Contents

Overview ................................................................. 3
Exhibit ........................................................................ 4
  Solutions Hub Exhibit Booths .................................... 5
Advertise ...................................................................... 6
  Print Advertisements ................................................ 7
  Digital Advertisements ............................................. 8
  Onsite Advertisement Areas ....................................... 9
  Attendee Items .......................................................... 10
  Hotel Branding Advertisements ................................ 11
  Environmental Advertisements .................................. 12
Sponsor ................................................................. 13
  Solutions Hub Events ............................................... 14
  Special Events .......................................................... 15
Council of Fellows Events ........................................... 17
Women in Leadership Events ...................................... 18
Exclusive Sessions .................................................... 19
Education Sessions ................................................... 20
Sunday Plenaries ........................................................ 21
Monday Plenaries ....................................................... 22
Affiliate-Sponsored Sessions ...................................... 23
Awards .................................................................... 25
Sponsorship Recognition and Benefits ......................... 27
Beyond ACE2022 ...................................................... 28
  Year-Round Opportunities ....................................... 29
Overview

At ACE2022, over 1,000 campus and nonprofit leaders will come together again in person to explore practical solutions for today’s issues, discuss and analyze the year’s biggest trends, and discover sustainable strategies for their campus’s future. Every year, ACE Annual Meeting attendees include presidents, chancellors, provosts, chief academic officers, vice presidents, chief diversity officers, directors, deans, and other campus leaders.

ACE represents more than 1,700 college and university presidents and the executives at related associations, and it 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.

For more than a century, the Annual Meeting has convened representatives from all sectors to collectively tackle the toughest higher education challenges, with a focus on inclusion, innovation, improving access and preparing every student to succeed, public policy and research, and internationalization and global engagement.

Join us this year at the Marriott Marquis San Diego Marina in San Diego, California from March 5–7, 2022 and connect to the higher education community with ACE. Together we can move higher education forward.

For more information about sponsorship opportunities or becoming an exhibitor, please contact Annette Bacchus, associate director of Advancement, at abacchus@acenet.edu or 202-939-9406.
Exhibit
Solutions Hub Exhibit Booths

SOLUTIONS HUB HOURS
The ACE2022 Solutions Hub opens on Sunday, March 6, 2022 at the Marriott Marquis San Diego Marina. Solutions Hub hours have been scheduled to provide maximum interaction between Annual Meeting attendees and exhibitors.

Sunday, March 6, 2022 | 8:00 a.m.–5:00 p.m.
Monday, March 7, 2022 | 8:00 a.m.–3:45 p.m.

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
- Complimentary press release on exhibitors on the Annual Meeting website
- Pre- and post-conference 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 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

BOOTH SETUP AND TAKEDOWN
Please note the specific times for setting up and taking down display spaces in the exhibit hall.

Set Up | Saturday, March 5, 2022 | noon–6:00 p.m.
All exhibits shall remain in place until 4:00 p.m. on Monday, March 7, 2022. Failure to do so will result in additional charges at the exhibitor’s expense to dismantle and ship exhibition materials.

Take Down | Monday, March 7, 2022 | 4:00–8:00 p.m.

EXHIBIT BOOTH RATES

<table>
<thead>
<tr>
<th></th>
<th>ACE Affiliate Member</th>
<th>Nonmember, Nonprofit</th>
<th>Nonmember, Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$3,400</td>
<td>$3,800</td>
<td>$4,400</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$6,800</td>
<td>$7,600</td>
<td>$8,800</td>
</tr>
<tr>
<td>10’ x 30’</td>
<td>$10,200</td>
<td>$11,400</td>
<td>$13,200</td>
</tr>
<tr>
<td>10’ x 40’</td>
<td>$13,600</td>
<td>$15,200</td>
<td>$17,600</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$13,600</td>
<td>$15,200</td>
<td>$17,600</td>
</tr>
</tbody>
</table>

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 ACE2022 Exhibitor Service Kit, provided by Innovative Expo, ACE’s official service contractor.
Print Advertisements

POCKET GUIDE
1 Available | $4,500
Exclusive opportunity to showcase your brand or company on the back cover of the convenient pocket map that will be in the hands of all attendees.

REGISTRATION BAG PROMOTIONAL GIFT
2 Available | $2,000
Attendees use their official registration bag to carry important documents and handouts from session to session.

- Provide an item to be placed directly into the registration bag (e.g., phone chargers, USB); items cannot be edible and should have prior approval from ACE’s Advancement team to ensure that promotional gifts are not duplicated
- Item must be provided by sponsor and arrive at ACE’s decorator warehouse no later than February 25, 2022

REGISTRATION BAG BROCHURE INSERTS
5 Available | $750
Attendees use their official registration bag to carry important documents and handouts from session to session.

