

WACUBO

Western Association of College and University Business Officers
Business Partner Prospectus | 2021



WACUBO Virtual Annual Conference
| May 24-26, 2021



Business Management Institute
The Virtual Experience
| August 2-5, 2021



Professional Development Workshops

WACUBO

Business Partner Prospectus | 2021

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Why WACUBO?

3 Good Reasons to Go WACUBO

- 1. EXPAND YOUR BRAND.** With over 10,000 professionals from 250+ institutions represented amongst our membership, getting direct access to key decision makers in the world of higher education has never been easier.
- 2. CONNECT WITH EXISTING CLIENTS.** Our event attendees rank this as one of the primary reasons to attend our events. Keep top-of-mind with your customers by being present where they gather.
- 3. YOUR COMPETITION IS HERE.** Simply put, **can you afford not to be involved?**



WHAT IS WACUBO?

WACUBO is the premier provider of professional development and networking for business officers serving higher education in the west. Our mission is to offer opportunities to members to develop professionally, to explore issues and trends in higher education and to engage with colleagues to share their expertise.

Our positive experience with WACUBO has always started with the leadership and volunteers. We truly feel like a partner in helping to create successful events throughout each year and have been thrilled with the content of the meetings and our ability to develop meaningful opportunities as a WACUBO sponsor.



Jamie McCrary
Retirement Plan Consultant,
SageView Advisory Group





WACUBO

PREMIER VIRTUAL EVENT

Virtual Annual Conference

May 24-26, 2021 | Over 1,000 Attendees Expected

WELCOME

Virtual Annual Conference

May 24-26, 2021 | Over 1,000 Attendees Expected



ADVENTURE, EXPLORATION & NETWORKING!

WACUBO is taking its Annual Conference and Showcase Virtual in 2021!

In the true spirit of our planned location, Anchorage, Alaska, you can still see it all online! Reel in monster salmon, soar over North America's tallest peaks, raft wild rivers, watch glaciers calve in a thunderous roar, or pan for gold at a real mine, but do it virtually in 2021. Now more than ever, college and university business officers must come together to identify issues, create solutions, and collaborate to shape the future! The theme this year is perfect, the "Mountains of Opportunity" will be endless at our virtual exhibit hall, educational sessions and networking events.

The WACUBO 2021 Virtual Annual Conference will be your best opportunity to connect with higher education decision-makers all year!

FEATURE YOUR BUSINESS AT 

Annual Conference Attendee Profile

INSTITUTION TYPE



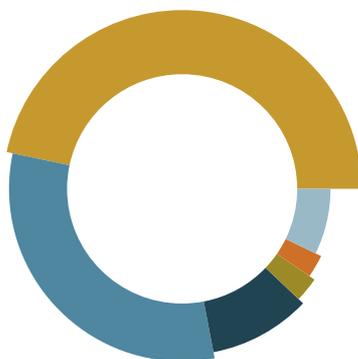
- **COMMUNITY COLLEGE** – 8.5%
- **CAREER/TECHNICAL COLLEGE** – 0.2%
- **PRIVATE, LARGE (>19,000 FTEs)** – 9.2%
- **PRIVATE, (4,000-19,000 FTEs)** – 8.1%
- **PRIVATE, SMALL (<4,000 FTEs)** – 9.2%
- **PUBLIC, LARGE (>19,000 FTEs)** – 53.4%
- **PUBLIC, (4,000-19,000 FTEs)** – 5.9%
- **PUBLIC, SMALL (<4,000 FTEs)** – 2.6%
- **OTHER** – 2.9%

TITLE OF ATTENDEE



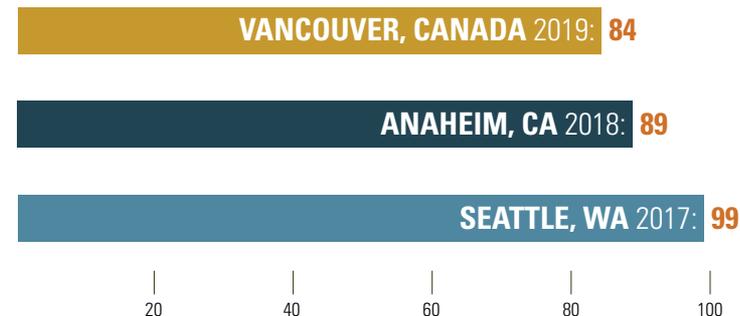
- **CFO/VP/VICE CHANCELLOR** – 20.4%
- **AVP/AVC (NON-FINANCE)** – 2.7%
- **CONTROLLER, OR EQUIVALENT** – 9.4%
- **DIRECTOR** – 24.9%
- **MANAGER/OFFICER** – 23%
- **ACCOUNTANT/ANALYST** – 11.8%
- **OTHER** – 7.8%

