

The NACUA logo, featuring a stylized red icon of a classical building facade with three columns, followed by the word "NACUA" in a bold, red, sans-serif font.

NACUA

Annual Conference

Sponsorship

June 25-28, 2017
Chicago



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

Sponsorship of the NACUA Annual Conference allows you to connect with more than 1,500 higher education attorneys.

NACUA has served as the professional development home for higher education attorneys for more than 50 years. The Association's live programs bring together these attorneys annually for informative sessions, engaging speakers, and ample networking opportunities. The NACUA Annual Conference directly addresses the needs of those who practice in the area of higher education law. NACUA members consistently rate the annual conference as NACUA's most important program.

About the NACUA Annual 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.

Benefits of Sponsorship

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

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.

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 by a small group of attorneys who regularly provided legal services to colleges and universities, 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 1,800 institutional campuses and 4,000 attorneys, NACUA has assisted member attorneys by educating them on legal issues facing the colleges and universities they serve.

Sponsorship Levels

PLATINUM	\$25,000
GOLD	\$15,000
EMERALD	\$10,000
SILVER	\$7,500
BRONZE	\$5,000
CRYSTAL	\$2,000

NACUA offers multiple sponsorship opportunities for the Annual Conference. Each option comes with its own set of benefits. This brochure outlines those various benefits. We hope you consider sponsorship of this conference, and I look forward to discussing options with you.

CONTACT

Kandace Gilligan
Manager of Membership and Marketing
kgilligan@nacua.org
202.833.8390



SPONSOR LEVEL

Platinum SOLD* \$25,000

Opportunity

- Opening Reception SOLD: Hogan Lovells

Benefits

- Six-foot display table
- Four complimentary registrations
- Full page acknowledgement
with 150-word description in program book
- Signage at sponsored event
- Sponsor signage in main area
- Logo and hyperlink on website

* Note: If there is interest to sponsor at this level, please contact
Kandace Gilligan at kgilligan@nacua.org

SPONSOR LEVEL

Gold **SOLD*** **\$15,000**

Opportunities

- Opening Plenary Session SOLD: Pepper Hamilton
- Membership Recognition Breakfast SOLD: ELA
- Wireless Internet SOLD: Jackson Lewis

Benefits

- Six-foot display table
- Three complimentary registrations
- Half page acknowledgement with 150-word description in program book
- Signage at sponsored event
- Sponsor signage in main area
- Logo and hyperlink on website

* Note: If there is interest to sponsor at this level, please contact Kandace Gilligan at kgilligan@nacua.org



SPONSOR LEVEL

Emerald

\$10,000

Opportunities

- Charging Station
- Networking Breakfast (Tuesday)
- General Counsel Roundtable Reception SOLD: Loeb & Loeb
- Networking Breakfast (Monday) SOLD: Husch Blackwell
- Networking Breakfast (Wednesday) SOLD: Jenner & Block
- Networking Lunch (Tuesday) SOLD: Saul Ewing
- Post-Plenary Break (Sunday) SOLD: Wilmer Hale
- Speaker Ready Room (All Days) SOLD:
Legal Files Software, Inc.
- Reception for Lawyers New to Higher Education
SOLD: Ogletree Deakins
- Tote Bags SOLD: Drinker Biddle & Reath LLP

Benefits

- Six foot display table
- Two complimentary registrations
- Half page acknowledgement with 150-word firm
description in program book
- Recognition signage at sponsored event
- Sponsor signage
- Logo and hyperlink on website

SPONSOR LEVEL

Silver

\$7,500

Opportunities

- Networking Break (Monday AM)
- Networking Break (Wednesday AM)
- Orientation and Networking Luncheon for New Members and First Time Attendees (Sunday)
- Ice Cream Break SOLD: Pillsbury LLP
- Luncheon for Lawyers New to Higher Education (Saturday) SOLD: Ropes & Gray LLP
- Networking Break (Tuesday AM) SOLD: Taft, Stettinius & Hollister
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Benefits

- One complimentary registration
- Quarter-page acknowledgement with 150-word firm description in program book
- Recognition signage at sponsored event
- Sponsor signage
- Logo and hyperlink on website



SPONSOR LEVEL

Bronze

\$5,000

Benefits

- Quarter-page acknowledgement with 150-word firm description in program book
- Sponsor signage
- Logo and hyperlink on website



SPONSOR LEVEL

Crystal

\$2,000

Benefits

- Sponsor signage
- Program book acknowledgement with 150-word firm description
- Hyperlink on website

DESIRED LEVEL AND/OR OPPORTUNITY

Platinum Level.....\$25,000

Opening Reception (SOLD)

Gold Level \$15,000

Opening Plenary Session

Leadership and Membership Recognition Breakfast (SOLD)