- Limited and high-profile opportunity to place your brochure into the registration bag; maximum brochure size is 8 ½" x 11"
- Inserts must be provided by sponsor and arrive at ACE’s decorator warehouse no later than February 25, 2022
Digital Advertisements

### ATTENDEE CONFIRMATION AND BADGE PREVIEW EMAILS

1 Available | $2,500

Your banner ad (200px W x 600px H), with hyperlink, will be included in the registration confirmation and badge preview emails sent to ACE2022 attendees.

### DAY-OF CONFERENCE EMAILS

1 Available | $2,500

Your exclusive banner ad (200px W x 600px H), with hyperlink, will be included in each of the three daily emails sent to ACE2022 attendees.

### POST-ACE2022 ATTENDEE SURVEY

1 Available | $2,500

Stay top of mind with your exclusive banner ad and hyperlink, which will be prominently featured on each page of the post-Annual Meeting survey sent out at the end of the conference.

### MOBILE APP BANNER AD

9 Available | $1,500

Your banner ad, with hyperlink, will be prominently featured throughout the conference mobile app on a rotating basis.

### MOBILE APP OVERALL SUPPORTER

1 Available | $10,000

Exclusive opportunity to place your brand front and center. Incorporate your name and logo into the ACE2022 mobile app splash screen, displayed every time the app is opened.

- Logo incorporated into the mobile app splash screen
- Logo incorporated into ACE2022 mobile app marketing materials
- One mobile app banner ad

### ACE2022 WEBSITE

Rotating static banner or tower ads, with hyperlink, on frequently visited pages of the website from September 2021 through March 2022.*

<table>
<thead>
<tr>
<th>Available</th>
<th>Price Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page—Footer Banner</td>
<td>0/3</td>
</tr>
<tr>
<td>Plan Your Trip Page—Footer Banner</td>
<td>2/2</td>
</tr>
<tr>
<td>Registration Information Page—Footer Banner</td>
<td>2/2</td>
</tr>
<tr>
<td>Schedule at a Glance Page—Footer Banner</td>
<td>2/2</td>
</tr>
<tr>
<td>Solutions Hub Floor Plan Page—Footer Banner</td>
<td>2/2</td>
</tr>
</tbody>
</table>

*Reserve an ACE2022 website banner ad for three or more months (maximum of seven months) and receive a $50/month discount.
Onsite Advertisement Areas

ACE NETWORKING LOUNGE
1 Available | $15,000
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
• Opportunity to upload a digital brochure (PDF format) to the ACE Networking Lounge icon in the Annual Meeting mobile app

REGISTRATION COUNTERS AND ENTRANCE UNIT
1 Available | $15,000
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 kick panel
• 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 ounces) to be included in the registration bag

CONFERENCE WI-FI
SOLD! 1 Available | $10,000
Free internet access is the most requested item by 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 meeting rooms and foyer areas at the Marriott Marquis.

• ACE2022-branded splash page will include sponsor’s logo and message when attendees log into the internet
• Wi-Fi access code will be created with sponsor
• 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., mobile app, signage, walk-in plenary slides, and website)

RE-CHARGE STATIONS
2 Available | $3,500
Play your part in keeping attendees hydrated and their electronics fully charged throughout ACE2022 by sponsoring one or more of the four water and charging stations placed within the Networking Lounge in the Solutions Hub and outside the concurrent sessions.

• Logo recognition on signage at each sponsored station
• Logo inclusion on the electronic station
Attendee Items

**CONFERENCE NOTEPADS AND PENS**

1 Available | $6,500

Have your company name and logo imprinted on the conference notepads and pens that will be inserted in the registration bags provided to all ACE2022 attendees. Notepads will be co-branded with the ACE2022 logo and produced by ACE.

- Logo included on the conference notepad, alongside the ACE2022 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 ounces) to be included in the registration bag

**REGISTRATION BAGS**

1 Available | $12,500

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 ACE2022 logo
- Opportunity to provide a branded gift or piece of collateral materials (maximum size = 8.5” x 11”; maximum weight = 3 ounces) to be included in the registration bag

**ATTENDEE BADGE HOLDER**

1 Available | $10,000

Feature your logo alongside the ACE2022 logo on the badge holders worn by all attendees.

**HAND SANITIZER PEN**

1 Available | $3,000

There’s no need to worry if your hands are clean or not. Clip this hand sanitizer pen inside your pocket or bag. It’s filled with unscented, antibacterial spray that contains 65 percent alcohol and exceeds FDA standards.

