

2016

OPPORTUNITIES FOR BUSINESS PARTNERS

YOUR **ALL-ACCESS PASS**
TO THE WORLD
OF HIGHER EDUCATION



NACUBO

NATIONAL ASSOCIATION OF COLLEGE
AND UNIVERSITY BUSINESS OFFICERS

ABOUT NACUBO



The National Association of College and University Business Officers (NACUBO) is the largest national organization representing the finance and administration of higher education institutions in the United States.

NACUBO represents 2,100 institutions of higher education and 45,000 people employed at those institutions. We provide our members with trusted, accurate, and valuable information related to the business of higher education, as well as representation in regulatory and rule-making discussions. Through NACUBO's members, you can reach campus decision makers in all areas of college and university administrative operations.

MEET OUR TEAM

Whatever marketing opportunities you pursue, NACUBO has a team of professionals ready to provide information and assistance. Contact us today so we can help you maximize your exposure, enhance your visibility, share your expertise, and build valuable relationships.



Advertising

LaTosha McNeal
Manager, Business Development
(202) 861-2582
lmcneal@nacubo.org



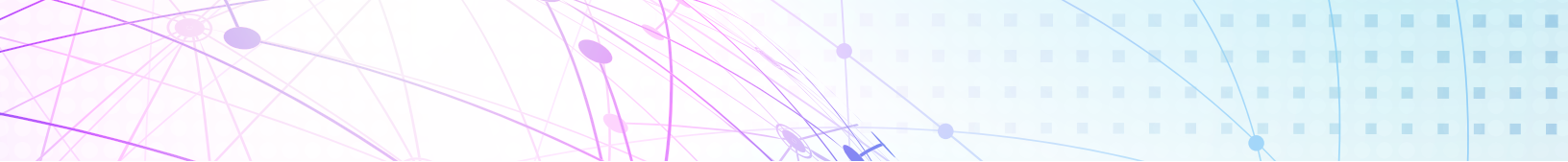
Exhibiting

Gloria Nehemiah
Manager, Exhibits
(202) 861-2555
gnehemiah@nacubo.org



Sponsorship

Debi Cumbo
Director, Business Development
(202) 861-2563
dcumbo@nacubo.org



In higher education today, every decision is a financial one. And NACUBO’s members—chief business officers and their direct reports at colleges and universities across the country—play a significant role in those decisions.

They’re at the table every day providing input—or making the final call—whether the decision relates to housing, campus safety, foodservice, IT, facilities management, student services, capital improvements, financing—you name it.

NACUBO offers you an All-Access Pass to these influential campus leaders. Here’s how you can cost-effectively place and keep your product or service in front of them:

▶ JOIN	4
Become a business partner member and receive access to more than 50 knowledgeable professional staff members who will help you improve your company’s understanding of the unique higher education marketplace. In addition to professional advising, you receive discounts when you exhibit, advertise, attend events, or purchase our many educational products.	
▶ ADVERTISE	6
Communicate with more than 50,000 readers every month through the pages of <i>Business Officer</i> magazine and via numerous digital touchpoints.	
▶ EXHIBIT	15
Meet and greet your target audience face-to-face at NACUBO’s annual meeting and throughout the year at specialized workshops.	
▶ SPONSOR	17
Put your company’s name front and center by financially supporting major NACUBO meetings, events, research studies, and publications.	
▶ SHARE	22
Draw on your specialized knowledge and expertise to facilitate or present at workshops and educational sessions.	
▶ EXPAND	24
As your support of events, activities, and publications increases, you can earn entrée to the NACUBO Corporate Circle and its expanded benefits.	



JOIN



As a business partner member of NACUBO, you have the opportunity to see and be seen by campus leaders who value continuing education, career and professional development, and information on the latest trends in higher education. You'll not only learn what's on the minds of business officers but also develop close relationships with them.

Becoming a NACUBO member demonstrates your commitment to supporting the higher education community which, in turn, boosts your credibility among institutional leaders. In addition, your membership brings you:

- > Professional advice regarding the higher education marketplace
- > Free or discounted registration to distance learning events
- > Discounted purchases of NACUBO publications and research studies
- > Discounted rates on all event registrations
- > Discounts on exhibit rates
- > Exclusive opportunities to rent mailing lists
- > Access to specialized online communities
- > Complimentary subscriptions to *Business Officer* magazine
- > Discounts on advertising

JOIN TODAY!

Complete and submit the membership application found at <http://www.nacubo.org/Documents/membership/2015-2016%20Business%20Partner%20app%20fillable.pdf>

SOMETHING FOR EVERYONE

NACUBO offers two categories of membership for business partners:

Small Business Partner—has no more than two employees and less than \$250,000 in annual revenue.

Large Business Partner—has three or more employees and more than \$250,000 in annual revenue.



