

ACE Experience 2027

Sponsorship Prospectus

MARCH 2–7, 2027 | WASHINGTON, DC



CONFERENCE SPONSORSHIP OPPORTUNITIES

The ACE Experience 2027 (ACEx2027) convenes senior leaders, innovators, and decisionmakers shaping the future of higher education. Conference sponsors receive high-visibility engagement opportunities designed to build brand credibility, demonstrate thought leadership, and foster meaningful connections with institutional leaders.

SPONSORSHIP OPPORTUNITIES

ACE on the Hill 2027 Sponsor

1 Available | \$25,000

Be a part of the American Council on Education's (ACE) advocacy by joining an estimated 125 ACE member presidents and chancellors in communicating higher education priorities to the 120th Congress on March 3, 2027. Your organization will be recognized as a key contributor to the discourse on critical topics that are shaping the future of higher education.

Benefits include:

- Speaking opportunities
 - » One executive representative can deliver a brief, noncommercial message (maximum of two minutes)
 - » One representative from your organization can join a panel with other experts to discuss higher education in the 120th Congress
- Up to three complimentary full registrations for representatives, including the speaker, to attend ACE on the Hill 2027
- Logo recognition on signage during the event

Ally Sponsor

2 Available | \$50,000

Recognized as a Conference Underwriter of ACEx2027, Ally Sponsors receive premier positioning and integrated exposure across ACEx2027's highest-impact moments, aligning their brand with the conference's core mission and content.

Exclusive Benefits Include:

- Main Stage Prerecorded Commercial
 - » One professionally produced, 30-second commercial with sound
Played prior to the start of each main stage session as attendees take their seats
- dotEDU Podcast Recorded Commercial
 - » Professionally produced, 30-second, prerecorded advertisement inserted as a pre-roll, mid-roll, or post-roll placement (as agreed upon)
Featured in one dotEDU podcast episode airing between December 2026 and February 2027
- Exhibit Booth
 - » One 10x10 booth: selection on a first-come, first-served basis, with prime locations held for sponsors at this level
 - » Two exhibit area-only passes
- Mobile app push notification
 - » Sponsor will receive one app push notification to amplify their presence at the conference or to showcase a product or service
- Three complimentary full registrations

SPONSORSHIP OPPORTUNITIES

Collaborator Sponsor

4 Available | \$25,000

Recognized as co-sponsor of the ACEx2027 Networking Lunches, Collaborator Sponsorship offers strong brand integration during one of the conference's most highly attended engagement opportunities.

Benefits Include:

- Main Stage Prerecorded Commercial
 - » A 30-second commercial with sound
Played prior to the start of one main stage session
- dotEDU Podcast Recorded Commercial
 - » Professionally produced, 30-second, prerecorded advertisement inserted as a pre-roll, mid-roll, or post-roll placement (as agreed upon)
Featured in one dotEDU podcast episode airing between December 2026 and February 2027
- Exhibit Booth
 - » Standard exhibit booth in the ACEx2027 exhibit hall
- Two complimentary full registrations

Contributor Sponsor

10 Available | \$12,000

Recognized as a co-sponsor of ACEx2027 networking breaks, Contributor Sponsors gain brand presence during one of the most frequently requested and well-attended conference experiences.

Benefits Include:

- Exhibit Booth
 - » Standard exhibit booth in the ACEx2027 exhibit hall
- Branded napkins featuring sponsor logo and booth number
(available only with signed agreement received by January 1, 2027)
- On-site signage with sponsor logo and booth number placed near the networking space
- Two complimentary full registrations

Supporter Sponsor

Unlimited | \$5,000

Recognized as a general supporter of ACEx2027, Supporter Sponsorship provides broad visibility across conference platforms.

Benefits Include:

- On-site signage recognition
- Mobile app banner placement (limited to the first seven sponsors)

PRESENTATION & CONTENT SPONSORSHIPS

Salon Dinners

6 Available* | \$28,000

* One on Wednesday, March 3, three on Thursday, March 4, and two on Friday, March 5

Time: 7:00–9:00 p.m.

Salon dinners will be moderated by brilliant minds in higher education and capped at 20 attendees. Your organization will be recognized as a key contributor to the discourse on critical topics that are shaping the future of higher education.