Wireless Internet (SOLD)

Emerald Level \$10,000

Charging Station

Networking Lunch (Tuesday)

Featured Session (SOLD)

General Counsel Roundtable

Reception (SOLD)

Networking Breakfasts:

Monday AM (SOLD)

Wednesday AM (SOLD)

Networking Luncheon (SOLD)

Post-Plenary Break (SOLD)

Speaker Ready Room (All Days) (SOLD)

Reception for Lawyers New to Higher Education (SOLD)

Tote Bags (SOLD)

Silver Level..... \$7,500

Ice Cream Break (SOLD)

Luncheon for Lawyers New to Higher Education (SOLD)

Networking Breaks

Monday AM

Tuesday AM (SOLD)

Wednesday AM

Orientation and Networking Luncheon

Bronze Level\$5,000

Crystal Level.....\$2,000

2017 NACUA Annual Conference Sponsorship Request Form

Please send completed forms to Kandace Gilligan at kgilligan@nacua.org.

SPONSOR INFORMATION

Supporting Organization:

Organization Name (as to appear in materials and signs):

Contact Person: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

PAYMENT OPTIONS

Please make all checks payable to NACUA.

Invoice Requested?

Please send invoice to:

Contact Person: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Deadline and Technical Requirements

Acknowledgements Specifications

Platinum Full Page Acknowledgement

- Orientation: Portrait
- Dimensions: 8.5"x11"
- Bleeds: 0.5"
- Suggested Margins: top/bottom: 0.5", inside/outside: 0.75"

Gold/Emerald Half Page Acknowledgement

- Orientation: Landscape
- Dimensions: 6.75" wide by 4.25" tall
- Suggested Margins: .5"

Silver/Bronze Quarter Page Acknowledgement

- Orientation: Portrait
- Dimensions: 3.5" wide by 4.5" tall
- Suggested Margins: .25"

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 the NACUA website sponsor recognition page, sponsor signs, and on site brochure will appear in full color.

Descriptions

Sponsor descriptions will include the logo, address, city, state, telephone number, fax number, and website. The text of the description should be 100-150 words, and may include a contact person and/or email. NACUA reserves the right to edit descriptions for space and content.

Display Table

Platinum, Gold, and Emerald sponsors receive one 6-foot display table. This table may be used for company brochures and giveaways. If you plan to use the display table please be sure to let us know by **May 2, 2016**.

Shipping details will be provided in the logistics packet.

Deadline for Submissions and Payment

All acknowledgements, logos, and biographies must be received by the date indicated in the logistics packet to ensure they will be included in the final on site brochure. All sponsors invoice must be paid within 30 days of receipt.

CONTACT

Kandace Gilligan
Manager of Membership
and Marketing
kgilligan@nacua.org
202.833.8390

Sponsorship Practices and Procedures

ENDORSEMENT. NACUA does not endorse any particular product, service, or idea of any sponsor, nor does NACUA endorse one corporation, organization, or law firm over another. NACUA does maintain a separate Policy on Endorsement of Products or Services with respect to its programmatic initiatives and planning in connection with other organizations and/or third-party providers, and a related Policy on Programmatic Initiatives. Any sponsorship implying endorsement by NACUA will not be accepted. A sponsorship does not imply any exclusive arrangement with the Association.

RELEVANCE TO NACUA MISSION

AND PRIORITIES. NACUA seeks corporate support only for activities in connection with programs and initiatives that support NACUA's mission and strategic priorities as stated in its strategic plan. Sponsorship must be relevant to the NACUA membership and acceptance of a proposal for sponsorship of any program or activity is at the discretion of NACUA's president & chief executive officer or deputy chief executive officer. NACUA reserves the right to reject any sponsorship deemed inappropriate to, or inconsistent with, the mission of NACUA. NACUA further reserves the right to negotiate with any sponsor concerning any aspect of a proposed sponsorship and to decline sponsorship as it deems necessary.

APPROPRIATE RECOGNITION. NACUA values its collaborations with the law firm and corporate community and strives to provide appropriate recognition to its sponsors. Appropriate recognition of sponsors will be determined at the sole discretion of NACUA.

RIGHT-OF-FIRST-REFUSAL. NACUA reserves the right to offer the right-of-first-refusal to the previous year's sponsor of a particular program, event, or activity, with an agreement deadline to be established each year at NACUA's sole discretion. Except in cases where there is a right-of-first-refusal, sponsorship is determined on a first-come-first-serve basis and the receipt of a signed agreement or reservation form.