**ON-THE-MOVE PPE KIT**

1 Available | $12,500

Fight germs at home, school, work, or on the go with the On-the-Move PPE Kit. The kit includes one mini sling bag, one reusable face mask, and one 2-ounce hand sanitizer. Highlight your brand on the sling bag and mask as we continue to promote health and safety.
Hotel Branding Advertisements

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 Marquis. Your customized graphics will be displayed on the exterior or interior elevator doors.

<table>
<thead>
<tr>
<th>Available</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Elevator Exterior Doors</td>
<td>10/10</td>
</tr>
<tr>
<td>Single Elevator Exterior &amp; Interior Doors</td>
<td>4/4</td>
</tr>
<tr>
<td>North Tower Elevator Bank Buyout (5)</td>
<td>1/1</td>
</tr>
<tr>
<td>South Tower Elevator Bank Buyout (5)</td>
<td>1/1</td>
</tr>
</tbody>
</table>

WALL AND WINDOW CLINGS

Imagine your brand on the most prominent window located in the interior foyer areas of the Grand and Pacific Ballrooms.

<table>
<thead>
<tr>
<th>Available</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Ballroom Level Window Clings (12)</td>
<td>2/2</td>
</tr>
<tr>
<td>Grand Ballroom Level Lounge Clings (9)</td>
<td>1/1</td>
</tr>
<tr>
<td>Grand Ballroom Level Wall Cling</td>
<td>3/3</td>
</tr>
<tr>
<td>Pacific Ballroom Level Wall Cling</td>
<td>5/5</td>
</tr>
</tbody>
</table>

ESCALATOR CLINGS

Deliver your message in an effective and creative manner on a header that can be seen by attendees as they ride the escalator between the Grand and Pacific Ballrooms.

<table>
<thead>
<tr>
<th>Available</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Escalator</td>
<td></td>
</tr>
<tr>
<td>Escalator Header</td>
<td>1/1</td>
</tr>
<tr>
<td>Escalator (Up or Down)</td>
<td>2/2</td>
</tr>
<tr>
<td>Escalator Buyout</td>
<td>1/1</td>
</tr>
<tr>
<td>Escalator Enclosure</td>
<td>1/1</td>
</tr>
<tr>
<td>North Escalator</td>
<td></td>
</tr>
<tr>
<td>Escalator (Up or Down)</td>
<td>2/2</td>
</tr>
<tr>
<td>Escalator Buyout</td>
<td>1/1</td>
</tr>
<tr>
<td>Escalator Enclosure</td>
<td>1/1</td>
</tr>
</tbody>
</table>
Environmental Advertisements

**FLOOR GRAPHICS**
4 Available | $1,000
Highlight your brand or event while guiding attendees to different locations within the hotel. Be one of the first things attendees see with 4’ x 8’ floor stickers in the lobby area to the Grand and Pacific Ballrooms.

**STAIR RISERS**
1 Available | $6,500
Elevate your company and help attendees make their way to sessions held in the Grand Ballroom.

**HOTEL KEY CARDS**
1 Available | $10,000
Place your company’s logo and message in attendee’s hands with these branded key cards provided to all ACE2022 guests staying at the Marriott Marquis. Your messaging will appear on the front side of the card and ACE2022 branding will appear on the back.
Solutions Hub Events

**AFTERNOON REFRESHMENT BREAK**
1 Available | $7,500 | $6,750 for ACE Affiliate Members
Gain visibility during this Sunday afternoon (2:45–3:45 p.m.) refreshment break, which provides an opportunity to visit with attendees and exhibitors in the exhibit hall.
- 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 listing in the Annual Meeting mobile app

**MID-MORNING ENERGIZER**
Sunday Available | $7,500 | $6,750 for ACE Affiliate Members
Help attendees stay energized between sessions on Sunday or Monday by sponsoring this networking break in the Solutions Hub, which provides an opportunity to visit with attendees and exhibitors. Become the exclusive sponsor by supporting both days and receive a discount. Sunday: 10:15–11:45 a.m. or Monday: 10:00–11:00 a.m.
- Verbal recognition at the conclusion of the Sunday or Monday Solutions Hub Breakfasts
- 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 listing in the Annual Meeting mobile app

**ICE CREAM SOCIAL**
1 Available | $10,000 | $9,000 for ACE Affiliate Members
This highly popular Monday afternoon (3:00–3:45 p.m.) event features favorite ice cream treats and fresh fruit, as well as networking and opportunities to visit with attendees and exhibitors.
- Verbal recognition at the conclusion of the Monday Luncheon Plenary
- Branding on all sides of three upright freezers that will hold ice cream treats during the event
- Logo recognition on signage displayed throughout the event
- Opportunity to upload a digital brochure (PDF format) to the Ice Cream Social listing in the Annual Meeting mobile app

