



Give your sales a high octane boost by sponsoring at the premier event for higher education business officers in the \$400 billion higher education marketplace. July 13-16, 2013 more than 2000 higher education business officers will gather in Indianapolis for the

[NACUBO 2013 Annual Meeting Expo.](#)

- More than 2,500 attendees representing more than 900 higher education institutions
- 27% of attendees are the chief business officer at their institution
- 71% of attendees hold a director or higher position
- 86% are directly involved in business finance and campus operations

This annual meeting brings together business officers, vendors and experts from around the world for professional development and interaction.

[SPONSORSHIP OPPORTUNITIES](#)

OPENING EVENT—SATURDAY, JULY 13TH, 6:00-9:00 P.M. (4 REMAINING) \$20,000

NACUBO will kick off the annual meeting with an opening event at the [Eiteljorg Museum](#) in downtown Indianapolis. Attendees will take this opportunity to catch up with friends and meet other attendees while experiencing the city's most impressive collection of art, history and culture of the American West and the indigenous people of North America. The sponsor will have the opportunity to briefly welcome attendees, and will be recognized by signage at the event.

CLOSING EVENT—TUESDAY, JULY 16TH, 6:30-9:30 P.M. (5 AVAILABLE) \$15,000

Attendees will close out their Annual Meeting experience Tuesday evening at The [Indiana Roof Ballroom](#), affectionately called the "Roof." This unique venue has been an important part of downtown Indianapolis since 1927 when it first opened its doors. The sponsor will have the opportunity to briefly welcome attendees, and will be recognized by signage at the event.

ONLINE CONFERENCE—TUESDAY, JULY 16TH \$20,000

New this year, NACUBO is offering a Virtual Conference – the online component of the annual meeting. This online event is a great alternative for those who are unable to make it to the live conference. Features:

- Video sessions from the Conference
- Question and answer chats with speakers and experts in the field
- Networking opportunities
- Ability to share resources

EXHIBIT HALL LUNCHES—SUNDAY, MONDAY & TUESDAY, JULY 14-16 \$15,000 EACH DAY

Lunch for attendees is served in the exhibit hall for three days and provides a great opportunity for your staff to talk with decision-makers over lunch about issues they face and how your

company can help them. Sponsor recognition appears on signage throughout the serving area. Up to three sponsors available.

NACUBO FITNESS AND 5K—SUNDAY & MONDAY 2X/DAY; 5K TUESDAY **\$10,000**

Help attendees keep up their exercise routine or experience. The sponsor will have a chance to mingle with our most athletic attendees at a scenic location in Indianapolis. Your logo will appear on signage at the event. NOTE: can be split between 2 sponsors--\$5K for NFit and \$5K for the 5K run.

GOLF TOURNAMENT – LEAD SPONSOR—SAT. ,JULY 13TH 7:00 A.M.-2:00P.M. **\$10,000**

Be the Lead Sponsor of NACUBO's golf tournament at [Brickyard Crossing](#)—voted one of America's top 100 public golf courses by Golf Digest and Golfweek. More than 100 people participate in our annual tournament. Sponsor's logo appears on signage at the course. Sponsors are given the exclusive opportunity to include a sleeve of balls with corporate logo or another golf-orientated memento for each tournament participant. Includes a foursome for the sponsor; this is an excellent opportunity to entertain a few very special clients or prospects while enjoying an afternoon of golf.

GOLF TOURNAMENT PRIZES **\$6,000**

Sponsor the prizes given to winners of various categories at the tournament. Sponsor will present the prizes during lunch.

GOLF TOURNAMENT - ONE-HOLE AND TEE (MAX 8) **\$4,500**

Sponsorship placards with company logos will be prominently placed adjacent to tee boxes to acknowledge corporate sponsorship commitment towards the success of our outing.

CARBON OFF-SET—THURSDAY, JULY 11TH -TUESDAY, JULY 16TH **\$8,000**

Help NACUBO reduce our emissions with cost-competitive carbon credits by supporting our partnership with NativeEnergy carbon offsets. Your sponsorship will go toward NACUBO's reduction in greenhouse gas emissions and will reduce our emissions with cost-competitive carbon credits.

INTERNATIONAL LUNCHEON—SUNDAY, JULY 14TH, 12:00-1:30 P.M. **\$7,500**

Exclusively for our international attendees. Hosted by NACUBO's leadership, this luncheon brings together international attendees so that they can discuss shared issues and explore opportunities for collaboration. The sponsor will be recognized by signage at the event.

CAMPUS TOUR **Indiana University** **\$5,000**

"Seeing is believing" and that's exactly what this tour is designed to accomplish. Attendees will tour the University Place Conference Center and Hotel as it is transformed into a multi-use facility including student housing, a dining hall and classroom space. Business officers from around the country will travel to IUPUI to learn about their 'Master Plan' implementation. A corporate rep may travel with the group throughout the day, offering quality time with these leaders.

FIRST-TIME ATTENDEES' BREAKFAST

\$5,000

First-time attendees of NACUBO's annual meeting get together at a special breakfast designed to help them navigate the many aspects of the conference. From networking with peers to learning the "ins and outs" of NACUBO, they will leave this breakfast with some new connections, useful resources, and practical tips on how to make the most of their time at the annual meeting. The sponsor will have the opportunity to briefly welcome attendees, and will be recognized by signage at the event.

NACUBO To-Go

NACUBO To-Go, a pioneering application that grants attendees of NACUBO meetings access to comprehensive information to enhance their learning experience. Attendees can view session info, read about speakers, and receive the latest news, events, alerts and event maps. Once they are at the meeting, interactive maps will help them find their way around. They can use the schedule to update their calendar, download presentations, find restaurants and view the online conference program. A new feature has been incorporated into this app that will allow you to attach a video or brochure to your company description!

BANNER ADVERTISING: Your logo and link will be placed in rotation with other ads across the top of the main menu page, where attendees will access the different features within the app.

Advertising rates and specs:

Banner Advertising: \$1,500

(300 x 70 pixels max)

ALERT MESSAGES: Send a short message to attendees through the dashboard of the app.

Cost: \$500

Size: 140 characters

An exclusive offer: NACUBO will sell a maximum of five alerts per day.

SPONSORSHIP BENEFITS

Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze	Friend of NACUBO
	\$30,000	\$25,000	\$20,000	\$10,000	\$4,500	\$1,000
Exposure in two preliminary program	X	X	X	X	X	X
Acknowledgement in the on-site program	X	X	X	X	X	X
Mention of sponsors in Business Officer magazine after the meeting	X	X	X	X	X	X
Ribbon recognizing sponsor for all company representatives	X	X	X	X	X	X
Advance registration list	X	X	X	X	X	
Acknowledgement on Annual Meeting Web site	X	X	X	X	X	
Recognition on on-site signage (when possible)	X	X	X	X	X	
Mention of sponsorship in Business Officer magazine prior to the meeting	X	X	X	X		
On-site program acknowledgement with logo	X	X	X	X		
Acknowledgement on Annual Meeting Web site with logo	X	X	X			
One complimentary meeting registration	X	X	X			
Recognition from podium for specific events (when possible)	X	X	X			
Acknowledgement on Annual Meeting Web site with logo and link	X	X				
Mention and/or photo of sponsors in Business Officer magazine after the meeting	X	X				
One additional complimentary meeting registration (total of two)	X					
Ribbon recognizing distinguished sponsor for all company representatives	X					
Special invitation to the NACUBO's Chair's suite (for two)	X					