NACUBO MEMBERS AT-A-GLANCE

MEMBERS



2,584
unique organizations



2,190
unique higher ed Institutions

By Type of Organization

92%

higher ed

6%

corporate

2%

associate/affiliate

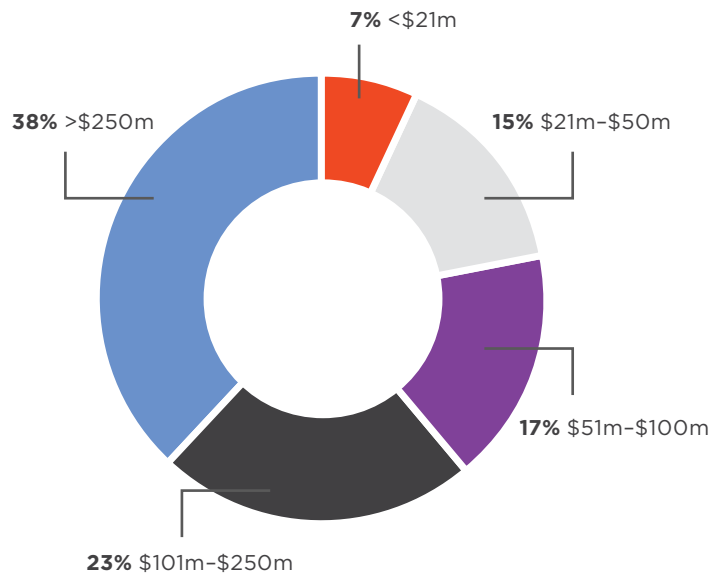
BUSINESS OFFICER MAGAZINE SUBSCRIBERS



24,763

unique individuals

Annual Budget for Colleges & Universities





ADVERTISE



Purchasing ads in NACUBO's publications keeps your company's name, brand, and message in front of senior administrators within higher education. Select from both print and online options to reach chief business officers while at their desks or on the go.

PRINT ADVERTISING

Display ads enable you to maintain a consistent presence among NACUBO members as well as tie in with content related to your product or service.

BUSINESS OFFICER MAGAZINE

Each issue of *Business Officer* magazine, NACUBO's award-winning flagship publication, reaches nearly 51,000 campus decision makers* with in-depth features on timely topics, how-to articles, analyses of legislative and regulatory developments, and interviews with movers and shakers within higher education.



AWARD-WINNING CONTENT

Business Officer magazine has garnered national recognition, including numerous Excel Awards presented by Association Media & Publishing:

- 2013 Silver Award**, Integrated Mixed Media Campaign, NACUBO's 50th Anniversary Promotion
- 2012 Bronze Award**, Media Kit
- 2011 Silver Award**, Cover Illustration
- 2010 Silver Award**, Feature Design
- 2010 Bronze Award**, Feature Writing

Note: *Business Officer* is printed on recycled papers in a sustainable production process and therefore qualifies to carry the Forest Stewardship Council (FSC) logo as well as a soy ink logo.

*Based on total subscribers of 25,460 (September 2014 issue) and pass-along readership determined by NACUBO Reader Feedback Research (Stratton Publishing & Marketing, Inc., February 2014)



BUSINESS OFFICER MAGAZINE 2016 EDITORIAL CALENDAR AND DEADLINES

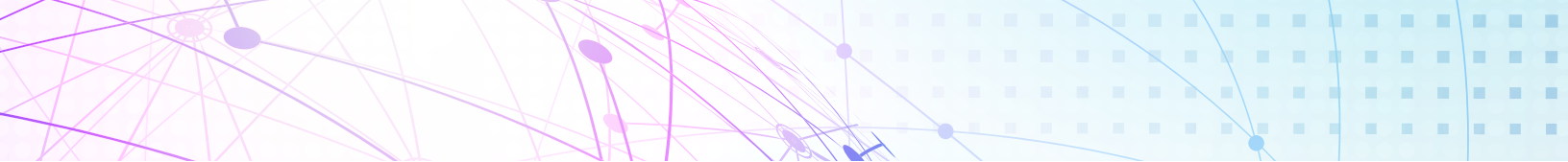
ISSUE	FOCUS	RESERVATIONS DUE	MATERIALS DUE
January	Risk Management Preview: NACUBO Higher Education Accounting Forum	December 2, 2015	December 9, 2015
February	Accounting and Financial Reporting	January 1, 2016	January 8, 2016
March	Endowment and Debt Management: Coverage of 2015 NACUBO-Commonfund Study of Endowments	February 3, 2016	February 10, 2016
April	Global Preview: NACUBO 2016 Annual Meeting in Montréal	March 3, 2016	March 10, 2016
May	Energy and Efficiency	April 1, 2016	April 8, 2016
June	Finance Preview: NACUBO Planning and Budgeting Forum	May 3, 2016	May 10, 2016
July/ August*	NACUBO 2016 Annual Meeting	June 2, 2016	June 9, 2016
September	Auxiliary Services	August 3, 2016	August 10, 2016
October	Coverage of NACUBO 2016 Annual Meeting	September 2, 2016	September 9, 2016
November	Planning and Budgeting Preview: NACUBO 2016 Endowment and Debt Management Forum	October 4, 2016	October 11, 2016
December	Facilities Preview: NACUBO 2017 Student Financial Services Conference	November 2, 2016	November 9, 2016

*Bonus distribution to attendees at the NACUBO 2016 Annual Meeting in Montreal (July 16-19)

Send insertion orders, materials, and instructions to:

LaTosha McNeal
Manager, Business Development
NACUBO
1110 Vermont Ave., N.W., Suite 800
Washington, DC 20005

Phone: (202) 861-2582
Fax: (202) 449-1243
Email: advertising@nacubo.org



**Business Officer Magazine
2016 Four-Color Advertising Rates**

SIZE	1 - 4 X	5 - 8 X	9 - 12 X
Full Page	\$5,500	\$5,200	\$4,950
Half Page	\$3,800	\$3,600	\$3,400
Quarter Page	\$3,350	\$3,200	\$3,000
Spread	\$8,550	\$8,100	\$7,700
Cover 2	\$6,800	\$6,450	\$6,100
Cover 3	\$5,950	\$5,650	\$5,350
Cover 4	\$7,400	\$7,050	\$6,660

NACUBO Members and Exhibitors: Subtract 5% from the rates above for the final gross rate.

