



47th Annual ACCCA Conference

February 22 -24, 2023 | Rancho Mirage, CA

Sponsorship Opportunities

ACCCA, the Association of California Community College Administrators, is the foremost member-supported professional organization for administrators and managers of California's community college campuses. Comprising 73 districts and 116 colleges, the California Community Colleges make up the largest higher education system in the nation — providing a gateway to higher education for over 2.1 million students per year. As you will see when you tour this site, ACCCA seeks to provide its members with services, benefits, products and programs that will enhance their professional lives.

Attended by hundreds of community college leaders throughout the state of California, the annual ACCCA Conference is our biggest event of the year! And... it's the only place you will reach a variety of top-level administrators – administrative services, fiscal, human resources, student services, technology and more – at the same conference.

The ACCCA Conference is for YOU!
It's YOUR opportunity to interact with more than 350 community college leaders from throughout the state of California in one place!

Important Information for Sponsors

Our sponsors are important to us! At the same time, it is also important to us to maintain the integrity of the conference and maximize the time for peer-to-peer networking and educational opportunities. We want you to be happy with the investment you make in ACCCA and for the conference to hold the same value for our attendees.

We ask that all sponsors observe the following guidelines at the conference:

- Please keep in mind that you are in attendance at the conference to network and build relationships. When attending sessions, meal functions and other ACCCA events (other than in the vendor area) we would appreciate it if you would refrain from pitching your service or product in those settings, and, instead, focus more on learning about ACCCA, its members and their needs. This can be a great research opportunity for you, and it allows for more peer-to-peer networking for our attendees.
- Vendors must sponsor at the Bronze level or higher in order to participate in-person at the conference – whether as an attendee or a presenter. There are no “exhibitor only” opportunities.
- One or more ACCCA sessions may be closed sessions for purposes of business meetings and sharing information. If you see a “Closed Session” sign outside the door, the session is for members only and is closed to sponsors. We appreciate your cooperation with this. In addition, if another vendor is presenting at a session, please refrain from commenting at that session, yielding the floor to members only.
- Please keep in mind that most, if not all, meal functions (including breaks and receptions) are sponsored and may be sponsored by YOU. Though we don't want to eliminate other sponsors from participating, we do ask that you maintain a low profile at all but your own sponsored function. We feel confident that each one of you will appreciate this when your turn comes.
- All sharing of product/service information should be limited to the vendor area (note: you must commit at the Silver level or higher to have a table/presence in this area and commit at the Gold level or higher to sponsor presentations from the podium -- as detailed in the sponsor benefits below) unless an attendee expressly seeks you out for questions and/or information.
- Sponsor information (collateral materials) is limited to the vendor area and your assigned table space (with the exception Platinum and above) and in sponsor ads in the app (Silver and above). Please do not place materials or banners in any other area.
- Sponsors are limited to one opportunity each at the Bronze Level and above and may not share sponsorships.

Our goal is to create a positive conference experience for attendees as well as sponsors. If you have suggestions or ideas that would assist us in making this a more valuable experience for you, or to assist you in moving up to the next level of sponsorship, please email Stacey Boswell, sboswell@meetingwise.net.

Sponsorship Opportunities at a Glance

Opportunities range from the highest visibility (Diamond) to the benefit of visibility and most affordable (Bronze) participation levels. The following grid provides a brief description of the various opportunities available.

