

 NACUA

JUNE 24-27

2018

ANNUAL CONFERENCE
MINNEAPOLIS

Sponsorship Opportunities

A nighttime photograph of the Minneapolis skyline across the Mississippi River. The Stone Arch Bridge is illuminated with blue lights, and its arches are reflected in the water. The city lights are visible in the background, including the "GOLD MEDAL FLOUR" sign.

Annual Conference
June 24-27, 2018

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

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 each year for informative sessions, engaging speakers, and ample networking 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 1,800 institutional campuses and 4,700 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 \$50 million to \$10 billion, collectively serving more than 8 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, Lebanon.

Why Be a Sponsor?

Sponsorship of the NACUA Annual Conference allows you to connect with more than 1,600 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.

About the NACUA Annual Conference

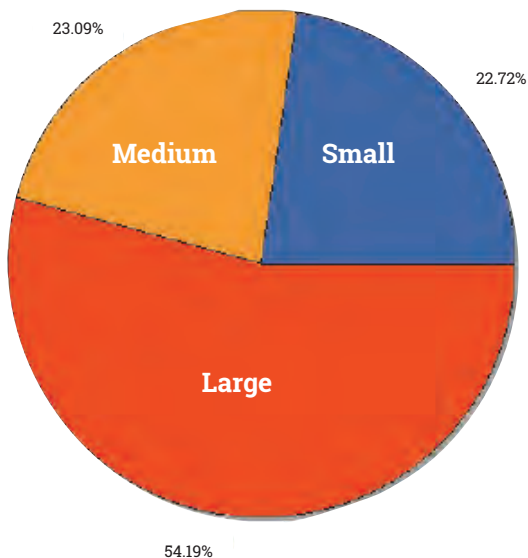
The NACUA Annual Conference offers attendees a diverse and rewarding experience. Attendees may choose from more than 90 sessions on a variety of legal issues and attend networking events that offer practitioners of higher education law the opportunity to expand their knowledge and build a beneficial network of resources, contacts, and friends. 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

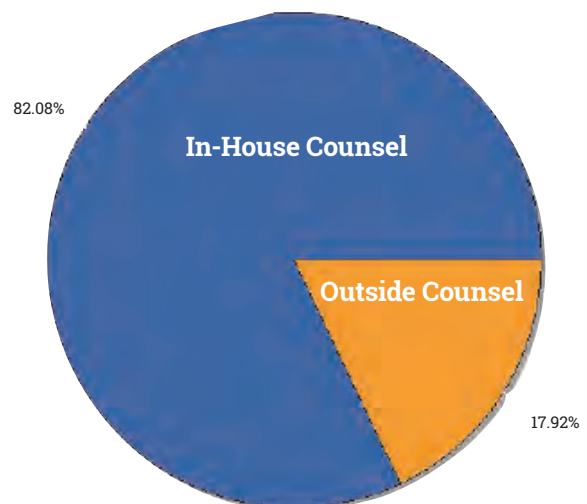
All attendees at the NACUA annual conference are attorneys. The majority of attendees are NACUA members. Nonmember attorneys must be endorsed by a representative at a NACUA member institution to attend the conference. The majority of attendees are in-house general counsel. A little more than half of attendees tend to be from large institutions, which is defined as having an FTE student count of 15,000 or more.

Attendance: 1600-1700

Institution Size














Type of Practice



Sponsorship Levels





NACUA offers a variety of sponsorship opportunities. The Platinum, Gold, and Emerald options include a six-foot table in the sponsor area near registration that remains stationary throughout the conference.