Qualifying members are institutional, associate, affiliate, allied, or business partner members of the National Association of College and University Business Officers (NACUBO). Qualifying exhibitors are those who exhibited at the NACUBO 2015 Annual Meeting.

Discounts on Business Officer Magazine Advertising

Agency Discount: Qualified agencies are eligible for a 15% discount.

Volume: Advertisers placing more than 12 insertions during any 12-month period are eligible for additional gross volume discounts. Contact NACUBO's advertising sales representative at (202) 861-2513 for details.

Pre-Payment: Advertisers who pay in advance receive an additional 1% discount.

Frequency Discount Protection: Contracts spanning more than two calendar years will be guaranteed at the frequency rate only. Space rates are not guaranteed beyond the calendar year.

Mechanical Specifications for Business Officer Magazine

- Magazine Trim Size8-3/8" x 10-7/8"
- Bleed Spread.....17-1/8" x 11-1/8"
- Full Page with 1/8" Bleed8-5/8" x 11-1/8"
(Live Area = 3/16" within trim)
- Half-Page Horizontal.....7-1/8" x 4-5/8"
- Half-Page Vertical 3-3/8" x 9-5/8"
- Quarter-Page Vertical..... 3-3/8" x 4-5/8"

"As a respected reference, *BUSINESS OFFICER* helps us stay abreast of trends and issues in higher education. Advertising in *BUSINESS OFFICER* magazine enables us to reach executive-level officers who are savvy about technology, understand the business benefits that our solutions deliver, and influence decision making on their respective campuses."

Heather Richmond
Senior Director, Marketing & Product Management
TouchNet Information Systems, Inc.

Format and File Requirements for *Business Officer Magazine*

Preferred Format: PDF/X-1a:2001

Accepted Format: PDF version 1.3, Acrobat 4.0
(flattened PDF)

- > All colors must be CMYK or grayscale (not RGB or spot color).
- > All fonts must be embedded in the file.
- > Maximum ink density of 280% is recommended.
- > Black text less than 12 point should be 100% black only, not “rich black” including other colors.
- > Image resolution recommended: 300 dpi for color or grayscale images and 1,200 dpi for fine art.
- > Full-page ads require a 1/8” bleed on all four sides.
- > Live matter not intended to bleed should be 3/16” or more from trim.
- > DO NOT include any crop marks in the image area. The final ad file should contain only the ad.

Employment Classified Advertising: View rate card online at <http://www.nacubo.org/Documents/BOM%20Employment%20Ads%20Rate%20Card.pdf>

Advertorials: *Business Officer* specifications, deadlines, and rates apply to advertorial-style ads placed in the magazine. For additional information, including design and content requirements, download specifications at http://www.nacubo.org/documents/about/corporatealliances/final_BOMAdvertorial_Guidelines.pdf or contact [LaTosha McNeal](#).

GENERAL POLICIES FOR ADVERTISERS

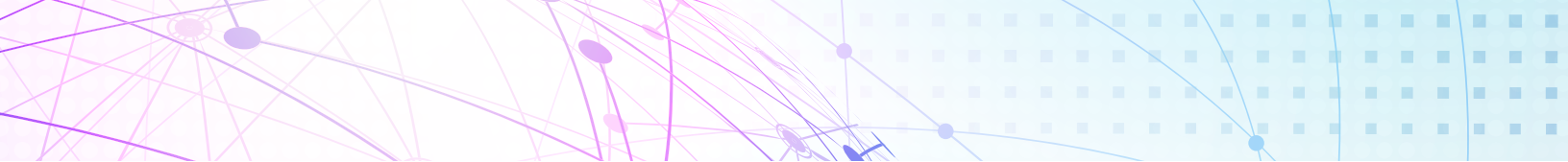
The advertiser assumes liability for the content of all advertising printed and also assumes responsibility for any claims related to that content. All advertising is subject to approval of the publisher. Individuals or organizations not known to NACUBO may be asked to pay in advance for the first insertion of an advertisement.

Cancellation of and changes to space reservations must be received in writing prior to the published space reservation deadlines.

Alterations to materials must be received prior to published-materials deadlines. NACUBO reserves the unrestricted right to reject any advertising at any time. Failure to publish an advertisement invalidates the order only for that insertion but does not constitute a breach of contract.

All positions, other than premium ones, are given on a space-available basis.

Position requests will be filled to the greatest extent possible but cannot be guaranteed, except for cover and paid premium positions.



NACUBO ANNUAL MEETING PROGRAM GUIDE

The more than 2,100 campus administrators who attend the NACUBO Annual Meeting refer repeatedly to this detailed guide for information on educational sessions and speakers, exhibitors (listed by product or service as well as alphabetically), general sessions, social events, networking receptions, and tours and other special activities.

