td>
<td>$7,500</td>
<td>$6,750</td>
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<tr>
<td>Photo Booth at ACE Connects Reception</td>
<td>$8,500</td>
<td>$7,650</td>
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<table>
<thead>
<tr>
<th>ONSITE BRANDED AREAS AND ITEMS</th>
<th>FEE</th>
<th>MEMBER FEE</th>
<th>QUANTITY</th>
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</thead>
<tbody>
<tr>
<td>ACE Networking Lounge</td>
<td>$20,000</td>
<td>$18,000</td>
<td>1</td>
</tr>
<tr>
<td>Registration Counters and Entrance Unit</td>
<td>$15,000</td>
<td>$13,500</td>
<td>1</td>
</tr>
<tr>
<td>Conference Wi-Fi</td>
<td>$10,000</td>
<td>$9,000</td>
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<tr>
<td>Registration Bags</td>
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<tr>
<td>Conference Notepads and Pens</td>
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</tr>
<tr>
<td>Mobile App</td>
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<td>Attendee Badge Holders</td>
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<td>Re-charge Stations</td>
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## SESSION SPONSORSHIPS

<table>
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<tr>
<th>SPONSORSHIPS</th>
<th>FEE</th>
<th>MEMBER FEE</th>
<th>QUANTITY</th>
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<tbody>
<tr>
<td>ACE Women’s Network Leadership Conference</td>
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<tr>
<td>Sunday Luncheon Plenary</td>
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<tr>
<td>Robert H. Atwell Plenary</td>
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<td>Monday Luncheon Plenary</td>
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<tr>
<td>Closing Plenary</td>
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<tr>
<td>President’s Caucus Breakfast Session</td>
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<tr>
<td>President’s Caucus Session – Federal Relations Update</td>
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<tr>
<td>Concurrent Sessions</td>
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<tr>
<td>102nd Anniversary Reception and Board Dinner (Invite Only)</td>
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<tr>
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<tr>
<td>Celebrating Diversity Reception</td>
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<tr>
<td>Reception for Presidents and Chancellors</td>
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</tr>
<tr>
<td>International Welcome and Networking Reception</td>
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<tr>
<td>Council of Fellows Reception</td>
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<td>1</td>
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<tr>
<td>ACE Women’s Network Reception</td>
<td>$15,000</td>
<td>$13,500</td>
<td>1</td>
</tr>
</tbody>
</table>

### AFFILIATE SPONSORED SESSIONS

<table>
<thead>
<tr>
<th>AFFILIATE SPONSORED SESSIONS</th>
<th>FEE</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Session</td>
<td>$15,000</td>
<td>Up to 6</td>
</tr>
<tr>
<td>Focus Zone Presentation</td>
<td>$6,000</td>
<td>Up to 14</td>
</tr>
</tbody>
</table>
ACE Women’s Network Leadership Conference
Convene with administrators from all 50 ACE State Networks for professional development and networking. The ACE Women’s Network identifies, advances, and supports women in higher education careers.

SPONSORSHIP INCLUDES:
• Logo recognition on signage displayed throughout the conference
• Verbal recognition during the conference
• Opportunity to submit a proposal on a topic relevant to the state chairs for a session to be considered for the conference agenda; subject to ACE approval
• Opportunity to display collateral material on a designated table in the conference meeting room
• Opportunity to provide up to two t-stand banners to be displayed during the conference

PLENARY SESSIONS

Sunday Luncheon Plenary
Welcome attendees to ACE2020 during this kick-off plenary featuring a notable speaker and a plated luncheon.

