

# 2023-24

Exhibitor and Sponsorship  
*Prospectus*





# 2024 ACUI ANNUAL CONFERENCE AND EXPO

MARCH 24-28 • SHERATON DENVER

Join 700+ professionals and decision makers from over 400 college and university campuses across the country. Attendees primarily manage student union/memorial union/student center facilities and include:

- Assistant Dean/Vice Chancellor/Vice President
- Union Director/Executive Director
- Associate Director-Programs/Activities/Engagement
- Associate Director-Director-Operations/Facilities
- Assistant Director-Operations/Facilities
- Assistant Director-Programs/Activities/Engagement
- Assistant Director-Events
- Program Coordinator/Manager
- Building Manager

[acui.org/2024](https://acui.org/2024)

## Expo Booth

	Early April 30 - November 1	Regular November 2 - February 28
Member	\$3,250	\$3,749
NonMember	\$4,250	\$4,749

## WHAT'S INCLUDED

- 10' x 10' space or multiples thereof, 8' high back drape, 3' high side rails
- 2 registrations per 10x10 booth (additional registrations are \$800 each)
- Pre- and post-conference attendee mailing list
- 6' table and 2 chairs
- Exhibitor listing in the conference app

Companies are responsible for all costs for carpet, audio visual and electrical service. Order forms will be provided in the Exhibitor Service Kit.

## Upgrades Include:

- Corner booth upgrade - \$700
- Second inline exhibit booth - \$2,499
- Educational session presenter - \$1,750 with booth purchase or \$4,150 without booth

## Speed meetings between exhibitors and attendees

- Will take place after first day of EXPO hours
- Participating attendees will be given a \$25 gift card
- \$750 with \$250 introductory discount
- Free to ACUI Partner Benefits Program Community Builder and Champion levels

## ACUI PARTNER BENEFITS PROGRAM

Earn rewards by combining your total advertising, exhibiting, membership and sponsorship investment in ACUI to achieve progressive levels of recognition and benefits.

Partner Benefits Program	Leader	Community Builder	Champion
<b>Total Spend Thresholds</b>	<b>\$7,500</b>	<b>\$15,000</b>	<b>\$20,000</b>
Comped ¼ page ad or ¼ page upgrade if already purchased	✓	✓	✓
Logo recognition on all ACUI marketing materials pre/post events	✓	✓	✓
Logo recognition in <i>The Bulletin</i>	✓	✓	✓
Logo recognition on ACUI.org (and/or Sponsor page)	✓	✓	✓
Social "shout outs"	✓	✓	✓
First call for content - In print, online and/or in person		✓	✓
Use of "partner logo" in company marketing materials		✓	✓
Podium time - Introduction of speaker and/or program at events			✓
Content expert webinar presentation			✓



## Sponsorships:

**ACUI** offers a diverse and flexible selection of sponsorship opportunities to help you reach your audience. Options range in type and cost to best meet your needs. Showcase your products and services in front of decision makers and influencers, and drive sales and ROI.

Sponsorship benefits include preferred booth placement if a booth is purchased.

### Diamond Sponsor - \$25,000+

Choose from one of the following to sponsor:

- Opening Banquet
- Closing Banquet
- Custom Recognition Package Options

**All of the benefits of Platinum, plus:**

- Verbal recognition at the Closing Banquet
- Reserved seating at the Closing Banquet
- Opportunity to showcase a 90-second company video commercial during a full conference gathering (replaces Platinum benefit of 60-second video)

### Platinum Sponsor - \$20,000+

Choose from one of the following to sponsor:

- ACUI Community Service Experience
- Keynote/Panel Speaker
- Custom Recognition Package Options

**All of the benefits of Gold, plus:**

- Invitation to preconference ACUI Leadership Team reception
- Opportunity to showcase a 60-second company video commercial during a full conference gathering (replaces Gold benefit of 30-second video)

### Gold Sponsor - \$15,000+

Choose from one of the following to sponsor:

- Lunch
- ACUI Expo Coffee Gift Card
- Custom Recognition Package Options

**All of the benefits of Silver, plus:**

- Reserved seating at All-Conference Sessions for up to five
- Opportunity to showcase a 30-second company video commercial during a full conference gathering
- Hyperlinked logo on the ACUI conference website