Advertising Rates for 2016 Program Guide

Full Page.....	\$5,400
Half Page.....	\$4,400
Quarter Page.....	\$3,100
Premium Positions.....	\$6,000

Mechanical Specifications for 2016 Program Guide

Program Trim Size.....	7" x 9"
Full-Bleed Page.....	7-1/4" x 9-1/4"
Half-Page Horizontal.....	6" x 4"
Half-Page Vertical.....	2-7/8" x 8"
Quarter Page.....	2-7/8" x 4"

Format and File Requirements for 2016 Program Guide

Preferred Format: PDF/X-1A:2001

Accepted Format: PDF version 1.3, Acrobat 4.0 (flattened PDF)

- > All colors must be CMYK or grayscale (not RGB or spot color).
- > All fonts must be embedded in the file.
- > Image resolution recommended: 300 dpi for color or grayscale images and 1,200 dpi for fine art.
- > Full-page ads require a 1/8" bleed on all four sides.
- > Live matter not intended to bleed should be 3/16" or more from trim.
- > DO NOT include any crop marks in the image area. The final ad file should contain only the ad.

Discounts on 2016 Program Guide Advertising

Agency Discount: Qualified agencies are eligible for a 15% discount.

Advertisers who place ads in both the annual meeting program guide and July/August issue of *Business Officer* magazine will receive a 10% discount on both ads.

KEY DATES FOR 2016 ANNUAL MEETING PROGRAM GUIDE

Deadline for Ad Reservations: May 1, 2016

Deadline for Ad Materials: June 1, 2016





DIGITAL ADVERTISING

NACUBO’s members not only embrace technology on their campuses but also depend upon it for the breaking news, updates, and information that affect their professional lives.

NACUBO WEBSITE

Every day, thousands of campus administrators visit the NACUBO website. Each of the website’s 19 specialized sections offers an exclusive advertising opportunity: Your company’s logo, and no others, will appear in the right column of the section’s main page and on several sub-pages.

In addition, the logos of all website advertisers are placed into rotation on NACUBO’s home page, with each logo appearing at the bottom of the page for several seconds.

Rates for NACUBO Website

Rates are based on whether your company’s logo appears on a standard or premier section. Premier sections receive a higher number of visitors and offer a higher number of sub-pages.

DURATION	STANDARD SECTION	PREMIER SECTION
3 Months	\$750	\$1,500
6 Months	\$1,250	\$2,500

Standard Sections:

- Athletics and Auxiliaries
- Facilities and Environmental Compliance
- Finance
- Human Resources
- Leadership
- Operational Effectiveness
- Planning and Budgeting
- Privacy and Intellectual Property
- Risk Management
- Technology

Premier Sections:

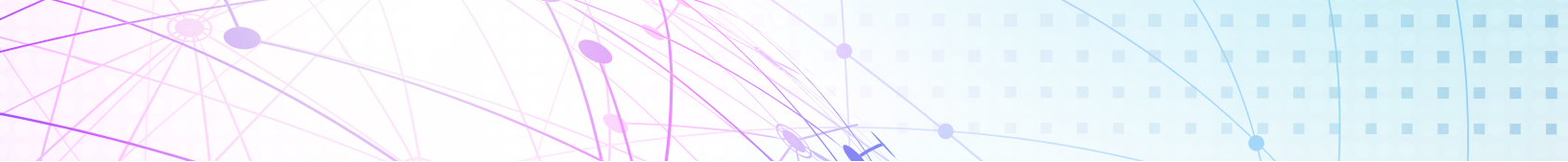
- Accounting
- Business Officer* magazine
- Career HQ
- Endowment Management
- Events and Programs
- Products
- Student Financial Services
- Sustainability
- Tax

Specifications for NACUBO Website

Graphic content: Logo only (no tagline or promotional text)

Graphic size (maximum): 170 pixels wide x 110 pixels high.

File type: High-resolution images preferred, with any type accepted; do not submit a GIF copied from a website.



NACUBO CURRENT

Every other Monday, nearly 50,000 people at colleges and universities around the country receive NACUBO *Current* via email. It's their most easily accessible source for the latest legislative, regulatory, and industry news, plus insightful analysis on how unfolding events will affect higher education.

Ensure these decision makers see your message at the same time by contracting to sponsor two consecutive issues—and doing so will give you the right of first refusal for the next two editions. Just remember: To hold your spot, you must renew one week before the start of the next two consecutive editions. Your company's logo, exclusively, will appear in the upper right corner of *Current's* opening page.

The cost is \$2,500 per edition, with a minimum purchase of two consecutive issues.

Specifications for NACUBO *Current*

Graphic content: Logo only (no tagline or promotional text)

Graphic size (maximum): 170 pixels wide x 110 pixels wide

File type: High-resolution images preferred; JPEG or GIF format accepted

Hyperlink: The logo will be hyperlinked to your choice of locations

Publishing dates for Current are subject to change due to holidays or when content is insufficient to warrant an edition.





NACUBO TO-GO APP

The NACUBO To-Go app enables you to reach hundreds of attendees before, during, and after the NACUBO 2016 Annual Meeting and NACUBO's major professional development programs.

Available for free download from several app stores, NACUBO To-Go provides mobile phone and tablet users with instant access to:

- > The overall event schedule
- > Descriptions and speaker bios for educational sessions
- > Directory of exhibitors
- > Real-time alerts and updates
- > Hotel information
- > Information on local dining, entertainment, and transportation options
- > Social networking opportunities

The To-Go app offers two advertising opportunities: Rotating banner ads and text message alerts.