Benefits include:

- Opportunity for one executive representative to deliver a brief, noncommercial message (maximum of two minutes)
- Full complimentary registration for up to three representatives, including the speaker, to attend the dinner
- Logo recognition on signage during the event
- Opportunity to provide branded items with prior approval from ACE (i.e., cocktail napkins or hors d'oeuvres plates)
- Two complimentary full registrations to attend ACEx2027

Breakfast and Learn Sessions

4 Available* | \$25,000

* Two on Thursday, March 4 and two on Friday, March 5

Time: 7:30–8:30 a.m.

ACE affiliate members may apply through our official call for proposals 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 two sessions will be held each morning with no competing sessions scheduled. Sessions are intended to provide practical education for presidents and 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. All interested parties must be or become ACE affiliate members and complete the official call for proposals.

Benefits include:

- Presentation description and speakers featured on the ACEx2027 website and mobile app
- Logo recognition on signage
- Opportunity to upload a digital brochure (pdf format) to the sponsored session listing in the ACEx2027 mobile app
- Session featured in one pre-meeting email highlighting all confirmed sessions
- Session featured in an ACE social media post in advance of the event
 - » Or sponsor's social post will be amplified by ACE's social media
- Two full complimentary registrations to attend ACEx2027



Content Track Sponsor

4 Available | \$15,000

Restricted to 3 concurrent sessions per sponsor

Position your brand alongside ACEx2027's most significant thought leadership content, addressing critical issues impacting higher education. Themes include Grand Challenges, Campus Agility, and Learner Success.

Benefits Include:

- Logo recognition on signage positioned outside of each concurrent session meeting room
- Website and mobile app recognition

Note: This is not a presentation opportunity.

VISIBILITY SPONSORSHIPS

dotEDU Podcast Sponsored Commercial

4 Available | \$2,000

Position your brand directly in front of higher education leaders through a professionally produced, 30-second recorded advertisement featured within the dotEDU Podcast.

Package Includes:

- One professionally produced, pre-recorded, 30-second commercial
- Placement as a pre-roll, mid-roll, or post-roll advertisement (placement determined in collaboration with ACE)
- Featured in one *dotEDU* Podcast episode airing between December 2026 and February 2027
- Messaging tailored to resonate with a higher education audience, including a clear and compelling call to action (e.g., directing listeners to your website, exhibit booth, or downloadable resource)
- Seamless integration into the episode to support strong listener engagement and brand recall

Hotel Key Cards

1 Available | \$17,000

Place your organization's logo and message in attendees' hands with branded key cards provided to all ACEx2027 guests staying at the Marriott Marquis Washington, DC. Your messaging will appear on the front side of the card, and ACE branding will appear on the back.

Wi-Fi Sponsor

3 Available* | \$10,000

*One sponsor each day: Thursday, March 4, Friday, March 5, and Saturday March 6

In today's connected world, seamless internet access is essential. As a Wi-Fi sponsor, enjoy recognition as the gateway to connectivity for all attendees. Your brand will be front and center every time attendees log in, demonstrating your commitment to enhancing their experience.

Benefits include:

- ACEx2027-branded splash page will include sponsor's logo when attendees log in to the internet
- Wi-Fi access code will be created with sponsor
- Recognition everywhere the Wi-Fi access code is provided (e.g., mobile app, signage, walk-in plenary slides, and website)

Overall Mobile App Sponsor

1 Available | \$15,000

This exclusive opportunity places your brand front and center. Incorporate your organization's name and logo into the ACEx2027 mobile app splash screen, displayed every time the app is opened.

Benefits include:

- Logo incorporated into the mobile app splash screen
- Logo incorporated into ACEx2027 mobile app marketing materials
- One mobile app banner ad

VISIBILITY SPONSORSHIPS

Welcome Reception Sponsor

2 Available | \$25,000

Be the first to make a lasting impression. As the exclusive welcome sponsor, your brand will set the tone for the entire event by greeting attendees upon their arrival.