DEADLINES & PAYMENT TERMS. All requests for sponsorship and receipt of payment must be received by NACUA no later than the deadline as stated by NACUA each year. NACUA reserves the right to refuse any sponsorship for any of its programs and services after a specified deadline date. In order to receive all of the entitlements listed for NACUA sponsorship, sponsors must provide the appropriate written materials and copy of their logo (for placement in NACUA's printed acknowledgment materials) by the specified deadline date. If the material is not received by this date, sponsors waive their right to certain benefits of sponsorship, and no refunds or partial refunds will be granted. NACUA is under no obligation to issue reminders to any sponsors, though it will make all necessary efforts to work with sponsors to ensure that they meet all deadlines. All sponsorships must be paid in full 30 days prior to the sponsored event. NACUA will issue a receipt of sponsorship payment upon request. However, sponsoring organizations must determine on their own how they treat the expense for business and taxation purposes.

CANCELLATIONS BY SPONSOR. Cancellations of any sponsorship must be received in writing. Cancellations are subject to a \$250.00 administrative fee for any publishing, printing or other costs incurred by NACUA. No refunds for any sponsorship will be granted for any reason after one month prior to the sponsored event or program.

CONFLICTS OF INTEREST WITH MEMBERS

AND EMPLOYEES. NACUA accepts sponsorship only if acceptance does not pose a conflict of interest and does not in any way impact the objectivity and independence of the Association or its employees. Employees and directors will adhere to the Association's policies on conflicts of interest when engaged in sponsorship activities. Members, directors, and employees of NACUA are prohibited from receiving anything of monetary value from any sponsor for any event or program that might tend to influence the judgment or actions of members, directors, and employees with regard to sponsorship decisions. All "giveaways" (tokens, gifts, products) provided by sponsors onsite during a NACUA meeting should have no monetary value.

USE OF NACUA NAME/LOGO AND SPONSOR

NAME/LOGO. The NACUA name and/or logo may not be used by any sponsor for any purpose unless permission is given in advance by NACUA. When seeking permission for use of NACUA's name and/or logo, a sample illustrating the proposed use must be submitted to NACUA for approval. NACUA shall have the right to use the sponsor's name, trademark, and logo, limited to use pertaining to the sponsorship. For signage and recognition brochures on which a sponsor name and logo may be deemed acceptable, the sponsor's name and logo must be no larger than 50% of the size of NACUA's name and logo.

ATTENDEE ROSTERS. Upon request, sponsors are provided with a roster that contains only the names, organizations, cities, and states of attendees (the same list that is distributed to all conference and/or workshop attendees). The provided attendee roster is only for informational purposes and may not be used for business or sponsored event promotion and/or advertising.

ATTENDANCE BY SPONSORS. Sponsors are strongly encouraged to attend the NACUA meeting or event that they are sponsoring. Solicitation of business by sponsors in NACUA educational sessions, either as session presenters or as session attendees, is expressly prohibited.

LEVELS AND TYPES OF SPONSORSHIP

NACUA maintains sole discretion in determining the levels of, and benefits provided by, the various sponsorship categories. No additional benefits will be provided to any sponsor beyond what is stated in that year's sponsorship materials (either in addition to, or in lieu of, the stated benefits for each level of sponsorship). NACUA also maintains sole discretion in determining the specific dollar amounts that define each level of sponsorship; these dollar amounts may change from year to year without public notification.

EDITORIAL RIGHTS AND CONTROL. NACUA retains all editorial rights and control over any written information pertaining to sponsorship, including written information submitted by sponsors for printed acknowledgment in sponsorship brochures. In every case, all written materials, in all formats and all media, prepared by the sponsor must be submitted to NACUA for approval prior to release and distribution.

DISPLAY OF MATERIALS AND PRODUCTS

Annual Conference sponsors that contribute \$10,000 or more receive tables in an area separate from the NACUA registration area. Continuing Legal Education Workshop sponsors that contribute \$5,000 or more receive tables in an area separate from the NACUA registration area. These entities may display their materials and products in accordance with NACUA's instructions, and may not disrupt or interfere with NACUA's registration area or education sessions.

SPEAKING OPPORTUNITIES. NACUA is committed to providing its members with high-quality presenters and sessions and professional resources at all of its meetings. The use of volunteers from NACUA member institutions in the planning process is an important element in broadening the institutional knowledge base, providing content that is appropriate for different types of institutions, and sharing the responsibility for selection of all speakers and sessions. NACUA relies on their knowledge, expertise, and professionalism in identifying and recommending speakers and presenters for its meetings. While volunteers from law firms (either as members or non-members) or other corporate organizations who are selected to speak or present are valued as individual professionals based on their specific expertise, it is expected and required that they will not promote their firm, organization, or services while they are speaking. Sponsorship and programmatic planning are completely independent of each other, and speaking slots are not granted to any individual or organization as a result of, or in return for, sponsorship. Sponsorships are functionally separate from the continuing legal education and professional development components of all NACUA educational programs. Sponsorship of a NACUA meeting does not translate into any role in the planning, direction, or presentation of its substantive programming. All presentation materials and outlines are reviewed by NACUA staff in advance of their presentation or distribution, to the extent feasible, to ensure appropriate content, and to ensure that logos or other types of marketing slogans or brand identifiers are removed from all presentation materials, with the exception of a minimal reference to the presenter's affiliation, as is the case with all presenters.