### Silver Sponsor - \$10,000+

Choose from one of the following to sponsor:

- WiFi
- Hotel Key Cards
- I-LEAD® Program and Reunion

**All of the benefits of Ruby, plus:**

- Present one session with a campus professional

### Ruby Sponsorship - \$7,500

Choose from one of the following to sponsor:

- Lounge Furniture
- SMPP/Mid-Level Managers Programs
- Name Badges

**All of the benefits of Bronze, plus:**

- Acknowledgement in all conference materials

### Bronze Sponsor - \$5,000+

Choose from one of the following to sponsor:

- Conference Lanyard
- Closed Captioning at all All-Conference Sessions
- Career Center
- Conference Mobile Application
- FUNd Run/Walk/Roll
- Architecture and Design Showcase
- Complimentary ¼ page ad or upgrade in **Year in Review** distributed to all conference attendees

**All of the benefits of Crystal, plus:**

- Verbal recognition of sponsorship at a full conference gathering

### Crystal Sponsor - \$2,500+

Choose from one of the following to sponsor:

- Charging Station
- Newcomers Welcome
- Quiet Room
- Evening Meal
- Silent Auction
- Past President's Reception
- Tours
- Sponsor-provided branded napkins at a reception

**Benefits include:**

- Priority for space assignment in the ACUI Expo
- Use of ACUI sponsor logo in ads and communications
- Logo recognition on event signage, website and in marketing materials

[Sponsorship@acui.org](mailto:Sponsorship@acui.org)

# YEAR-ROUND PROMOTIONAL OPPORTUNITIES

In addition to the annual conference, ACUI offers regional events and advertising opportunities to reach targeted member institutions. Publications are written by and for the collegiate union leadership community.

## Regional Events

Broaden your exposure with ACUI members by sponsoring a regional conference for \$500.

- 11/2-5, 2023**  
Kansas State University  
(Manhattan, KS)
- 11/3-4, 2023**  
IUPUI (Indianapolis, IN)  
James Madison University  
(Harrisonburg, VA)  
Wayne State University  
(Detroit, MI)
- 11/3-5, 2023**  
UIS (Springfield, IL)
- 11/8-10, 2023**  
North Carolina A&T State University  
(Greensboro, NC)
- 11/8-10, 2023**  
University of Montana  
(Missoula, MT)
- 11/9-11, 2023**  
Rutgers (New Brunswick, NJ)

- 11/16-18, 2023**  
California State University  
(Monterey Bay, CA)
- 11/17-18, 2023**  
University of Connecticut  
(Storrs, CT)  
- dates and locations found here: Regional Conferences (acui.org)

## The Bulletin Magazine

Special editions of this stylish print magazine include The Year in Review and the annual



Renovation & Construction edition, offering display advertising opportunities that will reach the



desks of members across the association. Downloadable editions can include linked content to sponsor websites.

## The Bulletin e-Newsletter

Delivered to 3,000+ professionals at member institutions twice a month. The Bulletin will include relevant content that provides members with best practices and education regarding the college union and student activities industry. Display advertising and sponsored content available.



## ACUI.org

Reach the 10,000 unique visitors to www.acui.org through advertising on the homepage and other main pages throughout the site.



## Eblast

- Delivered to 6,000+ higher ed campus professionals
- Exclusive to one advertiser
- Thought leadership or promotional



## EDUCATIONAL AND UNIQUE EXPERIENCES

### Webinars

Associate members have the opportunity to support and benefit from ACUI's extensive online learning program in several ways: sponsor an existing or planned education webinar of your choosing; serve as a contributing sponsor presenting alongside ACUI's own institutional member experts; exclusive presentation sponsorship of a webinar focused on your own expertise and thought leadership.

### Institutes

ACUI is planning both virtual and on-site learning institutes into 2024, all of which afford opportunities for aligning your brand. Institutes being planned and scheduled include focused programs on new professionals, aspiring union directors, student organizations, DEI



(diversity, equity and inclusion), and facilities assessment and building managers.

### Regions & Communities of Practice

ACUI members support eight unique regional groups, each with their own leaders, annual



conferences and educational programs. ACUI's communities of practice – there are over 20, from administration and finance to technology and urban unions – provide associate members with niche outreach opportunities. ACUI's Regions and Communities of Practice

are where associate member marketing can come face-to-face with membership.