Benefits include:

- Verbal recognition from the main stage during the opening session
- One company-provided item—with prior approval from ACE's Advancement team—placed in the guest rooms of all attendees to offer a personal touch that enhances their experience
- Sponsor-drafted and ACE-approved welcome message in the email sent to all attendees one day before the start of the conference
- Two complimentary full registrations

Networking Reception

1 Available | \$40,000

Following the final main stage session on Friday, March 5, attendees will adjourn to the exhibit hall for the highest-attended networking event of the ACE Annual Meeting. The reception will provide significant networking opportunities with senior campus leaders and exhibitors.

Benefits include:

- Verbal recognition at the concluding main stage session on day one of the conference
- Logo recognition on signage during the reception
- Opportunity to upload a digital brochure (pdf format) to the Networking Reception listing in the mobile app

Ice Cream Social

1 Available | \$15,000

This highly popular afternoon event will feature favorite ice cream treats and snacks as well as networking opportunities to visit with attendees and exhibitors.

Benefits include:

- Verbal recognition from the main stage
- Branding on all sides of three upright freezers that will hold ice cream treats during the event
- Logo recognition on signage throughout the event
- Opportunity to upload a digital brochure (pdf format) to the Ice Cream Social listing in the mobile app

EXHIBIT OPPORTUNITIES

Showcase Your Expertise on the Product Theater Stage

Limited to 6 qualifying start-up companies | \$3,800

Position your brand at the center of the action with this exclusive Product Theater Presentation Sponsorship. Located within the exhibit hall, the Product Theater offers an opportunity to engage, educate, and inspire attendees in a high-traffic environment.

What's Included:

- One 10' x 10' exhibit booth
- One 15-minute live presentation on the Product Theater Stage, scheduled for optimal attendee flow
- Digital promotion highlighting your presentation
- Opportunity to distribute branded materials or giveaways from your booth

Why Sponsor the Product Theater:

- Direct Access: Engage a captive audience of decision-makers actively seeking new solutions
- Thought Leadership: Demonstrate innovation, launch products, or share expert insights
- Brand Amplification: Benefit from pre-event, on-site, and post-event promotion
- High-Impact Engagement: Drive booth traffic and generate qualified leads through focused content

Eligibility: Organizations in operation for fewer than five years with no more than 10 employees

Solutions Hub Exhibit Booths

\$4,800 (\$3,800 for ACE Affiliate Members)

The ACEx2027 Solutions Hub will open the evening of Thursday, March 4 for the Welcome Reception. Solutions Hub hours have been scheduled to provide maximum interaction between ACEx2027 attendees and exhibitors.

Booth package includes:

- One complimentary full registration per contracted 10' x 10' space
- Two complimentary exhibit-only passes per contracted 10' x 10' space
- Pipe railing, 8'-high curtain back wall, and 3'-high curtain side rails
- Exhibit booth sign with company name and booth number
- Two basic chairs, one 6' skirted table, and one wastebasket
- Pre- and post-event use of attendee list
- General 24-hour security guard service for the exhibit area

Note: Exhibitors are encouraged to arrange internet/WiFi services in advance to ensure a seamless experience; internet services can be ordered through the Exhibitor Service Kit or directly with the venue's approved provider. ACE and the venue are unable to guarantee connectivity.

ACExtended 2027

Every year, ACE's annual meeting committee receives an overwhelming number of high-quality session proposals. Due to strict scheduling constraints, we are forced to turn away exceptional content simply because of a lack of physical space, and this year, we will continue to provide a space for the sessions we are unable to host in person.

ACExtended, is a webinar series featuring a curated collection of the highest-rated sessions that continue the conversations started at the ACE Experience 2027. Over a number of sessions, leading voices in higher education will explore today's most pressing issues. If you are unable to join us as a sponsor in Washington, DC, don't miss this opportunity to align your brand with these interactive webinars.

Capture the attention of higher education's most influential decision-makers through strategic digital touchpoints before, during, and after each webinar. These sponsorship packages are designed to maximize your brand impact with multi-touch engagement.