**SOLUTIONS HUB BREAKFAST**
2 Available | $15,000 | $13,500 for ACE Affiliate Members
Be front and center during this popular breakfast on Sunday or Monday in the Solutions Hub that facilitates networking and opportunities to visit with attendees and exhibitors. Sunday: 8:00 a.m.–9:00 a.m. or Monday: 8:00–9:00 a.m.
- 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 Solutions Hub Breakfast listing in the Annual Meeting mobile app
Special Events

ACE CONNECTS OPENING RECEPTION
1 Available | $35,000 | $31,500 for ACE Affiliate Members

Following the Robert H. Atwell Plenary on Sunday evening (6:30–7:30 p.m.), nearly 1,000 attendees adjourn to the exhibit hall for the most highly attended networking event of the Annual Meeting. The reception provides significant networking with senior campus leaders and opportunities to visit with ACE2022 exhibitors.

- Verbal recognition at the conclusion of the Robert H. Atwell Plenary
- Logo recognition on signage displayed throughout the reception
- Opportunity to upload a digital brochure (PDF format) to the ACE Connects Opening Reception listing in the Annual Meeting mobile app

CELEBRATING DIVERSITY RECEPTION
1 Available | $20,000 | $18,000 for ACE Affiliate Members

All ACE2022 attendees are invited to attend this popular Monday evening (5:15–6:15 p.m.) networking reception.

- Logo recognition on signage displayed throughout the reception
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Verbal recognition during the reception remarks
- Opportunity to upload a digital brochure (PDF format) to the Celebrating Diversity Reception listing in the Annual Meeting mobile app

INTERNATIONAL WELCOME AND NETWORKING RECEPTION
1 Available | $15,000 | $13,500 for ACE Affiliate Members

This Saturday evening (5:00–6:00 p.m.) ACE2022 kickoff and networking event brings together international participants, U.S. college and university presidents, chief academic officers, and others.

- Logo recognition on signage displayed throughout the reception
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Verbal recognition during the reception remarks
- Opportunity to upload a digital brochure (PDF format) to the listing in the Annual Meeting mobile app

RECEPTION FOR PRESIDENTS AND CHANCELLORS
1 Available | $20,000 | $18,000 for ACE Affiliate Members

Be a part of this informal Saturday evening (5:30–7:00 p.m.) gathering in a relaxed setting of presidents and chancellors from higher education institutions across the United States.

- Logo recognition on signage displayed throughout the reception
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Verbal recognition during the reception remarks
- Opportunity to upload a digital brochure (PDF format) to the listing in the Annual Meeting mobile app
ACE BOARD OF DIRECTORS DINNER

1 Available | $33,000 | $30,000 for ACE Affiliate Members

This invitation-only event brings together more than 60 attendees, including ACE Board members, higher education leaders, and other special guests. On Friday, March 4, 2022, the off-site location will provide a unique setting for this cocktail reception and short dinner program.

• Logo recognition on signage displayed throughout the reception and dinner
• Verbal recognition during the dinner remarks
• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
• 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
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 well-attended Monday evening reception (6:30–7:30 p.m.).

1 Executive Sponsor Available | $15,000 | $13,500 for ACE Affiliate Members
- Logo recognition on signage displayed throughout the reception
- Verbal recognition during reception opening remarks
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Opportunity to upload a digital brochure (PDF format) to the Council of Fellows Reception listing in the Annual Meeting mobile app

1 Associate Sponsor Available | $5,000
- Logo recognition on signage displayed throughout the reception
- Verbal recognition during the reception opening remarks
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Opportunity for one additional representative to attend the reception

COUNCIL OF FELLOWS WEEKEND

The Council of Fellows Weekend is an exciting annual gathering of ACE Fellows Program alumni, held immediately prior to the ACE Annual Meeting. All alumni of the ACE Fellows Program an opportunity for professional development, networking, collaboration, and exchange. The event begins with an optional daylong campus visit and an evening program focused on navigating the search process. On Saturday, Fellows can sign up for career consultation with a sitting college president and attend a sessions focused on topics that affect campuses and campus leaders.

1 Executive Sponsor Available | $22,000 | $20,000 for ACE Affiliate Members
- Logo recognition on signage displayed throughout the conference
- Verbal recognition during the conference
- 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

1 Associate Sponsor Available | $10,000
- Logo recognition on signage displayed throughout the conference
- Verbal recognition during the conference
- Opportunity to display collateral material in a designated space
- Opportunity to provide one t-stand banner to be displayed during the conference
Women in Leadership Events

ACE WOMEN’S NETWORK LEADERSHIP CONFERENCE
1 Available | $22,000 | $20,000 for ACE Affiliate Members

Convene Saturday, March 5, 2022 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.