SPONSORSHIP INCLUDES:
• Session featured in one pre-meeting e-blast
• Session featured on ACE social media post in advance
• Complimentary banner ad for one week in ACE’s Higher Education & National Affairs newsletter
• Logo projected on large screens during the luncheon
• Logo recognition on signage displayed outside of the plenary session meeting room
• Verbal recognition during the luncheon plenary
• Opportunity for one representative to deliver a brief, non-commercial welcome/message (maximum of three minutes) during the luncheon plenary
• Recognition in the printed luncheon plenary program
• Opportunity to upload a digital brochure (PDF format) to the Atwell plenary session listing in the mobile app

Robert H. Atwell Plenary
This popular evening plenary features a notable college or university president sharing his or her vision for higher education.

SPONSORSHIP INCLUDES:
• Session featured in one pre-meeting e-blast
• Session featured on ACE social media post in advance
• Complimentary banner ad for one week in ACE’s Higher Education & National Affairs newsletter
• Logo projected on large screens during the Atwell plenary
• Logo recognition on signage displayed outside of the plenary session meeting room
• Verbal recognition during the Atwell plenary
• Opportunity for one representative to deliver a brief, non-commercial welcome/message (maximum of three minutes) during the Atwell plenary
• Recognition in the printed Atwell plenary program
• Opportunity to upload a digital brochure (PDF format) to the Atwell plenary session listing in the mobile app

Monday Luncheon Plenary
One of the most popular events of the Annual Meeting, this session features a plated luncheon and a plenary on innovation and its impacts on higher education.

SPONSORSHIP INCLUDES:
• Session featured in one pre-meeting e-blast
• Session featured on ACE social media post in advance
• Complimentary banner ad for one week in ACE’s Higher Education & National Affairs newsletter
• Logo projected on large screens during the luncheon
• Logo recognition on signage displayed outside of the plenary session meeting room
• Verbal recognition during the luncheon plenary
• Opportunity for one representative to deliver a brief, noncommercial welcome/message (maximum of three minutes) during the luncheon plenary
• Recognition in the printed luncheon program
• Opportunity to upload a digital brochure (PDF format) to the luncheon plenary session listing in the mobile app

Closing Plenary
This Monday afternoon session will feature a notable speaker on an important topic related to higher education.

SPONSORSHIP INCLUDES:
• Session featured in one pre-meeting e-blast
• Session featured on ACE social media post in advance
• Complimentary banner ad for one week in ACE’s Higher Education & National Affairs newsletter
• Logo projected on large screens during the closing plenary
• Logo recognition on signage displayed outside of the plenary session meeting room
• Verbal recognition during the closing plenary
• Recognition in the printed closing plenary program
• Opportunity to upload a digital brochure (PDF format) to the breakfast plenary session listing in the ACE2020 mobile app
HIGHER EDUCATION LEADERSHIP ONLY SESSIONS

President’s Caucus Breakfast Session
Gain an exclusive opportunity to join college and university presidents for a breakfast session on a critical higher education topic.
SPONSORSHIP INCLUDES:
• Logo recognition on signage displayed outside of the session meeting room
• Verbal recognition during the session
• Opportunity for three representatives to attend both President’s Caucus Sessions on Sunday
• Invitation for one representative to attend the Reception for Presidents and Chancellors on Sunday
• Opportunity to upload a digital brochure (PDF format) to the President’s Caucus Breakfast session listing in mobile app

President’s Caucus Session—Federal Relations Update
Gain exclusive access to join campus presidents for this highly popular annual Federal Relations Update presented by ACE Senior Vice President Terry W. Hartle.
SPONSORSHIP INCLUDES:
• Logo recognition on signage displayed outside of the session meeting room
• Verbal recognition during the session
• Opportunity for three representatives to attend both President’s Caucus Sessions on Sunday
• Invitation for one representative to attend the Reception for Presidents and Chancellors on Sunday
• Opportunity to upload a digital brochure (PDF format) to the President’s Caucus–Federal Relations Update session listing in the mobile app

Concurrent Sessions
Sponsor a conversation on a critical higher education topic of relevance to your business. Concurrent sessions are held on Sunday and Monday.
SPONSORSHIP INCLUDES:
• Verbal recognition during the sponsored session
• Logo recognition and if applicable, sponsoring company’s booth number and location on signage displayed before and during the sponsored session
• Opportunity to upload a digital brochure (PDF format) to the sponsored session listing in the mobile app
SOCIAL AND NETWORKING EVENTS

102ND Annual Meeting Reception and Board Dinner
More than 100 guests including ACE Board members, higher education leaders, and other special guests attend this elegant event. On Friday, March 13, 2020, the off-site location will provide a unique setting for this cocktail reception and short dinner program.

