



*2012 Annual Conference*  
*Sponsorship Opportunities*

June 27 - 30, 2012  
Chicago Marriott Downtown  
Chicago, IL

# 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 700 institutions, encompassing more than 1,600 campuses and 3,800 attorneys, NACUA has assisted member attorneys by educating them on legal issues facing the colleges and universities they serve.



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

For over fifty years, NACUA's educational programs have brought together higher education attorneys each year for educational sessions, engaging speakers, and networking. Sponsorship of a NACUA event is critical to ensuring we continue to reduce attendee costs and deliver high quality programming. As a sponsor, your firm will gain visibility with nearly 1,000 higher education attorneys who attend the Annual Conference.

Since 1960, NACUA has served as the professional development home for higher education attorneys. Our educational programs and resources address the needs of those who practice in the area of higher education law. Sponsorship of the 51<sup>st</sup> Annual Conference provides a way for your organization or firm to support NACUA's mission.

The Annual Conference offers a number of sponsorship opportunities. This brochure reflects the many options available to you. We hope you will consider sponsorship of our conference and look forward to discussing options and opportunities with you.

### Contact

Haleema M. Burton  
Manager, Membership and Outreach Services  
(202) 833-8390  
hmb@nacua.org

### *NACUA's Mission:*

*Advancing the effective practice of higher education attorneys for the benefit of the colleges and universities they serve.*



## 52<sup>ND</sup> Annual Conference

CHICAGO MARRIOTT DOWNTOWN | CHICAGO, IL | JUNE 27 - 30, 2012

NACUA members consistently rate the Annual Conference as NACUA's most important program, evidenced by the over 1,000 members who attend the conference each year. The Annual Conference offers attendees a diverse and rewarding experience. Attendees may choose from more than 70 sessions on a variety of legal issues, and a variety of 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.

With multiple sponsorship opportunities available for the Annual Conference, sponsoring law firms and organizations can select sponsorship levels and activities that best suit them. Each sponsorship opportunity includes various benefits, such as printed acknowledgement in program materials, recognition on-site at the event, complimentary registrations and CD-ROMs, and links to the sponsoring organization on the NACUA website.

### Sponsorship Levels

Platinum	\$25,000
Gold	\$15,000
Emerald	\$10,000
Silver	\$ 7,500
Bronze	\$ 5,000
Crystal	\$ 2,000

# Sponsorship Opportunities

<b>PLATINUM</b> <b>\$25,000</b>	<b>GOLD</b> <b>\$15,000</b>	<b>EMERALD</b> <b>\$10,000</b>	<b>SILVER</b> <b>\$7,500</b>	<b>BRONZE</b> <b>\$5,000</b>	<b>CRYSTAL</b> <b>\$2,000</b>
<b>Events:</b> <ul style="list-style-type: none"> <li>Opening Reception reserved by: Guidepost Solutions LLC</li> </ul>	<b>Events:</b> <ul style="list-style-type: none"> <li>Cyber Cafe /Wireless Lounge reserved by: Dow Lohnes PLLC</li> <li>Breakfasts Thursday   Saturday</li> <li>Leadership Breakfast reserved by: Employment Law Alliance</li> <li>Luncheon Friday</li> <li>Opening Plenary Session reserved by: Hogan Lovells US LLP</li> <li>Featured Session</li> </ul>	<b>Events:</b> <ul style="list-style-type: none"> <li>Wireless Internet (All Meeting Space) reserved by: Drinker Biddle LLP</li> <li>GC Roundtable Reception reserved by: Saul Ewing LLP</li> <li>New Lawyer Luncheon</li> <li>New Lawyer Workshop Reception</li> </ul>	<b>Events:</b> <ul style="list-style-type: none"> <li>Breaks Thursday AM reserved by: McNeese Wallace &amp; Nurick</li> <li>Friday AM reserved by: Ober  Kaler</li> <li>Saturday AM reserved by: Miles &amp; Stockbridge</li> <li>Ice Cream Social reserved by: Pillsbury LLP</li> <li>Tote Bags reserved by: Jackson Kelly</li> <li>Post Plenary Break reserved by: Ropes &amp; Gray LLP</li> </ul>	<b>Events:</b> <ul style="list-style-type: none"> <li>N/A</li> </ul>	<b>Events:</b> <ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Benefits:</b> <ul style="list-style-type: none"> <li>Six Foot Display Table</li> <li>Four Complimentary Registrations</li> <li>Four Complimentary CD-ROMs</li> <li>Full Page Acknowledgement and 150-word firm description in onsite brochure</li> <li>Event Signage</li> <li>Sponsor Signage</li> <li>Logo and Hyperlink on website</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>Six Foot Display Table</li> <li>Three Complimentary Registrations</li> <li>Three Complimentary CD-ROMs</li> <li>1/2 Page Acknowledgement and 150-word firm description in onsite brochure</li> <li>Event Signage</li> <li>Sponsor Signage</li> <li>Logo and Hyperlink on website</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>Six Foot Display Table</li> <li>Two Complimentary Registrations</li> <li>Two Complimentary CD-ROMs</li> <li>1/2 Page Acknowledgement and 150-word firm description in onsite brochure</li> <li>Event Signage</li> <li>Sponsor Signage</li> <li>Logo and Hyperlink on website</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>One Complimentary Registration</li> <li>One Complimentary CD-ROM</li> <li>1/4 Page Acknowledgement and 150-word firm description in onsite brochure</li> <li>Event Signage</li> <li>Sponsor Signage</li> <li>Logo and Hyperlink on website</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>One Complimentary CD-ROM</li> <li>1/4 Page Acknowledgement and 150-word firm description in onsite brochure</li> <li>Sponsor Signage</li> <li>Onsite Brochure Acknowledgement</li> <li>Logo and Hyperlink on website</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>Sponsor Signage</li> <li>Onsite Brochure Acknowledgement and 150-word firm description in onsite brochure</li> <li>Hyperlink on website</li> </ul>