AREA OF WORK

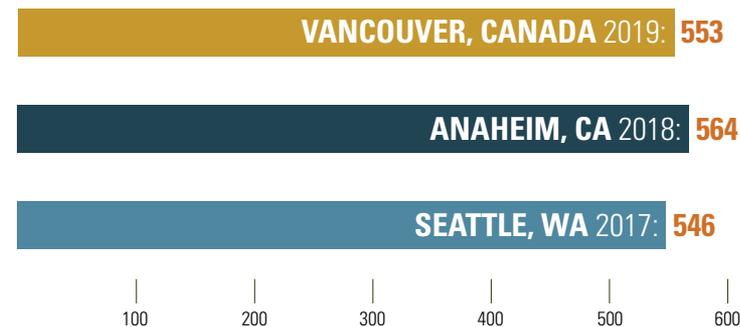


- **BUSINESS & ADMIN OFFICE, CENTRAL ADMINISTRATION** – 46.7%
- **BUSINESS & ADMIN OFFICE, ACADEMIC/DEPARTMENT UNIT** – 31.3%
- **BUDGET, PLANNING OR INSTITUTIONAL RESEARCH** – 9.9%
- **FACILITIES** – 2.5%
- **HUMAN RESOURCES** – 2.4%
- **OTHER** – 7.2%

NUMBER OF INDIVIDUALS WITH CBO/VP TITLE



NUMBER OF ATTENDEES



Virtual Annual Conference Preliminary Event Schedule*

MONDAY | MAY 24

- 9:00–3:30 PM **Exhibit Hall Open**
- 9:00–10:00 AM **Networking Roundtables†**
- 10:00–11:15 AM **Opening Remarks & Keynote**
- 11:15–12:00 PM Break & Business Partner Office Hours
- 12:00–1:00 PM **Concurrent Sessions**
- 1:00–1:30 PM **Networking Break**
- 1:30–2:30 PM **Concurrent Sessions**
- 2:30–3:30 PM **Sponsored Networking Activity**

TUESDAY | MAY 25

- 9:00–3:30 PM **Exhibit Hall Open**
- 9:00–10:00 AM **Networking Roundtables†**
- 10:00–11:00 AM **Keynote**
- 11:00–11:45 AM **Networking Break**
- 11:45–12:45 PM **Concurrent Sessions**
- 12:45–1:30 PM Break & Business Partner Office Hours
- 1:30–2:30 PM **General Session**
- 2:30–3:30 PM **Sponsored Networking Activity**

WEDNESDAY | MAY 26

- 9:00–3:30 PM **Exhibit Hall Open**
- 9:00–10:00 AM **Networking Roundtables†**
- 10:00–11:00 AM **Keynote**
- 11:00–11:45 AM **Business Meeting and President's Toast**
- 11:45–12:00 PM **Break**
- 12:00–1:00 PM **Concurrent Sessions**
- 1:00–1:45 PM Break & Business Partner Office Hours
- 1:45–2:45 PM **Concurrent Sessions**
- 2:45–3:45 PM **Sponsored Networking Activity**

*All times are in Mountain Time

†BP Sponsor one or more tables



Business Partner Showcase

Connecting You With Key Decision-Makers

The virtual WACUBO Business Partner Showcase is your chance to reinforce your brand, launch new products and services, and network with key decision-makers in higher education. At WACUBO, we are committed to delivering superior service to our business partners and you will have multiple opportunities to connect with conference attendees virtually.

When you join the WACUBO circle of Showcase participants, you are entitled to the following benefits:

- Complimentary Full Registration Meeting or Discussion
- Complimentary Virtual Exhibit Hall Registration
- Virtual Booth with Full Contact Company Information for Display
- Ability to Upload Documents, Links, Videos Upon Request
- Ability to Host a Virtual Face-To-Face
- Access to All Conference Attendees
- Program Listing
- Participation in Gamification
- Assistance Assembling Your Virtual Booth



Join Our Business Partners Community at WACUBO's Virtual Business Partner Showcase!