SPONSORSHIP INCLUDES:
• Logo recognition on signage displayed throughout the reception and dinner
• Verbal recognition during the dinner remarks
• Brief non-commercial speaking opportunity (maximum of three minutes) for an executive during the dinner
• Opportunity for two executives to attend the reception and dinner event
• Opportunity to provide a branded gift to be placed at each guest seat during the dinner

Women’s Leadership Dinner
More than 200 senior campus leaders, as well as association and corporate executives, attend this Saturday evening dinner celebrating the achievements of women in higher education. The evening features a plated dinner, prominent keynote speaker, and presentation of the Donna M. Shavlik Award, which honors an individual who has demonstrated a sustained commitment to the advancement of women.

SPONSORSHIP INCLUDES:
• Logo recognition on signage displayed throughout the dinner
• Verbal recognition during the dinner remarks
• Brief non-commercial speaking opportunity (maximum of three minutes) for an executive

RECEPTIONS

ACE Connects Opening Reception
Following the Robert H. Atwell Plenary, nearly 1,000 attendees adjourn to the exhibit hall for the most highly attended networking event of the 102nd Annual Meeting. The reception provides significant networking with senior campus leaders and opportunities to visit with ACE2020 exhibitors.

SPONSORSHIP INCLUDES:
• Verbal recognition at the conclusion of the Robert H. Atwell Plenary
• Logo recognition on signage displayed throughout the event
• Opportunity to upload a digital brochure (PDF format) to the ACE Connects Opening Reception session listing in the mobile app

Celebrating Diversity Reception
All ACE2020 attendees and members of the National Association of Diversity Officers in Higher Education (NADOHE) are invited to attend this popular Monday evening networking reception.

SPONSORSHIP INCLUDES:
• Logo recognition on signage displayed throughout the reception
• Brief non-commercial speaking opportunity (maximum of three minutes) for an executive
• Verbal recognition during the reception remarks
• Opportunity to upload a digital brochure (PDF format) to the Celebrating Diversity Reception session listing in the mobile app
Reception for Chancellors and Presidents

- Be a part of this informal Saturday evening gathering in a relaxed setting of presidents and chancellors from higher education institutions across the United States

**SPONSORSHIP INCLUDES:**

- Logo recognition on signage displayed throughout the reception
- Brief non-commercial speaking opportunity (maximum of three minutes) for an executive
- Verbal recognition during the reception remarks
- Opportunity to upload a digital brochure (PDF format) to the Reception for Presidents and Chancellors Reception session listing in the mobile app

International Welcome and Networking Reception

This Saturday evening ACE2020 kick-off and networking event brings together international participants, U.S. college and university presidents, chief academic officers, and others.

**SPONSORSHIP INCLUDES:**

- Logo recognition on signage displayed throughout the reception
- Brief non-commercial speaking opportunity (maximum of three minutes) for an executive
- Verbal recognition during the reception remarks
- Opportunity to upload a digital brochure (PDF format) to the International Welcome and Networking Reception session listing in the ACE2020 mobile app
Council of Fellows Reception
For more than 50 years, the ACE Fellows Program has served as the nation’s premier higher education leadership development program. This group of former, current, and incoming ACE Fellows includes campus leaders from across the United States and abroad. Gain visibility and networking opportunities with this group of emerging and established leaders during this popular Monday evening reception.