- 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

ACE WOMEN’S NETWORK RECEPTION
1 Available | $15,000 | $13,500 for ACE Affiliate Members

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 (5:30–7:00 p.m.) networking reception.

- Logo recognition on signage displayed throughout the reception

ACE WOMEN’S LEADERSHIP DINNER
1 Available | $30,000 | $27,000 for ACE Affiliate Members

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, a prominent keynote speaker, and the presentation of the Donna Shavlik Award, which honors an individual who has demonstrated a sustained commitment to the advancement of women.

- Logo recognition on signage displayed throughout the dinner
- Verbal recognition during the dinner remarks
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Opportunity to provide up to two branded t-stand banners to be displayed throughout the dinner
- Opportunity to provide a branded gift to be placed at each guest seat during the dinner
- Recognition in the printed dinner program
Exclusive Sessions

**PRESIDENTS CAUCUS BREAKFAST SESSION**

1 Available | $20,000 | $18,000 for ACE Affiliate Members

Gain an exclusive opportunity to join college and university presidents for a Sunday (8:30–9:30 a.m.) breakfast session on a critical higher education topic.

- Logo recognition on signage displayed outside of the session meeting room
- Verbal recognition during the session
- Opportunity for three representatives to attend both Presidents Caucus Sessions on Sunday
- Invitation for one representative to attend the Reception for Presidents and Chancellors on Saturday
- Opportunity to upload a digital brochure (PDF format) to the session listing in the Annual Meeting mobile app

**PRESIDENTS CAUCUS SESSION: FEDERAL RELATIONS UPDATE**

1 Available | $15,000 | $13,500 for ACE Affiliate Members

Gain exclusive access to join campus presidents for this highly popular Federal Relations Update presented by ACE Senior Vice President Terry W. Hartle

- Logo recognition on signage displayed outside of the session meeting room
- Verbal recognition during the session
- Opportunity for three representatives to attend both Presidents Caucus Sessions on Sunday
- Invitation for one representative to attend the Reception for Presidents and Chancellors on Saturday
- Opportunity to upload a digital brochure (PDF format) to the session listing in the Annual Meeting mobile app

**PRESIDENTS CAUCUS SESSION: SPECIAL SESSION**

1 Available | $15,000 | $13,500 for ACE Affiliate Members

The all-attendee session will focus on content that is particularly engaging for top-tier administrative officials on campus.

- Logo recognition on signage displayed outside of the session meeting room
- Verbal recognition during the session
- Opportunity for three representatives to attend both Presidents Caucus Sessions on Sunday
- Invitation for one representative to attend the Reception for Presidents and Chancellors on Saturday
- Opportunity to upload a digital brochure (PDF format) to the session listing in the Annual Meeting mobile app
Education Sessions

CONCURRENT SESSIONS

Up to 10 Available | $5,000

Concurrent sessions are 60-minute presentations intended to provide engaging explorations of current higher education issues and ideas. Presentations should encourage adaptation to other institutional or professional settings. Up to 10 sessions are held on Sunday and Monday.

Presenting institutions must be an association, college, or university that is an ACE member. Joint proposals from one or more institutions and/or organizations are welcome. Preference will be given to proposals whose speakers reflect diverse identities and perspectives. If accepted, speakers will receive discounted registration to ACE2022. Submissions are currently being accepted online until Friday, September 10, 2021.

- 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 Annual Meeting mobile app
Sunday Plenaries

**SUNDAY LUNCHEON PLENARY**

1 Available | $40,000 | $36,000 for ACE Affiliate Members

Welcome attendees to ACE2022 during this kickoff plenary featuring a notable speaker and a plated lunch.

- Session featured in one pre-meeting e-blast
- Session featured on ACE social media post in advance of the Annual Meeting
- Complimentary banner ad for one week in ACE’s *Higher Education & National Affairs* newsletter
- Logo projected on screens during the plenary
- Logo recognition on signage displayed outside of the plenary session meeting room
- Verbal recognition during the plenary
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Reserved seating for select guests
- Opportunity to upload a digital brochure (PDF format) to the session listing in the Annual Meeting mobile app

**ROBERT H. ATWELL PLENARY**

1 Available | $20,000 | $18,000 for ACE Affiliate Members

This popular Sunday evening plenary features a notable college or university president sharing his or her vision for higher education.

- Session featured in one pre-meeting e-blast
- Session featured on ACE social media post in advance of the Annual Meeting
- Complimentary banner ad for one week in ACE’s *Higher Education & National Affairs* newsletter
- Logo projected on screens during the plenary
- Logo recognition on signage displayed outside of the plenary session meeting room
- Verbal recognition during the plenary
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Reserved seating for select guests
- Opportunity to upload a digital brochure (PDF format) to the session listing in the Annual Meeting mobile app
Monday Plenaries

**MONDAY LUNCHEON PLENARY**
1 Available | $66,000 | $60,000 for ACE Affiliate Members

A popular Annual Meeting event, this session features a plated lunch and a plenary on diversity, equity, and inclusion.

