

The NACUA logo features a stylized 'N' symbol followed by the letters 'NACUA' in a bold, sans-serif font.

JUNE 26-29

2024

ANNUAL CONFERENCE
COLUMBUS

Are you looking for ways to enhance visibility for your organization with leaders in the field of higher education law?

Sponsorship Opportunities

About NACUA

NACUA is the leading organization in the field of higher education law and the primary source of information on legal developments at colleges and universities. Established in 1960, NACUA has become a vital part of the legal counsel's day-to-day operation by providing members with a broad range of services that can be used to identify, analyze, resolve, and prevent legal problems on campus. Built on strong membership participation of more than 1,600 institutional campuses and 5,200 attorneys, NACUA has assisted member attorneys by educating them on legal issues facing the colleges and universities they serve.

Who Are NACUA Members?

NACUA is comprised of attorney representatives, which include in-house counsel, attorneys in private practice, attorneys general, and other legal specialists from public and private non-profit institutions, with budgets ranging from \$5 million to \$10 billion, collectively serving more than 10 million students.

NACUA membership includes a vast array of accredited institutions from all 50 states, the District of Columbia, Puerto Rico, Guam, and several countries around the world including Canada, Australia, and Lebanon.

Why Be a Sponsor?

Sponsorship of the NACUA Annual Conference allows you to connect with more than 1,800 higher education attorneys. Sponsors become part of a community that is dedicated to supporting the Association's mission: to advance the effective practice of higher education attorneys for the benefit of the colleges and universities they serve.

By serving as a sponsor of the association's largest live program, you fulfill the critical need of keeping attendee costs reasonable, while delivering high-quality programming.

SPONSORSHIP LEVELS

PLATINUM \$30,000

Opening Reception (Day 1)
 Conference Portal & App

BENEFITS

- One (1) six-foot display table in sponsor area
- Four (4) complimentary registrations*
- Recognition in all Conference promotion
- Profile in the Conference portal & app
- Recognition on-site
- Recognition at sponsored event/on sponsored platform

GOLD \$20,000

General Counsel Roundtable Reception (Pre-Con)
 Lawyers New to Higher Education Reception (Pre-Con)
 Opening Ceremony (Day 1)
 Registration & Exhibits
 Event Wi-Fi
 Charging Stations
 Headset Station
 Hotel Room Key

BENEFITS

- One (1) six-foot display table in sponsor area
- Three (3) complimentary registrations*
- Recognition in all Conference promotion
- Profile in the Conference portal & app
- Recognition on-site
- Recognition at sponsored event/location/platform

EMERALD \$15,000

Post-Plan Reception (Day 1)
 Breakfast (Day 2)
 Featured Session (Day 2)
 Breakfast
 Practice Sessions (Day 3)
 Lunch (Day 3)
 Ice Cream Social (Day 3)
 Volunteer Reception (Day 3)
 Breakfast (Day 4)
 Closing Presentation (Day 4)
 Speaker Reception

BENEFITS

- One (1) six-foot display table in sponsor area
- Two (2) complimentary registrations*
- Recognition in all Conference promotion
- Profile in the Conference portal & app
- Recognition on-site
- Recognition at sponsored event/location

SILVER \$10,000

Lawyers New to Higher Education Opening Lunch (Pre-Con)
 Lawyers New to Higher Education Opening Lunch (Day 1)
 Honors & Awards Ceremony (Day 1)
 Morning Break (Day 2)
 Morning Break (Day 3)
 Morning Break (Day 4)
 Snack Send Off (Day 4)

BENEFITS

- One (1) complimentary registration*
- Recognition in all Conference promotion
- Profile in the Conference portal & app
- Recognition on-site
- Recognition at sponsored event/location

CRYSTAL \$3,000

Crystal Level sponsorships are not connected to specific events or items.

BENEFITS

- Recognition in all Conference promotion
- Profile in the Conference portal & app
- Recognition on-site

* Eligibility rules apply. Registrants must be an attorney working with or representing a college or university in order to attend education sessions. Otherwise, registration access will be limited to networking events and meals only.