SPONSORSHIP INCLUDES:
• Logo recognition on signage displayed throughout the reception
• Brief non-commercial speaking opportunity (maximum of three minutes) for an executive
• Verbal recognition during the reception remarks
• Opportunity to upload a digital brochure (PDF format) to the Council of Fellows Reception session listing in the ACE2020 mobile app

ACE Women's Network Reception
Founded in 1977, the ACE Women's Network is a state-based network committed to strengthening women’s leadership in higher education and increasing the representation of women in senior executive leadership roles. Raise your company’s visibility with this group of emerging and established leaders as the sponsor of this popular Saturday evening networking reception.

SPONSORSHIP INCLUDES:
• Logo recognition on signage displayed throughout the reception
• Brief non-commercial speaking opportunity (maximum of three minutes) for an executive
• Verbal recognition during the reception remarks
• Opportunity to upload a digital brochure (PDF format) to the ACE Women’s Network Reception session listing in the ACE2020 mobile app
AFFILIATE SPONSORED SESSIONS

Assumes a company is an ACE Affiliate Member at the time of proposal submission and at the onset of ACE2020. Memberships are 12 months and expire on September 30 of each year.

Partner Sessions

ACE Affiliate Members may apply for an opportunity to deliver a non-commercial 75-minute presentation during ACE2020. Up to six sessions will be held during regular concurrent session blocks; limit of one Partner Session per scheduled time slot. Sessions are intended to provide practical education for senior higher education administrators. All session proposals MUST include at least one C-suite executive from a college or university who will co-deliver the presentation; preference will be given to proposals that include an ACE member institution.

SPONSORSHIP INCLUDES:

- Presentation description and speakers featured on the website, mobile app, and printed program
- Logo recognition on signage displayed before and during the sponsored Partner Session
- Opportunity to upload a digital brochure (PDF format) to the sponsored Partner Session listing in the mobile app
- Opportunity to upload the PowerPoint presentation in the sponsored Partner Session listing in the mobile app
- Session featured in one pre-meeting e-blast
- Session featured on ACE social media post in advance

Focus Zone Presentations

ACE Affiliate Members may apply for an opportunity to present one of these non-commercial 30-minute presentations, held in meeting rooms adjacent to the exhibit hall, providing an opportunity to showcase higher education thought leadership, spotlight recently released white papers, innovations, case studies, new research, and more. These sessions are intended to provide practical education for senior higher education administrators. Up to 14 sessions will be offered on Sunday and Monday.

SPONSORSHIP INCLUDES:

- Presentation description and speaker(s) featured on the ACE2020 website, mobile app, and printed program
- Logo recognition on Focus Zone Presentation signage displayed throughout the conference
- Opportunity to upload a digital brochure (PDF format) to the sponsored Focus Zone Presentation listing in the mobile app
- Opportunity to upload the PowerPoint presentation in the sponsored Focus Zone Presentation session listing in the mobile app
- Session featured in one pre-ACE2020 e-blast highlighting all confirmed Focus Zone Presentations
- Session featured on ACE social media post in advance
SPONSORSHIP RECOGNITION AND BENEFITS

Sponsorships are sold a la cart, and the overall sponsorship level is determined by the total sponsorship contribution.

The following recognition and benefits are extended to all ACE2020 sponsors:

- Digital profile on the ACE2020 website and mobile app, including company name, logo, hyperlink, mailing address, phone number, social media links (Twitter, Facebook, and LinkedIn), 100-word description, and product category

- Listing among sponsors in the ACE2020 printed program, including company name, mailing address, and website

- Recognition on the sponsor panels of the exhibit hall and registration entrance units

- Sponsor ribbon provided to all registered company representatives

Sponsors also receive additional benefits based on their total sponsorship commitment, as illustrated on the next page.
**Friend Sponsor ($2,500–$4,999)**
- 10% discount off ACE2020 Full Registrations
- 20% discount off of advertising in the ACE2020 printed program