SHOWCASE OPTIONS

COST

Virtual Showcase Exhibit Booth	\$1,500
Additional Full Conference Registration	\$495
Additional Showcase - Only Registration	\$100
Upgrade to Full Conference Registration from Showcase-Only Registration	\$395

WACUBO Partners with Pathable for the 2021 Virtual Annual Conference Experience

Why Pathable?

Pathable is a robust event platform, designed to enhance the online conference experience and selected by WACUBO for its full range of opportunities to present, target, connect and expand your reach.

- Intuitive Interface
- Virtual Booth
- Gamification
- Company Branding
- Product Videos

Company Profiles

Attendees can search & filter from an alphabetical listing to easily find your company listing.

PROFILE HIGHLIGHTS INCLUDE:

- Logo Branding
- Upload Videos & Files
- Displays Booth Personnel
- Company Description
- Showcases Sponsored Sessions
- Networking Options
- Offerings Tags

Sponsored Sessions & Breakout Discussions

Stand out with consistent logo branding everywhere your talk or breakout is listed.

FURTHER DETAILS WITHIN EACH AGENDA ITEM INCLUDE:

- Direct Link to Your Live or Pre-Recorded Presentation
- Link to Speaker Profile
- Files Relevant to Your Presentation
- Polls
- Networking

The People section makes it easy to find the right connections. Search or filter a list of attendee profiles to start networking.

WAYS TO CONNECT

Send a message and request a 1:1 meeting.



Annual Conference Recognition Table

TYPE OF RECOGNITION	Titanium \$35,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$5,000	Exhibitor \$1,500
Complimentary Registration	5	4	3	2	1	1
Complimentary Showcase-Only Registration	1	1				1
Brand a Concurrent Session Sponsorship					✓	
Sponsor a Networking Activity					✓	
Sponsor a Roundtable					✓	
Electronic List of Conference Registrants	✓	✓	✓	✓	✓	
Business Meeting & President's Toast				✓		
Ability to Participate in a Virtual "Swag Bag"	✓	✓	✓	✓		
General Session Intro/Branding (Tuesday)			1			
Complimentary Virtual Exhibit Booth	✓	✓				
VIP Keynote Intro (Tuesday or Wednesday)		✓				
Concurrent Session Topic (Wednesday)		✓				
Ability to Reserve Private Chat Room to Conduct Business Meetings or Discussions	✓	✓				
Ability to Host VIP Pre or Post-Event Gatherings	✓	✓				
Recognition on Conference Specific E-Blasts	✓	✓				
Concurrent Session Topic (Monday/Tuesday)	✓					
VIP Keynote Intro (Monday)	✓					
Prominent Logo Placement on WACUBO Website	✓					
Virtual Booth With Full Contact Company Information	✓	✓				✓
Ability to Upload Documents, Links, Videos	✓	✓				✓
Access to All Conference Attendees	✓	✓				✓
Program Listing	✓	✓				✓

Annual Conference Sponsorship Options

Titanium Sponsor – \$35,000

BENEFITS

- Includes Complimentary Full Registrations (5)
- Includes Complimentary Virtual Exhibit Booth
- Prominent Logo Placement on WACUBO Website
- Ability to Reserve Private Chat Room to Conduct Business Meetings or Discussions
- Electronic List of Conference Registrants
- Ability to Host VIP Pre-or Post Event Gatherings
- Ability to Participate in a Virtual “Swag Bag”
- Recognition on Conference Specific E-Blasts
- Includes Complimentary Showcase-Only Registration (1)

PACKAGE THESE GREAT PERKS WITH THE FEATURED OPPORTUNITY OF YOUR CHOICE BY SELECTING ONE OF THE FOLLOWING OPTIONS:

CONCURRENT SESSION PROGRAM (Monday or Tuesday) - 6 Available

Be an integral part of our 2021 WACUBO conference program on Monday or Tuesday by presenting a virtual concurrent session on the topic of your choice. Either by a panel or single speaker, this is the ultimate opportunity for direct engagement with WACUBO members.