- Session featured in one pre-meeting e-blast
- Session featured on ACE social media post in advance of the Annual Meeting
- Complimentary banner ad for one week in ACE’s *Higher Education & National Affairs* newsletter
- Logo projected on screens during the luncheon
- Logo recognition on signage displayed outside of the plenary session meeting room
- Verbal recognition during the plenary
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Reserved seating for select guests
- Opportunity to upload a digital brochure (PDF format) to the session listing in the Annual Meeting mobile app

**MONDAY CLOSING PLENARY**
1 Available | $30,000 | $27,000 for ACE Affiliate Members

Concluding the Annual Meeting, this session focuses on innovation and its impacts on higher education.

- Session featured in one pre-meeting e-blast
- Session featured on ACE social media post in advance of the Annual Meeting
- Complimentary banner ad for one week in ACE’s *Higher Education & National Affairs* newsletter
- Logo projected on screens during the plenary
- Logo recognition on signage displayed outside of the plenary session meeting room
- Verbal recognition during the plenary
- Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)
- Reserved seating for select guests
- Opportunity to upload a digital brochure (PDF format) to the session listing in the Annual Meeting mobile app
Presenting institutions must be an ACE Affiliate Member at the time of proposal submission and at the onset of ACE2022. Memberships are 12 months and expire on September 30 of each year. Preference will be given to proposals whose speakers reflect diverse identities and perspectives. Multiple submissions are welcomed, and the best overall fit will be selected. Submissions are currently being accepted online until Friday, September 10, 2021.

**PARTNER SESSIONS**

Up to 6 Available | $15,000

ACE Affiliate Members may apply for an opportunity to deliver a noncommercial 60-minute presentation featuring C-suite executives from a college or university and a sponsoring organization. Up to six sessions will be held during regular concurrent session blocks, with a 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.

- Presentation description and speakers featured on the ACE2022 website and mobile app
- Logo recognition on signage displayed before and during the sponsored partner session
- Opportunity to upload a digital brochure (PDF format) to the sponsored session listing in the Annual Meeting mobile app
- Opportunity to upload the session presentation in the sponsored session listing in the Annual Meeting mobile app
- Session featured in one pre-meeting e-blast highlighting all confirmed partner sessions
- Session featured on ACE social media post in advance or amplification of sponsor social post
- Complimentary banner ad for one week in ACE’s *Higher Education & National Affairs* newsletter and on ACE’s *Higher Education Today* blog

**Affiliate-Sponsored Sessions**

CLOSED
FOCUS ZONE PRESENTATIONS

ACE Affiliate Members may apply for an opportunity to present one of these noncommercial 30-minute presentations, providing an opportunity to showcase higher education thought leadership and 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.

- Presentation description and speakers featured on the ACE2022 website and mobile app
- Logo recognition on Focus Zone presentation signage displayed throughout the conference
- Opportunity to upload a digital brochure (PDF format) to the sponsored session listing in the Annual Meeting mobile app
- Opportunity to upload the session presentation in the sponsored session listing in the Annual Meeting mobile app
- Session featured in one pre-ACE2022 e-blast highlighting all confirmed Focus Zone presentations
- ACE will amplify at least one social media post

ROUNDTABLE DISCUSSION PRESENTATIONS

ACE Affiliate Members may apply for an opportunity to present a noncommercial 60-minute sessions designed to share knowledge, insights, and experiences among participants. Up to 14 sessions will be offered on Sunday and Monday.

- Presentation description and speakers featured on the ACE2022 website and mobile app
- Logo recognition on roundtable discussion presentation signage displayed throughout the conference
- Opportunity to upload a digital brochure (PDF format) to the sponsored session listing in the Annual Meeting mobile app
- Opportunity to upload the session presentation in the sponsored session listing in the Annual Meeting mobile app
- Session featured in one pre-ACE2022 e-blast highlighting all confirmed roundtable discussion presentations
ACE strives to honor the work of individuals, institutions, and programs that commit to diversifying the ranks of higher education leadership and generating creative campus innovation. Awards will be presented during the Annual Meeting.

ACE STATE NETWORK LEADERSHIP AWARD
1 Available | $15,000
The ACE State Network Leadership Award for the Advancement of Women in Higher Education recognizes an outstanding and innovative program, sponsored by an ACE State Network or by a college or university that helped advance or support women or women’s issues in higher education.