**Bronze Sponsor ($5,000–$9,999)**
- Pre- and post-ACE2020 use of attendee names and physical mailing addresses
- One complimentary ACE2020 Full Registration
- Discounted rate (10%) on additional ACE2020 Full Registrations
- 30% discount off of advertising in the ACE2020 printed program

**Silver Sponsor ($10,000–$14,999)**
- Pre- and post-ACE2020 use of attendee names and physical mailing addresses
- Two complimentary ACE2020 Full Registrations
- Discounted rate (10%) on additional ACE2020 Full Registrations
- Complimentary quarter-page, four-color advertisement in the ACE2020 printed program

**Gold Sponsor ($15,000–$24,999)**
- Logo recognition, with hyperlink, in one ACE2020 promotional e-blast
- Pre- and post-ACE2020 use of attendee names and physical mailing addresses
- Three complimentary ACE2020 Full Registrations
- Discounted rate (10%) on additional ACE2020 Full Registrations
- Complimentary half-page, four-color advertisement in the ACE2020 printed program

**Platinum Sponsor ($25,000–$49,999)**
- Invitation for two guests to the Reception for Presidents and Chancellors on Saturday, March 14, 2020
- Logo recognition during walk-in slide presentation displayed at all four plenary sessions
- Logo recognition, with hyperlink, in two ACE2020 promotional e-blasts
- Pre- and post-ACE2020 use of attendee names and physical mailing addresses
- Four complimentary ACE2020 Full Registrations
- Discounted rate on additional ACE2020 Full Registrations
- Complimentary full-page, four-color advertisement in the ACE2020 printed program

**Sapphire Sponsor ($50,000–$89,999)**
- One complimentary 10’ x 10’ ACE2020 exhibit booth
- 25% discount off of additional ACE2020 exhibit booth space
- Complimentary ACE2020 mobile app banner ad
- Opportunity to provide a branded gift or piece of collateral materials (maximum size = 8.5” x 11”; maximum weight = 3 oz.) to be included in the registration bag
- Invitation for two guests to the Reception for Presidents and Chancellors on Saturday, March 14, 2020
- Logo recognition during walk-in slide presentation displayed at all four plenary sessions
- Logo recognition, with hyperlink, in all ACE2020 promotional e-blasts
- Pre- and post-ACE2020 use of attendee names and physical mailing addresses
- Six complimentary ACE2020 Full Registrations
- Discounted rate (10%) on additional ACE2020 Full Registrations
- Complimentary one-page spread, one-color advertisement or one full-page, four-color advertisements in the ACE2020 printed program

**Diamond Sponsor ($90,000 and above)**
- Logo recognition on special Diamond Sponsor signage throughout the conference
- One complimentary 10’ x 10’ ACE2020 exhibit booth
- 25% discount off of additional ACE2020 exhibit booth space
- Complimentary ACE2020 mobile app banner ad
- Opportunity to provide a branded gift or piece of collateral materials (maximum size = 8.5” x 11”; maximum weight = 3 oz.) to be included in the registration bag
- Invitation for three guests to the Reception for Presidents and Chancellors on Saturday, March 14, 2020
- Logo recognition during walk-in slide presentation displayed at all four plenary sessions
- Logo recognition, with hyperlink, in all ACE2020 promotional e-blasts
- Pre- and post-ACE2020 use of attendee names and physical mailing addresses
- Eight complimentary ACE2020 Full Registrations
- Discounted rate of 10% on additional ACE2020 Full Registrations
- Complimentary two-page spread, four-color advertisement or two full-page, four-color advertisements in the ACE2020 printed program
Engage with the most comprehensive and important higher education leadership event of the year at ACE2020.

1,500 senior campus leaders
24 sessions
12 networking events
3 days

ACE2020
MARCH 14–16, 2020 • SAN DIEGO, CA