Banner ads appear in rotation at the top of the app's dashboard page. Tapping the banner ad will take the user to the advertiser's preferred URL.

Text Message Alerts appear as push notifications (users tap to go to the alert screen), on the alerts screen, and within the alert archives.

You specify the day and the time when NACUBO should send the text message alert (subject to availability). Use text alerts to notify attendees of sessions in which you are presenting or of your in-booth prize drawings. The three most recent text alerts will appear on the NACUBO To-Go app's dashboard page, with all text alerts saved under the "Alerts" dashboard icon.

Specifications for NACUBO To-Go Text Message Alerts

Message content: Provide a subject line (not to exceed 29 characters) and the body of the message (including any URLs)

[Click here for](#) Specifications for NACUBO To-Go Banner Ads and Text Message Alerts

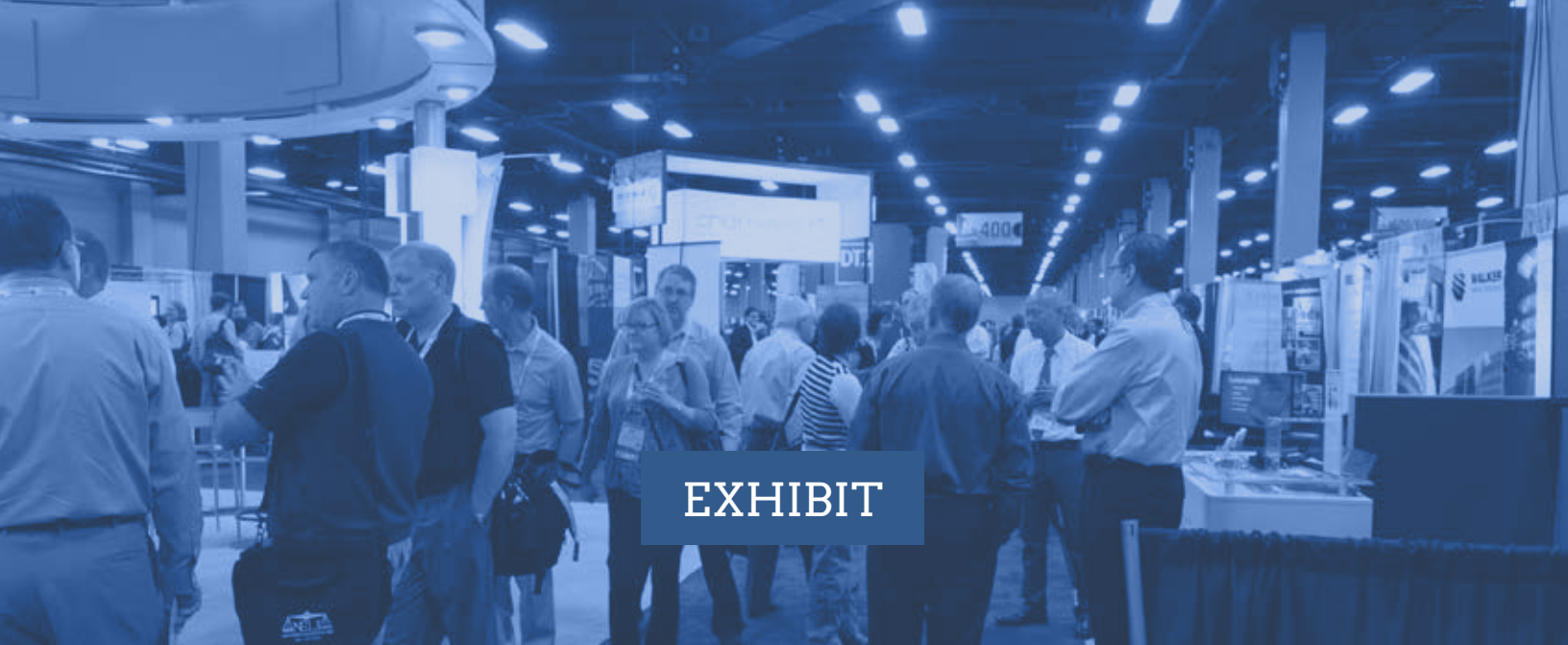


RATES AND DEADLINES

NACUBO TO-GO BANNER ADVERTISING AND NACUBO TO-GO TEXT MESSAGE ALERTS

Professional Development Event	Banner Advertising Rate	Text Message Rates	Reservations and Materials Deadline
Endowment and Debt Management Forum (February 3-5, 2016)	\$750	\$250	January 13, 2016
Student Financial Services Conference (March 13-15, 2016)	\$750	\$250	February 21, 2016
The Higher Education Accounting Forum (April 10-12, 2016)	\$750	\$250	March 20, 2016
NACUBO 2016 Annual Meeting (July 16-19, 2016)	\$1,500	\$500	June 24, 2016
Planning and Budgeting Forum (September 17-19, 2016)	\$750	\$250	August 27, 2016
Tax Forum (October 25-27, 2016)	\$250	\$250	September 9, 2016





EXHIBIT



Nothing beats face-to-face interactions for building trust, forming relationships, and developing clients. And exhibiting at a NACUBO event gives you plenty of opportunities for educating business officers about the features and benefits of your product or service. Through personal conversations and hands-on demonstrations in your booth, you'll form and forge strong client relationships for years to come.

