ACCCA LEVEL UP 24
CHALLENGE ACCEPTED
48th ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

February 21-23, 2024
Orange County, California

ABOUT ASSOCIATION OF CALIFORNIA COMMUNITY COLLEGE ADMINISTRATORS

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.

WHO ATTENDS THE ACCCA ANNUAL CONFERENCE?

We anticipate more than 350 community college leaders from throughout the state of California. It's the only place you will reach a variety of top-level administrators – administrative services, fiscal, human resources, student services, technology and more.

JOIN US AT THE HYATT ORANGE COUNTY | FEBRUARY 21-23, 2024
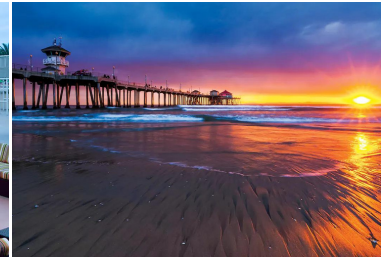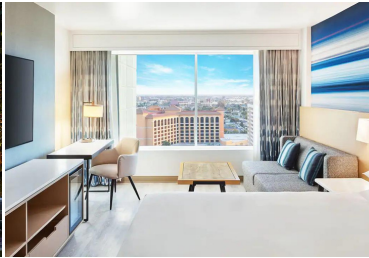
OUR SPONSORS ARE IMPORTANT TO US!

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

INFORMATION FOR SPONSORS

- Please keep in mind that you are in attendance to network and build relationships. When attending sessions, meal functions and other ACCCA events, 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.
- Some ACCCA sessions are 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.

DIAMOND SPONSOR
$5,000
SIX OPPORTUNITIES

- **Speaking Time |** Three (3) minutes
- **Sponsored Event |** Receptions and the Registration Area *Co-Sponsored*
- Logo featured prominently on signage of sponsored events
- **Sponsor Table |** *Includes electricity and basic Wi-Fi*
- Full-screen digital ad
- Opportunity to provide brochure or give-away in registration area
- Ability to send two (2) push notifications from conference app
- Banner ad with external linking in conference app
- Custom Card with external linking in conference app on home screen
- Pre-conference Attendee List provided one week prior to the conference

All sponsorship levels come with the Bronze Sponsorship benefits.

Three (3) Conference Registrations

PLATINUM SPONSOR
$3,500
SIX OPPORTUNITIES

- **Speaking Time |** Two (2) minutes
- **Sponsored Event |** Lunches *Co-Sponsored*
- Logo featured prominently on signage of sponsored events
- **Sponsor Table |** *Includes electricity and basic Wi-Fi*
- Full-screen digital ad
- Opportunity to provide brochure or give-away in registration area
- Ability to send one (1) push notifications from conference app
- Banner ad with external linking

All sponsorship levels come with the Bronze Sponsorship benefits.

Two (2) Conference Registrations

GOLD SPONSOR
$2,500
TEN OPPORTUNITIES

- **Speaking Time |** One (1) minute
- **Sponsored Event |** Breakfast *Co-Sponsored*
- Logo featured prominently on signage of sponsored events
- **Sponsor Table |** *Includes electricity and basic Wi-Fi*
- Half-screen digital ad

All sponsorship levels come with the Bronze Sponsorship benefits.

Two (2) Conference Registrations

SILVER SPONSOR
$1,500
TEN OPPORTUNITIES

- **Sponsor Table |** *Includes electricity and basic Wi-Fi*
- Quarter-screen digital ad

All sponsorship levels come with the Bronze Sponsorship benefits.

One (1) Conference Registration

BRONZE SPONSOR
$1,000
UNLIMITTED

- Customized sponsorship profile in conference app
- Company logo and website displayed on ACCCA's website (event page)
- Post-conference attendee list *(for a one-time email)*

One (1) Conference Registration

ADVERTISING PACKAGE | $600

Unable to attend? Consider advertising! This package includes one (1) full-page digital ad (featured multiple time) and one (1) email ad in the Know Before You Go (KBYG) email series.

ADDITIONAL CONFERENCE REGISTRATIONS

Sponsors will be limited to purchasing no more than three (3) registrations over the number included in the sponsorship package. Additional registrations may be purchased for $495 (through 1/15) and $595 (beginning 1/16 and on-site).

DEADLINES

Registration Deadline | February 2, 2024

Cancellation Deadline | January 24, 2024

Deliverables Deadline | January 26, 2024

DELIVERABLES

We encourage early submission to avoid any last-minute challenges.

COMPANY LOGO

Images must be jpeg or png high resolution, a minimum of 300 dpi, and transparent if appropriate.

DIGITAL AD

Digital ads will be included in a rolling PowerPoint presentation that will be run at the conference– primarily between sessions and during meal functions as appropriate.

Finished digital ads should be submitted as a high-resolution, widescreen (16:9) PowerPoint slide OR a png / jpeg image in the following sizes:

DIAMOND | 9" wide x 5-1/4" high
GOLD | 4-1/2" wide x 5-1/4" high
SILVER | 4-1/2" wide x 2-1/2" high

EMAIL AD

Email ads will be included in one of the Know Before You Go (KBYG) or post-conference emails. Finished email ads should be submitted in a PNG image, sized 640 x 360 pixels.

BANNER AD

Banner Ads will be displayed in the conference app. Please provide images (which will appear behind text). Supported file types: JPEG, JPG, PNG, or GIF only. The recommended size: 1464 x 420 pixels

CONFERENCE PARTICIPATION

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. Vendor representatives may not attend unless the company is registered as a sponsor for the conference. Sponsors are limited to one opportunity each at the Bronze Level and above and may not share sponsorships.

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 or advertiser deliverables and benefits within two weeks after your online commitment is made.

ATTENDEE REGISTRATIONS

Every sponsor representative must be registered for the conference. Registration instructions will be provided within two weeks after your online commitment is made. ***Sponsor attendees will not be registered through the ACCCA conference registration website.***

PACKAGE INCLUSIONS

Sponsor tables include a basic package (table, two chair(s) and tent card signage), Wi-Fi and basic electrical also included.

SPONSOR TABLE LOAD IN AND TEAR DOWN

Exhibitors may set-up from 4:30 to 6:00 p.m. on Wednesday, February 21st or 7:00 to 8:30 a.m. on Thursday, February 22nd. We request that all exhibitors be completely set up by 9:00 a.m. as we will open conference check-in at that time. You will be provided with an 8' x 10' draped space with an ID sign, wastebasket, 6'x30" draped table and two chairs. Teardown will begin at 2:15 p.m. (NOT before) on Friday, February 23rd. We ask exhibitors to complete teardown by or before 3:30 p.m.

POST-CONFERENCE ATTENDEE LIST

A post-conference attendee list (email addresses only) will be sent to all sponsors by February 28, 2024 (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 24, 2024 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 25, 2024.

QUESTIONS?
Email ACCCA Events, events@accca.org.