- Opportunity for one representative to deliver a brief, noncommercial message (maximum of three minutes) during the award presentation
- Verbal recognition during the award presentation at the reception following the Women’s Network Leadership Conference on Saturday, March 5
- Two complimentary tickets to and reserved seating at the Women’s Leadership Dinner
- Logo recognition on signage displayed at the reception and dinner
- Recognition in all promotional materials and associated press releases leading up to and following the award announcement at ACE’s Annual Meeting
- Recognition in the Annual Meeting mobile app

ACE STUDENT OF THE YEAR AWARD
1 Available | $20,000
The ACE Student of the Year Award recognizes a student who has benefited academically and professionally from making use of ACE’s credit recommendations for workforce or military training. The ACE Student of the Year receives a scholarship to continue his or her education.

- Opportunity for one representative to deliver a brief, noncommercial message (maximum of three minutes) during the award presentation
- Verbal recognition during the award presentation at the Monday Closing Plenary
- Reserved seating for two guests at the Monday Closing Plenary
- Logo recognition on signage displayed outside of the meeting room
- Recognition in all promotional materials and associated press releases leading up to and following the award announcement at ACE’s Annual Meeting
- Recognition in Annual Meeting mobile app
Awards

**DONNA SHAVLIK AWARD**  
1 Available | $15,000

This award was established by ACE in 1999 to honor the long and outstanding service of Donna Shavlik, past director of ACE’s former Office of Women in Higher Education. The award honors an individual whose leadership demonstrates a sustained commitment to advancing women in higher education through actions or initiatives enhancing women’s leadership and career development, campus climate, and mentoring of women at both the state and national levels. Nominations are solicited annually by the ACE Women’s Network state chairs and judged by an impartial committee.

- Opportunity for one representative to deliver a brief, noncommercial message (maximum of three minutes) during the award presentation
- Verbal recognition during the award presentation at the Women’s Leadership Dinner on Saturday, March 5
- Two complimentary tickets to and reserved seating at the Women’s Leadership Dinner
- Logo recognition on signage displayed at the reception and dinner
- Recognition in all promotional materials and associated press releases leading up to and following the award announcement at ACE’s Annual Meeting
- Recognition in the Annual Meeting mobile app

**REGINALD WILSON DIVERSITY LEADERSHIP AWARD**  
1 Available | $15,000

Established to honor Reginald Wilson, the founding director of the Office of Minority Concerns, this award honors individuals who have demonstrated leadership and commitment on a national level to the advancement of racial and ethnic minorities and other underrepresented populations in higher education.

- Opportunity for one representative to deliver a brief, noncommercial message (maximum of three minutes) during the award presentation
- Verbal recognition during the award presentation at the Monday Closing Plenary
- Reserved seating for two guests at the Monday Closing Plenary
- Logo recognition on signage displayed outside of the meeting room
- Recognition in all promotional materials and associated press releases leading up to and following the award announcement at ACE’s Annual Meeting
- Recognition in Annual Meeting mobile app
## Sponsorship Recognition and Benefits

Sponsorships are sold à la carte, and the overall sponsorship level is determined by the total sponsorship contribution. All ACE2022 sponsors receive:

- Digital profile on the ACE2022 website and mobile app, including company name, logo, hyperlink, mailing address, phone number, social media links, 100-word description, and product category
- Recognition on the sponsor panels of the exhibit hall and registration entrance units
- Sponsor ribbon provided to all registered company representatives

<table>
<thead>
<tr>
<th>Friend Sponsor ($2,500–$4,999)</th>
<th>Bronze Sponsor ($5,000–$9,999)</th>
<th>Silver Sponsor ($10,000–$14,999)</th>
<th>Gold Sponsor ($15,000–$24,999)</th>
<th>Platinum Sponsor ($25,000–$49,999)</th>
<th>Sapphire Sponsor ($50,000–$89,999)</th>
<th>Diamond Sponsor ($90,000 and above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounted rate of 10 percent on additional full registrations</td>
<td>Discounted rate of 10 percent on additional full registrations</td>
<td>Discounted rate of 10 percent on additional full registrations</td>
<td>Discounted rate of 10 percent on additional full registrations</td>
<td>Discounted rate of 10 percent on additional full registrations</td>
<td>Discounted rate of 10 percent on additional full registrations</td>
<td>Discounted rate of 10 percent on additional full registrations</td>
</tr>
<tr>
<td>Pre- and post-ACE2022 use of attendee names and physical mailing addresses</td>
<td>Pre- and post-ACE2022 use of attendee names and physical mailing addresses</td>
<td>Pre- and post-ACE2022 use of attendee names and physical mailing addresses</td>
<td>Pre- and post-ACE2022 use of attendee names and physical mailing addresses</td>
<td>Pre- and post-ACE2022 use of attendee names and physical mailing addresses</td>
<td>Pre- and post-ACE2022 use of attendee names and physical mailing addresses</td>
<td>Pre- and post-ACE2022 use of attendee names and physical mailing addresses</td>
</tr>
<tr>
<td>One complimentary full registration</td>
<td>Two complimentary full registrations</td>
<td>Three complimentary full registrations</td>
<td>Four complimentary full registrations</td>
<td>Logo recognition, with hyperlink, in all promotional e-blasts</td>
<td>Logo recognition, with hyperlink, in all promotional e-blasts</td>
<td>Logo recognition, with hyperlink, in all promotional e-blasts</td>
</tr>
<tr>
<td><em>Complimentary mobile app banner ad</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Beyond ACE2022
Partnerships and Sponsorships