NACUBO 2016 ANNUAL MEETING

NACUBO's premier event, which attracts more than 2,000 attendees, heads north to Canada in 2016, increasing its international flavor. Exhibit space at the Palais des congrès in Montréal is available in 10-foot increments at a cost of \$4435 for business partner members of NACUBO (\$5325 for nonmembers). Each exhibit package includes:

- > One 10' x 10' piped and draped booth
- > One complimentary registration to the full schedule of annual meeting activities
- > Three expo-only badges
- > One identifying sign
- > Round-the-clock security
- > One company listing in the conference program (print and online)
- > One company listing on the annual meeting website
- > One company listing on the NACUBO To-Go app
- > A list of pre-registered attendees (in Excel format)
- > A post-meeting list of attendees (available for download)

NACUBO 2016 ENDOWMENT AND DEBT MANAGEMENT FORUM

The EDMF will take place once again at the historic Waldorf Astoria hotel in New York City, February 3-5, 2016. The exhibit hall, offering 22 table-top exhibits, sells out annually.

Table-top exhibit space is available at this annual forum at a cost of \$2,000 for NACUBO members (\$2,500 for nonmembers). The exhibit package includes:

- > One 6-foot skirted table and chair
- > One complimentary registration to the full schedule of conference activities.
- > The opportunity to purchase exhibit-hall-only passes for an additional \$350 per person
- > One company listing in the conference program
- > One company listing in the NACUBO To-Go app
- > A list of pre-registered attendees (in Excel format)
- > A post-meeting list of attendees (available for download)
- > NACUBO meals in the expo hall and the networking luncheon

NACUBO 2016 STUDENT FINANCIAL SERVICES CONFERENCE

Scheduled for March 13-15, 2016, at the beautiful Peabody Memphis Hotel in Memphis, TN, this conference attracts approximately 500 attendees and offers 30-35 table-top exhibits.

Table-top exhibit space is available at this annual conference at a cost of \$2,000 for NACUBO members (\$2,500 for nonmembers). The exhibit package includes:

- > One 6-foot skirted table and chair
- > One complimentary registration to the full schedule of conference activities
- > The opportunity to purchase exhibit-hall-only passes for an additional \$350 per person
- > One company listing in the conference program
- > One company listing in the NACUBO To-Go app
- > A list of pre-registered attendees (in Excel format)
- > A post-meeting list of attendees (available for download)
- > NACUBO meals in the expo hall and the networking luncheon





SPONSOR



Putting your company's name on a NACUBO event or publication instantly increases your visibility and underscores your support of continuing education, professional development, and research in higher education.

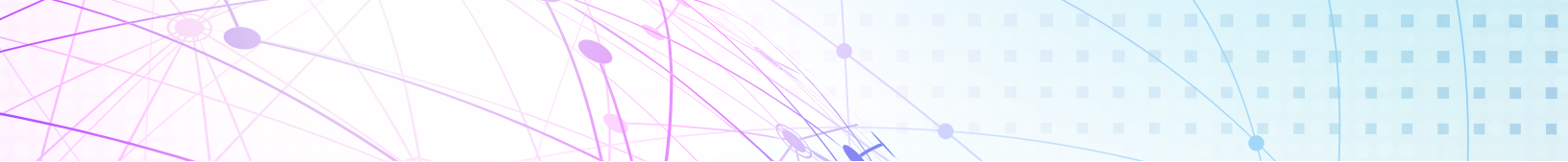
Sponsoring a major event—such as an educational forum or significant research study—or a smaller scale activity, such as a coffee break or a campus tour during the annual meeting, gives you exposure to a broad audience of chief business officers or enables you to drill down to a more targeted group.

A sponsorship entitles you to benefits such as:

- > Opportunities to network with key decision makers
- > Acknowledgment within NACUBO's marketing of the event or publication
- > Public recognition, from the podium, of your support at select workshops and forums
- > Recognition in *Business Officer* magazine and on the NACUBO website (publications only)

- > Advance list of workshop participants
- > Post-conference attendee list
- > Distribution of company literature
- > Company logo featured on signage at event
- > Company logo posted on NACUBO website, with link to company's website
- > Company logo displayed on monitors at educational sessions
- > Complimentary conference registration
- > Sponsor ribbons for company representatives

Select your sponsorship opportunities from the options outlined on the following pages, and call us today to reserve your spot. Note: Major events may have more than one sponsor and select benefits may be time sensitive.



NACUBO ANNUAL MEETING

Attracting more than 2,100 attendees annually, the NACUBO Annual Meeting is the largest gathering of business officers in the United States. The majority of attendees are senior-level administrators—the people who typically make the final call on the purchase of products and services.

For its 2016 annual meeting, NACUBO will head north to Montréal, Quebec, and build programming around the theme “*Les Fondations* for the Future.” Strengthen your own foundation within higher education by showing your support through a sponsorship tailored to your goals and budget.

PIGGYBACKING PAYS OFF

If you plan to exhibit at the annual meeting or one of NACUBO’s other major educational events, consider a sponsorship as well.

Here’s why: According to the Center for Exhibition Industry Research, sponsorships increase exhibit booth traffic as much as 104 percent.

"We always enjoy being a part of the NACUBO Annual Meeting. A great exhibiting opportunity. We look forward to joining everyone next year in Montreal."