DEADLINES

Logos
February 15

Sponsor Sales Close
April 1

Payments
May 20

Logos

Logos should be saved in a vector format (EPS or AI) whenever possible. If a vector logo cannot be located or is unavailable, it should be a rasterized logo of at least 300 dpi at the printed size. High-resolution files are preferred. Logos on all Conference materials will appear in full color.

Sponsor Portal & Profile

Each NACUA workshop and conference now offers a Sponsor Portal, hosted by Cvent. From here, sponsors can:

- Update and brand the sponsor profile which appears in the event app and portal
- Add content to the profile, including links, documents, and videos,
- Manage sponsor tasks
- And so much more

Sponsors will receive an invitation to manage their account 6-8 weeks prior to the event.

Display Table

Platinum, Gold, and Emerald sponsors receive one six-foot display table featured in the sponsorship area, which is open to attendees throughout the conference. Additionally, all meal and reception sponsors have one tall cocktail table available during their sponsored event upon request. These tables may be used for networking and promotional collateral.

Giveaways

Sponsors may choose to have promotional items or giveaways displayed on the tables during the conference. All sponsor giveaways (tokens, gifts, products) given out during a NACUA conference should have no monetary value. **All food products that are distributed as giveaways must receive prior approval.** Details are included in the logistics packet, along with shipping information.

Sponsor Attendance

Sponsors are strongly encouraged to attend the Conference and any sponsored event. Solicitation of business by sponsors in educational sessions, either as a presenter or an attendee, is expressly prohibited. Registration eligibility rules do apply for full conference access.

Attendee Rosters

Upon request, sponsors are provided with a roster that contains the names, titles, organizations, and locations of all attendees. The attendee roster is only for informational purposes and may not be used for business or sponsored event promotion and/or advertising.

HOW TO RESERVE

1. Select your sponsorship option by going to: www.nacua.org/program-events/sponsorship *Opening November 15.*
2. NACUA will confirm availability of that option and send a sponsorship invoice.
3. NACUA will send sponsor logistics packet in early March.
4. Sponsor will send payment by **May 20, 2023.**

QUESTIONS?

Contact NACUA Director of Membership & Marketing, Ashley Hodak Sullivan at 202.833.8390 or ahs@nacua.org.



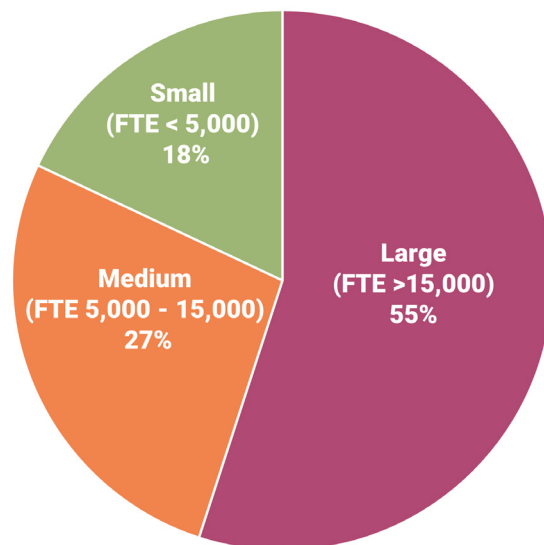
ABOUT THE NACUA CONFERENCE

The NACUA Annual Conference offers attendees a diverse and rewarding experience. Attendees may choose from more than 90 sessions on a variety of legal issues and attend networking events that offer practitioners of higher education law the opportunity to expand their knowledge and build a beneficial network of resources, contacts, and friends. The NACUA Annual Conference directly addresses the needs of those who practice in the area of higher education law and is consistently rated by NACUA members as the association's most important program.

Attendee Profile

All attendees at the NACUA annual conference are attorneys. The majority of attendees are NACUA members. The majority of attendees are in-house general counsel. A little more than half of attendees tend to be from large institutions, which is defined as having an FTE student count of 15,000 or more. **Attendance: 1,750-2,000**

Institution Size



Practice Type