Options with tables in the sponsor area: Platinum, Gold, and Emerald

Platinum	Gold	Emerald
<p>Options:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Opening Reception  	<p>Options:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Wireless Internet  <input checked="" type="checkbox"/> Opening Plenary  <input type="checkbox"/> Leadership & Membership Recognition Breakfast <input type="checkbox"/> Charging Lounge* <ul style="list-style-type: none"> * Charging Lounge includes stand-up charging station and table top charging station branded with firm logo in area with couch and chairs. 	<p>Options:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> General Counsel Roundtable Reception  <input checked="" type="checkbox"/> Monday Networking Breakfast  <input checked="" type="checkbox"/> Tuesday Networking Breakfast  <input type="checkbox"/> Wednesday Networking Breakfast <input checked="" type="checkbox"/> Tuesday Lunch  <input checked="" type="checkbox"/> Sunday Post-Plenary Br  <input checked="" type="checkbox"/> Speaker Ready Room  <input checked="" type="checkbox"/> Reception for Lawyers New to Higher Education  <input checked="" type="checkbox"/> Tote Bags 
<p>Benefits:</p> <ul style="list-style-type: none"> • Six-foot display table in sponsor area • Four complimentary registrations • Full-page acknowledgment with 150-word description in program book • Signage at sponsored event • Sponsor signage in main area • Logo and hyperlink on NACUA website 	<p>Benefits:</p> <ul style="list-style-type: none"> • Six-foot display table in sponsor area • Three complimentary registrations • Half-page acknowledgment with 150-word description in program book • Signage at sponsored event • Sponsor signage in main area • Logo and hyperlink on NACUA website 	<p>Benefits:</p> <ul style="list-style-type: none"> • Six-foot display table in sponsor area • Two complimentary registrations • Half-page acknowledgment with 150-word description in program book • Signage at sponsored event • Sponsor signage in main area • Logo and hyperlink on NACUA website
<p>\$30,000</p>	<p>\$20,000</p>	<p>\$15,000</p>

NOTE: NACUA 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.

The Silver Level includes the option of having a single highboy cocktail table placed in the sponsored-event room or area to display literature or promotional items. This table is removed at the conclusion of that particular event. There are no tables set up for Bronze or Crystal Level sponsorships.

Silver	Bronze	Crystal
<p>Options:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Ice Cream Break  <input type="checkbox"/> Luncheon for Lawyers New to Higher Education <input checked="" type="checkbox"/> Monday Morning Networking Break  <input checked="" type="checkbox"/> Tuesday Morning Networking Break  <input checked="" type="checkbox"/> Wednesday Morning Networking Break  <input type="checkbox"/> Sunday Networking Lunch for New Members and First-Time Attendees 	<p>Options:</p> <p>The Bronze Level sponsorships are not associated with any events.</p>	<p>Options:</p> <p>The Crystal Level sponsorships are not associated with any events.</p>
<p>Benefits:</p> <ul style="list-style-type: none"> • One complimentary registration • Quarter-page acknowledgement with 150-word description in program book • Signage at sponsored event • Sponsor signage in main area • Logo and hyperlink on NACUA website 	<p>Benefits:</p> <ul style="list-style-type: none"> • Quarter-page acknowledgement with 150-word description in program book • Sponsor signage in main area • Logo and hyperlink on NACUA website 	<p>Benefits:</p> <ul style="list-style-type: none"> • Logo with 150-word description in program book • Sponsor signage in main area • Logo and hyperlink on NACUA website
<p>\$10,000</p>	<p>\$6,500</p>	<p>\$3,000</p>

Details

Deadlines

All reservations for sponsorships and logos should be submitted by no later than **April 9, 2018**.

Payment must be received by **May 21, 2018**.

Acknowledgments

Sponsor logos and descriptions will appear in color in the conference program. A dedicated page of the Annual Conference website will list all sponsors. Names of the sponsors will be acknowledged with signage in the sponsor area.

Please note that 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.

Specifications

Platinum Full-Page

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

Gold/Emerald Half Page

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

Silver/Bronze Quarter Page

- 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 not exceed 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 six-foot display table. This table may be used for company brochures and giveaways. If you DO NOT plan to use the display table please be sure to let us know by **May 1, 2018**.

Giveaways

Sponsors may choose to have promotional items or give-aways displayed on the tables during the conference. All giveaways (tokens, gifts, products) provided by sponsors onsite during a NACUA meeting should have no monetary value. All food products that are distributed as part of sponsorship giveaways must receive prior approval. Details are included in the logistics packet, along with shipping information.

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.

Attendee Rosters

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

Contact

For questions or to reserve a sponsorship option, please contact

Kandace Gilligan

**Manager of Membership
and Marketing**

kgilligan@nacua.org

202.833.8390

Reserve your Sponsorship Online Today!

1. Select your sponsorship option by filling out the electronic form:

[RESERVE YOUR SPONSORSHIP](#)

2. NACUA will confirm availability of that option and send an invoice. You will receive a complete Logistics Packet and instructions once the sponsorship is confirmed.
3. Sponsor will send payment by **May 21, 2018**.

NACUA 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

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 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 and 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 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. 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 & 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.

Use of NACUA Name/Logo & 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.

Levels 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).

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

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
Winston & Strawn LLP
Womble Carlyle

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