Kristen Mulvey

Communications Specialist
Corvias Campus Living

For example, sponsorships for the NACUBO Annual Meeting range from items for attendees (registration bags, lanyards) to services provided (charging stations, cybercafé, coffee breaks, mobile printing) to major meeting activities (opening and closing receptions, general sessions, specialized educational tracks, networking events, awards dinner).

PROFESSIONAL DEVELOPMENT EVENTS

Each year, NACUBO offers more than a dozen specialized workshops for chief business officers who want the latest information on issues related to finance, accounting, taxes, and student services. Sponsoring one of these events provides instant visibility and access to a knowledgeable and targeted audience of decision makers.

Accounting-Related Sponsorships

> **Intermediate Accounting and Reporting Program, Orlando, FL (January 25–26, 2016) and Dallas, TX (October 24–25, 2016)**—Held in both January and October, this educational program covers net asset classes, restrictions, endowments, capital assets, debt, and operating activities (\$2,500 per program).

> **Facilities and Administrative Rates Workshop, Orlando, FL (January 25–26, 2016)**—This workshop covers the fundamentals of cost pools and how to allocate indirect costs as required by OMB Circular A-21 (\$2,500).

> **Managerial Analysis and Decision Support Program, San Diego, CA (November 19–20, 2015 and November 17–18, 2016)**—At this November event, college and university experts present core concepts related to resource allocation, financial management, costing, analysis, communication, and collaboration (\$5,000).

> **Higher Education Accounting Forum** in Orlando, FL (April 10-12, 2016)**—Advanced-level accounting and finance professionals attend this event to stay updated on best practices in financial accounting and reporting, managerial analysis, and campus leadership (\$10,500).

Finance-Related Sponsorships

> **Endowment and Debt Management Forum**, New York, NY (February 3-5, 2016)**—Held in February, this event brings together economic and media experts, financial and global investment authorities, and investment managers to discuss current issues and developing trends in endowment management (\$10,500).

> **Student Financial Services Conference**, Memphis, TN (March 13-15, 2016)**—College and university administrators attend this annual March event to learn the latest on the policy, technical, and management issues affecting the operation of student financial services units (\$6,500).

> **Planning and Budgeting Forum**, Philadelphia, PA (September 19-20, 2016)**—Offered in the fall, this forum covers the latest techniques for handling financial reserves, benchmarking and performance metrics, capital planning, and data-driven decision making (\$5,500).

Tax-Related Sponsorships

> **Unrelated Business Income Tax Program**—This February 2017 event features tax experts, who cover the fundamental concepts of Unrelated Business Income (\$2,500).

> **Global Operations Forum, Baltimore, MD (October 27-28, 2016)**—Attendees at this fall event expand their knowledge of U.S. and foreign regulations and pick up tips for providing business support and management to programs operating outside the United States (\$2,500).

> **Tax Forum**, Baltimore, MD (October 25-27, 2016)**—Held every fall, this educational event explains the best practices in tax compliance and administration within higher education (\$5,500).

Additional Sponsorships

> **Women's Leadership Institute, Amelia Island, FL (December 3-5, 2016)**—Women interested in furthering their careers gather at this December event to network with peers and gain insights from interactive workshops on timely topics (\$5,000).

**Sponsorship includes banner ad in NACUBO To-Go app

THE POWER OF FIVE

Each year, NACUBO engages a high-level professional speaker to keynote each of its five largest educational programs to address various aspects of leadership. Marketed collectively—and available for sponsorship—as the Leadership Series, the five high-profile events include:

- > Higher Education Accounting Forum
- > Planning and Budgeting Forum
- > Student Financial Services Conference
- > Endowment and Debt Management Forum
- > Tax Forum

Sponsorship of the entire 2016 Leadership Series is available for \$62,500.



RESEARCH AND BENCHMARKING STUDIES

Each year, NACUBO undertakes several research and benchmarking studies aimed at advancing the economic vitality and business practices of colleges and universities. The published results not only provide chief business officers with valuable information they refer to again and again but also garner widespread media coverage.

Sponsoring one of these signature studies may provide such benefits as:

- > Listing in and access to the study
- > Recognition in *Business Officer* magazine
- > Recognition on the NACUBO website
- > Company logo featured at event linked to the study
- > One complimentary registration to event linked to the study

The first two offer multiple sponsors at different price points. The last two are single sponsor only.

For 2016, sponsorship opportunities include:

> The 2015 NACUBO Tuition Discounting Study—

This highly anticipated annual study measures tuition discount rates and other indicators of institutional grant awards (\$2,500 or \$5,000; may have multiple sponsors).

> 2015 NACUBO–Commonfund Study of

Endowments—Considered the industry standard for evaluating the performance and management of institutional endowments, this study gathers information from more than 800 U.S. higher education endowments and affiliated foundations (\$1,000 to \$10,000; may have multiple sponsors).

> NACUBO Student Financial Services

Benchmarking Study—Conducted annually, this study offers an in-depth look at student account and loan receivables, payment channels, credit balance refunds, third-party payments, staffing, and expenditures related to student financial services (\$10,000 for exclusive sponsorship).

> National Profile of Higher Education Chief

Business Officers—A comprehensive look at the characteristics of NACUBO’s primary members, this research report provides information on demographics, career paths, and areas of responsibility (\$20,000 for exclusive sponsorship).