ACE engages in cutting-edge research and builds practice-based tools and resources on a range of topics including internationalization; institutional transformation; diversity, equity, and inclusion; student success; and credit mobility.

To learn more about partnership opportunities related to research, practice-based tools, convenings, digital sponsorships, or more about the efforts listed below, please contact ACE’s Advancement team.

Bathsheba Philpott, Vice President  
bphilpott@acenet.edu | 202-939-9385

Annette Bacchus, Associate Director  
abacchus@acenet.edu | 202-939-9406

ACE Engage®
Customizable packages starting at $6,500

The Council’s digital learning platform, ACE Engage, offers opportunities to connect with higher education leaders (presidents, provosts, vice presidents, deans, directors, and department chairs) through virtual experiences, tools, and resources. Topics include strategic finance; agile innovation and institutional transformation; learner success; and diversity, equity, and inclusion (with particular focus on shared equity leadership, women’s leadership, and mental health).

Sponsored opportunities include webinars, roundtables, communities of practice, videos, curated resource guides, and other forms of thought leadership.

E-newsletter Advertisements

ACE This Week, ACE’s biweekly newsletter, reaches more than 33,000 higher education professionals and highlights ACE programs, engagement opportunities, and other news that impacts higher education.

BANNER ADVERTISEMENT
$1,200

Your banner with hyperlink (660px W x 370px H and 660px W x 123px H) will appear near the top of the email.

dotEDU Podcast

Each episode of ACE’s dotEDU podcast presents a deep dive into a major public policy issue impacting college campuses and students across the country. ACE hosts Jon Fansmith, director of government relations; Sarah Spreitzer, director and chief of staff of government relations; and Mushtaq Gunja, vice president and chief of staff, are joined by expert guests who lead listeners through thought-provoking conversations about what’s going on in Congress and the Biden administration that impacts higher education. Recent notable guests include:

• Rep. John Sarbanes (D-MD) discussing where Congress is on student voter access and public service loan forgiveness
• David Richardson, managing director of research for the TIAA Institute, on spending the year surveying presidents on COVID-19
• Rep. Bobby Scott (D-VA), chair of the House Committee on Education and Labor, about the recent past, present, and future of higher education legislation under his committee’s purview
• Anne Holton, professor and former interim president of George Mason University, and Anne Kress, president of Northern Virginia Community College, on the work of ACE’s National Task Force on the Transfer and Award of Credit

From May–October 2021, dotEDU has averaged 515 downloads per episode, with a total of 20,125 unique downloads since 2019.

PODCAST SERIES: UNDERWRITING ONLY
$6,000 | $5,400 for ACE Affiliate Members

Visibility for five episodes:
• Host provides
  • Introduction (approximately 15 seconds)
  • Closing thanks to the sponsor at the end of the episode
• Underwriter logo or organization’s name with hyperlink will be included on the ACE website
• Underwriter logo or organization’s name with hyperlink will be included in podcast email marketing
• Acknowledgment on the podcast’s Stitcher/Apple iTunes description for each episode

PODCAST SERIES: UNDERWRITING AND CONTENT COLLABORATION
$8,000 | $7,200 for ACE Affiliate Members

• Curated interview or discussion with sponsor representative participating as a primary or participating guest during one of the underwritten episodes
• Includes all of the benefits listed for underwriting only

Higher Education Today, a blog by the American Council on Education

Single blog post: $1,650/quarter | $5,400/year
Blog series: $3,300/quarter | $7,290/year

ACE’s Higher Education Today blog, which debuted in September 2013, is edited by ACE’s Office of Public Affairs with the support and contributions of staff from across the Council and ACE-member guest writers. The blog focuses on a wide range of topics that are relevant to higher education in the twenty-first century and explores how these issues play out in the public sphere.

• Exclusive opportunity to have your static ad, with hyperlink, on Higher Education Today within an individual post or as part of a blog series
• Potential series topics for 2021–22 include faculty and staff well-being, women’s leadership, closing equity gaps, and internationalization on U.S. campuses