Series Presenting Sponsor

1 Available | \$25,000

Package Includes

- Naming Rights: "ACExtended brought to you by [Your Company]"
- Welcome Address
 - » Two-minute executive welcome (live or prerecorded) at the start of each webinar in the series (six sessions)
- Branding
 - » Premier logo placement on all series marketing emails, registration pages, and the waiting room opening slide
- Pre-Event Video Commercial
 - » Submit a professionally produced, 30-second video commercial with audio to showcase your solutions, brand story, or thought leadership
 - » Your message plays at all six webinars as attendees log in to the webinar platform. This prime positioning ensures the audience's attention
 - » Your commercial will be archived on the ACExtended website for continual viewing
- Attendee List Access
 - » Build your pipeline with qualified leads from top institutions. Connect directly with presidents, provosts, and C-suite executives
 - » Receive complete attendee roster for post-event follow-up
- Website Banner Ad
 - » Prominently displayed at the top of the web page, your static banner ad—with a hyperlink—will be featured on the website on a rotating basis

Note: ACE recommends providing a trackable link to ensure you can monitor your brand's performance.

ACExtended 2027

Sponsored Commercials

Limit 2 commercials per webinar | \$5,000

Package Includes

- Pre-Event Video Commercial
 - » Submit a professionally produced, 30-second video commercial with audio to showcase your solutions, brand story, or thought leadership
 - » Your message plays as attendees log in to the webinar platform. This prime positioning ensures the audience's attention
 - » Following the selected webinar, your commercial will be archived on the ACExtended website for continual viewing
- Attendee List Access
 - » Build your pipeline with qualified leads from top institutions. Connect directly with presidents, provosts, and C-suite executives
 - » Receive complete attendee roster for post-event follow-up

Note: The list will include name, title, institution, and physical mailing address. ACE policies prohibit the sharing of email addresses.
- Prominent Logo Placement
 - » Featured logo placement—with hyperlink—on the official attendee web page
- ACExtended Website Box Ad
 - » Your static box ad—with hyperlink—will be prominently featured on the website on a rotating basis

Note: ACE recommends providing a trackable link to ensure you can monitor your brand's performance.

Webinar Banner Ad

\$2,000 each

- Prominently displayed at the top of the web page, your static banner ad—with a hyperlink—will be featured on the website on a rotating basis
- Note: ACE recommends providing a trackable link to ensure you can monitor your brand's performance.*

WOMEN'S AND FELLOWS EVENTS

Join us for an exclusive evening bringing together two of higher education's most influential leadership communities, ACE Council of Fellows alumni and ACE Women's Network members.

This networking reception creates a unique convergence of emerging and established leaders committed to advancing higher education. ACE Fellows Program alumni will join the Women's Network members, including state chairs, institutional representatives, presidential sponsors, and Executive Council members, for an evening of relationship-building and shared inspiration.

ACE Women's Network and Fellows Networking Reception Executive Sponsor

1 Available | \$22,000 (\$20,000 for ACE Affiliate Members)

Benefits include:

- Logo recognition on signage during 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

ACE Women's Network and Fellows Networking Reception Associate Sponsor

2 Available | \$11,000 (\$10,000 for ACE Affiliate Members)

Benefits include:

- Logo recognition on signage during 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

ACE WOMEN'S NETWORK LEADERSHIP DINNER

This gathering celebrates the power of mentorship, connection, and collective leadership development, bringing together those who have completed transformational fellowship experiences with those actively building pathways for women leaders across the nation.

ACE Women's Network Leadership Dinner

1 Executive Sponsor Available | \$44,000 (\$40,000 for ACE Affiliate Members)

More than 200 senior campus leaders and association and corporate executives will attend this dinner on Wednesday, March 3 to celebrate the achievements of women in higher education. The evening will feature a plated dinner, a prominent keynote speaker, and the presentation of the ACE Donna Shavlik Award, which honors an individual who has demonstrated a sustained commitment to the advancement of women.

Benefits include:

- Logo recognition on signage displayed during the dinner
- Verbal recognition during the dinner remarks
- Opportunity for one executive representative to deliver a brief, noncommercial message (maximum of three minutes)
- Eight complimentary tickets for reserved seating at the dinner
- Opportunity to provide up to two branded t-stand banners to be displayed during the dinner
- Opportunity to provide a branded gift to be placed at each guest seat during the dinner—with prior approval from ACE's Advancement team
- Recognition in the program