# Sponsor Request Form

Send completed forms to:  
 Haleema M. Burton  
 Fax: (202) 296-8379  
 Email: hmb@nacua.org

Please indicate your desired sponsorship event below:

## 52<sup>nd</sup> Annual Conference

**PLATINUM LEVEL ..... \$25,000**

~~OPENING RECEPTION~~

**GOLD LEVEL ..... \$15,000**

~~CYBER CAFE AND WIRELESS LOUNGE~~

~~BREAKFAST~~

Thursday

Saturday

~~LEADERSHIP BREAKFAST (Friday)~~

~~NETWORKING LUNCHEON (Friday)~~

~~OPENING PLENARY SESSION~~

~~FEATURED SESSION~~

**EMERALD LEVEL ..... \$10,000**

~~WIRELESS INTERNET~~

~~GENERAL COUNSEL ROUNDTABLE RECEPTION~~

~~NEW LAWYER WORKSHOP LUNCHEON~~

~~NEW LAWYER WORKSHOP ATTENDEE RECEPTION~~

**SILVER LEVEL ..... \$7,500**

~~CONFERENCE TOTE BAGS~~

~~AFTERNOON ICE CREAM SOCIAL~~

~~REFRESHMENT BREAKS~~

Thursday-AM

Friday-AM

Saturday-AM

~~POST-PLENARY REFRESHMENT BREAK~~

**BRONZE LEVEL ..... \$5,000**

**CRYSTAL LEVEL ..... \$2,000**

Supporting

Organization: \_\_\_\_\_

Organization Name:

(as to appear in materials and on signs)

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

Email Address: \_\_\_\_\_

### PAYMENT OPTIONS

Check (Please make payable to NACUA)

Invoice

Please send invoice to:

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_



# 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 & 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 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 & 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 & 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.

## Distribution & Use of NACUA Member Mailing Lists

NACUA's Policy on Mailing List Rental places restrictions on the permission and use of members' addresses and contact information. Email addresses are not provided on registration attendee rosters. Such rosters are provided for the convenience of NACUA members. They may not be used for commercial or solicitation purposes and may not be duplicated or used by any sponsoring organization without prior written permission from NACUA, in accordance with its Mailing List Rental Policy. Members or sponsors who request email addresses of attendees may do so only for programmatic or networking purposes only, and all requests for such access to any members' or attendees' email addresses must be approved in advance by the Director of Legal Resources.