Diamond (\$5,000) 6 Opportunities	Platinum (\$3,500) 6 Opportunities	Gold (\$2,500) 10 Opportunities	Silver (\$1,500) 10 Opportunities	Bronze (\$1,000) Unlimited
Complimentary post-conference attendee list for ONE TIME email	Complimentary post-conference attendee list for ONE TIME email	Complimentary post-conference attendee list for ONE TIME email	Complimentary post-conference attendee list for ONE TIME email	Complimentary post-conference attendee list for ONE TIME email
<ul style="list-style-type: none"> Customized Sponsor profile in conference app UPGRADED to include an embedded video Website recognition 	<ul style="list-style-type: none"> Customized Sponsor profile in conference app UPGRADED to include an embedded video Website recognition 	<ul style="list-style-type: none"> Customized Sponsor profile in conference app UPGRADED to include an embedded video Website recognition 	<ul style="list-style-type: none"> Customized Sponsor profile in conference app Website recognition 	<ul style="list-style-type: none"> Customized Sponsor profile in conference app Website recognition
THREE Full Conference Registrations	TWO Full Conference Registrations	TWO Full Conference Registrations	ONE Full Conference Registration	ONE Full Conference Registration
<ul style="list-style-type: none"> Opportunity to have Exhibit Table in high traffic area TWO banner ads with external linking in conference app Full-Screen digital ad 	<ul style="list-style-type: none"> Opportunity to have Exhibit Table in high traffic area ONE banner ad with external linking in conference app Full-Screen digital ad 	<ul style="list-style-type: none"> Opportunity to have Exhibit Table in high traffic area ONE banner ad with external linking in conference app Half-Screen digital ad 	<ul style="list-style-type: none"> Opportunity to have Exhibit Table in high traffic area ONE banner ad with external linking in conference app Half-Screen digital ad 	
<ul style="list-style-type: none"> SPONSORED EVENTS: Receptions & Registration Area (co-sponsored) Logo on signage associated with sponsored event Introduction & opportunity for up to THREE minutes at podium 	<ul style="list-style-type: none"> SPONSORED EVENT: Lunches (co-sponsored) Logo on signage associated with sponsored event Introduction & opportunity for up to TWO minutes at podium 	<ul style="list-style-type: none"> SPONSORED EVENT: Breakfasts (co-sponsored) Logo on signage associated with sponsored event Introduction & opportunity for up to ONE minute at podium 		
<ul style="list-style-type: none"> Ability to send TWO push notifications through conference app Opportunity to provide a brochure or giveaway item in Registration Area 	<ul style="list-style-type: none"> Ability to send ONE push notification through conference app Opportunity to provide a brochure or giveaway item in Registration Area 			
<ul style="list-style-type: none"> Logo on all signage Logo projected in background during General Session Logo on interactive game for attendees 				



ADDITIONAL OPPORTUNITIES

Digital Ad Package | \$600

This includes **ONE** full-screen Ad and **ONE** Banner Ad

- This opportunity is **ONLY** for companies who are unable to have a physical presence at the conference.

Additional Conference Registration |

\$495 (through 01/15/22) and **\$595** (beginning 01/16/22)



Planning Details & Reminders for Sponsors

REGISTRATION

To register your sponsorship, [CLICK HERE](#). The deadline to register your sponsorship is February 3, 2023. The earlier you register the more visibility you receive.

FORMS OF PAYMENT

Check or credit card payment accepted. Paying by credit card fully completes your registration and avoids delays in payment processing as well as the risk of checks being lost in the mail. As a reminder, your full payment must be made within two weeks of registration.

CONFIRMATION

We'll be in touch via email with next steps and specifications regarding YOUR sponsor benefits within two weeks after your online commitment was made. Please reach out to Stacey Boswell, sboswell@meetingwise.net if you don't receive that email.

ADDITIONAL INFORMATION – All deliverables are due by or before February 8, 2023. We encourage early submission to avoid any last-minute challenges.

- **Logos:** Images must be jpeg or png high resolution (a minimum of 300 dpi) and transparent if appropriate. Provide more than one version if appropriate.
- **Digital Ad Specifications:** Digital ads will be included in a rolling PowerPoint presentation that will be run prior to the conference.
- **Banner Ad:** Banner Ads will be displayed in the conference app and can be linked externally.
- **Push Notifications:** Push notifications are sent directly to attendee devices and are limited to 140 characters. You can also include an external link.

SPONSOR ACTIVITIES

Sponsors are welcome to schedule their own off-site dinners / activities during the conference. Please note that these activities cannot overlap with any scheduled conference events including receptions. Be advised that you are responsible for your own restaurant research, making reservations and transportation arrangements and inviting your guests.

POST-CONFERENCE ATTENDEE LIST

A post-conference attendee list (email addresses only) will be sent to all sponsors by March 3, 2023 (one-week post-conference). **Please note, this is proprietary information and to be used for ONE email only.** The honor system applies on this request, and we encourage you to adhere as multiple unauthorized contacts usually serve only to drive attendees away from using a particular vendor.

CANCELLATION POLICY

Cancellation by January 25, 2023 will result in a 50% refund. All cancellations must be emailed to sboswell@meetingwise.net and are not valid unless you receive a return confirmation that your email has been received. There will be no refunds for cancellations on or after January 26, 2023.