Select Past NACUA Program Sponsors

Law Firms

Akerman Senterfitt
Akin Gump Strauss Hauer & Feld LLP
Anderson Kill Wood & Bender LLP
ArentFox
Arnold & Porter
Ballard Spahr, LLP
Barley Snyder LLC
Bennett Bigelow & Leedom, P.S.
Bernstein, Shur, Sawyer & Nelson
Bingham McCutchen
Borene Law Firm
Bowditch & Dewey
Bryant Miller Olive
Bulkley, Richardson and Gelinas, LLP
Butzel Long
Call, Clayton & Jensen
Caplin & Drysdale, Chartered
Carney, Badley & Spellman
Cassels, Brock & Blackwell
Clark Wilson
The Compliance Group
Cooley LLP
Connell Foley LLP
Covington & Burling
Crowell & Moring
Cullen and Dykman
Dority & Manning, P.A.
Dorsey & Whitney LLP
Drinker, Biddle & Reath
Dykema Gossett
EducationCounsel LLC
Employment Law Alliance
• Bond, Schoeneck & King
• Dinse, Knapp & McAndrew
• Edwards Wildman
• Gray Plant Mooty
• Hirschfeld & Kraemer LLP
• Ice Miller LLP
• Locke Lord LLP
• Michael, Best & Friedrich
• Miller, Canfield, Paddock & Stone
• Miller Nash LLP
• Reed Smith LLP
• Sturgill, Turner, Barker & Moloney, PLLC
• Vedder Price
• Young Conaway Stargatt & Taylor LLP

Epstein, Becker & Green
Eversheds
Farris Vaughan, Wills & Murphy
Felhaber, Larson, Fenlon & Vogt
Fisher & Phillips
Foley Hoag
Foley & Lardner
Fowler White Burnett, P.A.
Fragomen, Del Rey, Bernsen & Loewy, PC
Franczek Radelet, P.C.
Fredrickson & Byron, P.A.
Fulbright & Jaworski
Gallagher Evelius & Jones LLP
Garvey Schubert Barer
Gordon & Rees, LLP
Gordon Thomas Honeywell
Gray Robinson, P.A.
Hamburg & Golden, PC
Hanson, Bridgett, et al.
Hinckley Allen
Hoffman Crews Nies Waggener & Foster LLP
Hogan Lovells US LLP
Holland & Hart LLP
Holland & Knight LLP
Husch Blackwell
Jackson Kelly
Kirkpatrick Pettis, a Division of D.A. Davidson & Co.
Latham & Watkins
Littler Mendelson
McGuire Woods
McNees Wallace & Nurick LLC
Miles & Stockbridge P.C.
Mintz, Levin, Cohn, Ferris, Glovsky and Popeo
Moore Costello & Hart
Morgan, Brown & Joy, LLP
Morgan, Lewis & Bockius
Morrison & Foerster
Nixon Peabody LLP
Nutter, McClennon & Fish
Ober | Kaler
Ogilvy Renault
Ogletree Deakins
O'Melveny & Myers
Orrick, Herrington & Sutcliffe LLP

Parker & Irwin
Patterson Belknap Webb & Tyler
Patton Boggs LLP
Paul, Plevin, Sullivan & Connaughton LLP
Pillsbury Winthrop Shaw Pittman LLP
Porter, Scott, Weiberg & Delehant
Proskauer Rose
Pugh, Jones, Johnson P.C.
Ropes & Gray LLP
Rubin, Fortunato, & Harbison, P.C.
Rudman Winchell
Saliwanchik & Saliwanchik
Saul Ewing
Seyfarth Shaw LLP
Shawe & Rosenthal, LLP
Sidley Austin LLP
Stradley Ronon Stevens & Young LLP
Sullivan, Weinstein & McQuay
Talbert & Eitel, PLLC
Taylor Jordan Chafetz
Tueth Keeney Cooper Mohan & Jackstadt, P.C.
Ulmer Berne LLP
Vinson & Elkins L.L.P.
Whyte Hirschboeck Dudek SC
Wilkes Artis Hedrick & Lane
Williams & Connelly LLP
Wilmer Cutler Pickering Hale & Dorr LLP
Winston & Strawn LLP
Womble Carlyle

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