## 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 & 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 & 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 & Products

Annual Conference sponsors that contribute \$15,000 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  
Angelo, Kilday & Kilduff  
ArentFox  
Arnold & Porter  
Ballard Spahr, LLC  
Bell, Boyd & Lloyd 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  
Connell Foley LLP  
Covington & Burling  
Cullen and Dykman  
Day, Berry & Howard, LLP]  
Dority & Manning, P.A.  
Dorsey & Whitney LLP  
Dow Lohnes , PLLC  
Drinker, Biddle & Reath  
Dykema Gossett  
EducationCounsel LLC  
Employment Law Alliance

- Bond, Schoeneck & King
- Curiale Hirschfeld & Kraemer LLP
- Dinse, Knapp & McAndrew
- Edwards Angell Palmer & Dodge LLP
- Gray Plant Mooty
- Ice Miller LLP
- Locke Lidell Lord & Bissell
- Michael, Best & Friedrich
- Miller, Canfield, Paddock & Stone
- Miller Nash LLP
- Reed Smith LLP
- Santamarina y Steta
- Sturgill, Turner, Barker & Moloney, PLLC
- Trilegal

- 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  
Gardner Carton & Douglas LLP  
Garvey Schubert Barer  
Gordon & Rees, LLP  
Gordon Thomas Honeywell  
Gray Robinson, P.A.  
Halleland Lewis  
Hamburg & Golden, PC  
Hanson, Bridgett, et al.  
Hill & Barlow  
Hinckley Allen  
Hogan Lovells US LLP  
Holland & Hart LLP  
Holland & Knight LLP  
Jackson Kelly PLLC  
Kehl Katzive & Simon  
Kirkpatrick Pettis, a Division of D.A.  
Davidson & Co.  
Latham & Watkins  
Leonard Street & Deinard  
Littler Mendelson  
McNees Wallace & Nurick LLC  
Mickes Tueth Keeney Cooper  
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  
O'Melveny & Myers  
Orrick, Herrington & Sutcliffe LLP

Palmer & Dodge  
Parker & Irwin  
Patterson Belknap Webb & Tyler  
Patton Boggs LLP  
Paul, Plevin, Sullivan & Connaughton LLP  
Pillsbury Winthrop Shaw Pittman LLP  
Porter, Scott, Weiberg & Deleh  
Proskauer Rose  
Pugh, Jones, Johnson & Quandt P.C.  
Richards Buell Sutton  
Rider Bennett Egan & Arundel  
Robinson & Cole LLP  
Ropes & Gray  
Rudman Winchell  
Saliwanchik & Saliwanchik  
Saul Ewing  
Seyfarth, Shaw, Fairweather & Geraldson  
Shawe & Rosenthal, LLP  
Sidley Austin LLP  
Sincheimer, Shiebelhut, Bagget  
The Stolar Partnership  
Stradley Ronon Stevens & Young LLP  
Sullivan, Weinstein & McQuay  
Taylor Jordan Chafetz  
Tueth Keeney Cooper Mohan & Jackstadt, P.C.  
Vinson & Elkins L.L.P.  
Whyte Hirschboeck Dudek SC  
Wildman, Harrold, Allen & Dixon  
Wilkes Artis Hedrick & Lane  
Williams & Connelly LLP  
Wilmer Cutler Pickering Hale & Dorr LLP  
Winston & Strawn LLP  
Womble Carlyle

## CORPORATE SPONSORS

Assigned Counsel  
AGOS Group, LLC  
KPMG Direct  
Legal Files Software  
LexisNexis  
ML Strategies  
Amber Road (Management Dynamics, Inc.)  
TIAA-CREF  
United Educators  
Serengeti Law, A Thomson Reuters business  
West, A Thomson Reuters business

# TECHNICAL REQUIREMENTS

## Acknowledgements

Sponsors logo will be printed in the final educational program's material and signage. For the Annual Conference, sponsors will be acknowledged in the final onsite program. Platinum sponsors may submit a full page acknowledgement. Specifications will be provided.

## 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 onsite brochure will appear in full color.

## Descriptions

Sponsor descriptions will include the organization name, address, city, state, telephone number, fax number, and website in the heading. 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 **April 2, 2012**. Shipping details will be sent to you in mid-late April.

## Deadline for Submissions and Payment

All acknowledgements, logos, and biographies must be received by date(s) below to ensure they will be included in the final onsite brochure. All payments must also be made by the date below.

**April 2, 2012**

## Questions

Haleema M. Burton  
Manager, Membership and Outreach Services  
(202) 833-8390  
hmb@nacula.org