

AGB NATIONAL CONFERENCE ON TRUSTEESHIP 2019



NATIONAL CONFERENCE ON TRUSTEESHIP APRIL 14-16, 2019 • ORLANDO, FL

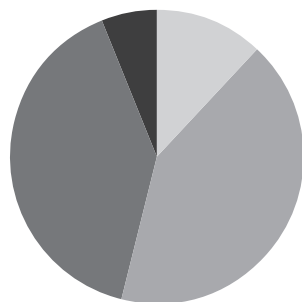
Audience

Trustees of public and private universities and colleges, presidents, and other senior leaders. This is the largest gathering specifically for higher education governing boards.

Attendees

1,100 or more

Attendees by Job Title



■ Presidents	12%
■ Trustees	42%
■ Senior leaders	40%
■ Other	6%*

*includes speakers and sponsor representatives

Format

Preconference workshops, main conference plenary and concurrent sessions, and networking opportunities.

Purpose

Attendees share their experiences; learn from each other and subject-matter experts; and network around the common goal of advancing higher education.

SPONSORSHIP BENEFITS

Sponsors are partners in the event experience and have exclusive access to this important audience.

- We limit the number of sponsoring companies. Once we reach the limit, no additional sponsors are accepted.
- Only sponsoring companies can attend the event.
- Our sponsors are integrated into the program, not relegated to an exhibit hall.
- Sponsors are welcomed and encouraged to fully participate in event workshops and sessions to interact with attendees and contribute to the conversation about higher education issues.

Preconference

- Acknowledgement in footers of preconference emails to potential attendees and/or registered attendees with hyperlink to company website.
- List of attendees provided three weeks in advance (includes individual's name, institution, title, and state).
- Acknowledgement on the National Conference section of the AGB website (includes company logo/name and hyperlink to company website).

Onsite

- Full-page company profile with logo and contact information in the printed National Conference program.
- Complimentary registration for three (3) senior executives.
- Acknowledgement during plenary sessions (includes logo projection and mention in AGB executive's remarks from the podium).
- Opportunity to sponsor individual plenary sessions or concurrent session content panels (for an additional fee).
- Opportunity to distribute company materials at seats or on tables at individually sponsored plenary sessions or concurrent panels.
- Networking opportunities with AGB attendees. Sponsors are invited and encouraged to fully participate in all conference sessions and contribute to the conversation about higher education issues.
- Display signage for sponsor materials in high-traffic area.
- Company logo and brief company description in the free conference app.

Post-Conference

- Listing in shared sponsor recognition ad in the May/June issue of *Trusteeship* magazine thanking all AGB sponsors. Ad will include the company logo and name. Circulation: 35,000

BASIC SPONSORSHIP: \$15,000

All benefits above

SPONSORSHIP WITH SPEAKING OPPORTUNITY

(IF AVAILABLE): \$18,000 OR \$20,000

OPPORTUNITIES AVAILABLE TO ENHANCE

THE BASIC SPONSORSHIP:

- Breakfast, luncheon, or reception*: \$7,500 per event
- Plenary session*: \$5,000 per plenary
- Concurrent content panel or workshop*:
\$3,000 (1-hr concurrent)
\$5,000 (3-hr workshop)

**All events may not be available and are subject to change without notice. No speaking opportunity. Not available as standalones.*

A SPECIAL OPPORTUNITY AT THE NATIONAL CONFERENCE

The Workshop for Board Professionals (WBP) is a pre-conference event held in conjunction with the National Conference. Board professionals are those in higher education who staff boards of trustees in roles such as assistant to the president, general counsel, secretary of the college, vice president, and chief of staff. Sponsorships are available for this 3-day workshop. More than 280 board professionals attended the 2018 event. Contact the AGB Resource Development team for more information and details on sponsorship options/pricing for the WBP.

AGB RESOURCE DEVELOPMENT TEAM

To learn more about AGB corporate sponsorships and engagement opportunities, please contact:

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