ONLINE PUBLICATIONS AND RESOURCES

The responsibilities of chief business officers extend well beyond accounting, tax, and finance activities. CBOs also need to understand what's happening within every area on campus, and NACUBO provides the means through its online presence.

Sponsorship provides:

- > Prominent placement of company name and logo with link in marketing materials (print and electronic)
- > Recognition as a thought leader in the field
- > Opportunity to nominate a company expert to serve as a (non-voting) participating member of the respective advisory committees.

Sponsorships are available annually for:

- > **International Resource Center**—Designed for administrators, staff, and faculty, this interactive site focuses on the challenges of providing global education opportunities, such as fulfilling compliance requirements and managing risk (four sponsorships available at \$4,000 each).
- > **HR Horizons**—This quarterly newsletter focuses on the human resource management issues impacting higher education, with an emphasis on the chief business officer's role in managing those issues (four sponsorships available at \$10,000 each).

> **Financial Accounting and Reporting Manual (FARM)**—Considered the authoritative accounting source for colleges and universities, this online publication offers a wealth of easily searchable information (\$10,000).

> **College and University Business Administration (CUBA)**—As the “Bible” of higher education administration, this must-read manual covers topics as diverse as debt management and facilities management. Sponsors of this comprehensive publication receive multi-year exposure to the entire NACUBO audience (\$10,000 per chapter).

> **Distance Learning Studio**—Using an industry-leading webcast platform, NACUBO consistently delivers high-quality, interactive seminars that don't require participants to leave their campuses. The virtual seminars address higher education's most pressing issues and feature nationally recognized experts (\$30,000).





SHARE



Influenced by the educational environments in which they work, NACUBO members are always in a learning mode. They constantly look for information, ideas, and insights that will help their institutions operate more effectively and cost-efficiently. Take advantage of these opportunities to talk about successful implementations, share your perspective on emerging trends, and contribute to the development of best practices within higher education.

ANSWER THE CALL FOR PRESENTATIONS

Teaming up with a client to speak at a NACUBO event enables you to communicate information on today's most pressing topics while also interacting face-to-face with other business officers and their staff members. NACUBO issues a formal call for presentations in conjunction with its eight major professional development events, with all proposals evaluated by a team of subject matter experts.

While the approximate submission period for each program appears below, please check the NACUBO website for specific deadlines and guidelines. http://www.nacubo.org/Events_and_Programs.html

- > Planning and Budgeting Forum (February–April)
- > Tax Forum (February–April)
- > Global Operations Forum (February–April)
- > Endowment and Debt Management Forum (June–August)
- > Unrelated Business Income Tax Program (July–September)
- > NACUBO Annual Meeting (August–October)
- > Student Financial Services Conference (September–October)
- > The Higher Education Accounting Forum (September–November)

CONSIDER WRITING FOR *BUSINESS OFFICER* MAGAZINE

Have a success story to tell—and perhaps some lessons learned along the way? A byline in NACUBO’s flagship publication will help position you not only as a subject matter expert but also as a business partner attuned to the nuances of working within higher education. Proposed articles should focus on such topics as strategic planning and budgeting, accounting, finance, technology, facilities, student financial services, leadership, and other areas of higher education administration.

Please email your proposed topic outline to the magazine’s editor-in-chief (editor@nacubo.org) and allow six to eight weeks for review and feedback.

SUBMIT TOPICS FOR WEBCASTS

NACUBO periodically presents live webcasts, which are also archived on the NACUBO website for future purchase. These programs cover the latest developments within government and regulatory agencies as well as focus on practical ways to tackle current challenges.

To propose an idea or identify presenters for a webcast, visit the NACUBO website and click on “Submit Content.” Please allow six to eight weeks for review by and feedback from the director of distance learning.



EXPAND



The more you exhibit, advertise, write articles, speak at conferences, and otherwise participate in NACUBO activities, the more NACUBO members and their staff will view your company as a knowledgeable and trusted business partner. Your expanding role within NACUBO can lead into the Corporate Circle, established in 2000 to recognize our top supporters.

Entering the NACUBO Corporate Circle brings these additional benefits:

- > Increased visibility and recognition throughout the year—especially at the NACUBO Annual Meeting.
- > Priority booth selection for the NACUBO Annual Meeting.
- > Invitations to networking events held in conjunction with NACUBO professional development meetings, including VIP events at the annual meeting.
- > Recognition on the NACUBO website.
- > Acknowledgment at every NACUBO workshop.
- > Acknowledgment in *Business Officer* magazine.
- > Opportunities to attend special functions with higher education thought leaders and contribute to the content of various NACUBO programs and products.
- > Opportunities to meet with appropriate NACUBO officials to develop or refine your company's strategic marketing plan.

To qualify for membership in the NACUBO Corporate Circle, a business partner must earn a minimum of 100,000 priority points per year as follows:

Advertising and/or exhibiting: 1-to-1 ratio of dollars spent

Membership: 2-to-1 ratio of dollars spent

Sponsorships: 2-to-1 ratio of dollars spent

NACUBO CORPORATE CIRCLE MEMBERS

Barnes & Noble College
Commonfund
Crowe Horwath LLP
Follett Higher Education Group
Grant Thornton LLP
TIAA-CREF
TouchNet
Tuition Management Systems
Wells Fargo