VIP KEYNOTE INTRO (Monday) - 1 Available

Our VIP Keynote Sessions feature some of the most recognizable names in higher education, business, and beyond. With this high impact opportunity, you will introduce our VIP speaker on Monday and speak about your firm.



WACUBO has earned a reputation for its high quality, must-attend events for forward-thinking higher education professionals and as a WACUBO Business Partner, Moss Adams appreciates the opportunity to collaborate with WACUBO on the development of these programs. Our partnership enables us to better support the mission and goals of our clients.



Melissa Harman, CPA

*Partner and Higher Education
National Practice Leader,
Moss Adams LLP*



The WACUBO Mentoring Program provided me with an opportunity to broaden my knowledge and network base with others in the industry. Having a dedicated resource outside my institution was very useful and I gained valuable tips and insights from my mentor's experiences.



Aimee Uen

*VP for Finance/Controller,
Loyola Marymount University*

Gold Sponsor – \$25,000

BENEFITS

- Includes Complimentary Full Registrations (4)
- Includes Complimentary Virtual Exhibit Booth
- VIP Keynote Intro (Tues or Wed)
- Concurrent Session Topic (Wed)
- Ability to Reserve Private Chat Room to Conduct Business Meetings or Discussions
- Electronic List of Conference Registrants
- Host VIP Pre-or Post Event Gatherings
- Ability to Participate in a Virtual “Swag Bag”
- Recognition on Conference Specific E-Blasts
- Includes Complimentary Showcase-Only Registration (1)

PACKAGE THESE GREAT PERKS WITH THE FEATURED OPPORTUNITY OF YOUR CHOICE BY SELECTING ONE OF THE FOLLOWING OPTIONS:

VIP KEYNOTE INTRO (Tuesday or Wednesday) - 2 Available

Our VIP Keynote Sessions feature some of the most recognizable names in higher education, business, and beyond. With this high impact opportunity, you will introduce our VIP speaker on your selected day and speak about your firm.

CONCURRENT SESSION TOPIC (Wednesday) - 4 Available

Be an integral part of our 2021 WACUBO Conference program on Wednesday by presenting a virtual concurrent session on the topic of your choice. Either by a panel or single speaker, this is the ultimate opportunity for direct engagement with WACUBO members.

Silver Sponsor – \$15,000

BENEFITS

- Includes Complimentary Full Registrations (3)
- Electronic List of Conference Registrants
- Ability to Participate in a Virtual “Swag Bag”

PACKAGE THESE GREAT PERKS WITH THE FEATURED OPPORTUNITY OF YOUR CHOICE BY SELECTING ONE OF THE FOLLOWING OPTIONS:

- **GENERAL SESSION INTRO/BRANDING** (Tuesday Afternoon) - 1 Available
- **BRAND A CONCURRENT SESSION** - 7 Available

Bronze Sponsor – \$10,000

BENEFITS

- Includes Complimentary Full Registrations (2)
- Electronic List of Conference Registrants
- Ability to Participate in a Virtual “Swag Bag”

PACKAGE THESE GREAT PERKS WITH THE FEATURED OPPORTUNITY OF YOUR CHOICE BY SELECTING ONE OF THE FOLLOWING OPTIONS:

- **BUSINESS MEETING & PRESIDENT'S TOAST** - 1 Available
- **BRAND A CONCURRENT SESSION** - 8 Available





WACUBO is a terrific investment of our team's time and routinely produces relationships and knowledge that lead to outstanding results - at the professional level and in personal development. WACUBO consistently delivers innovative ways for members to meaningfully engage with each other and the most current insights from university and world-class experts.



Teri Bump

*Vice President for
University Relations,
American Campus
Communities*

Copper Sponsor – \$5,000

BENEFITS

- Includes Complimentary Full Registration (1)
- Brand a Concurrent Session
- Sponsor a Roundtable
- Electronic List of Conference Registrants

PACKAGE THESE GREAT PERKS WITH THE FEATURED OPPORTUNITY OF YOUR CHOICE BY SELECTING ONE OF THE FOLLOWING OPTIONS:

- **SPONSOR AN ENTERTAINMENT OR NETWORKING ACTIVITY** - 3 Available
- **SPONSOR A ROUNDTABLE**

Exhibitor – \$1,500

BENEFITS

- Complimentary Registration
- Virtual Booth with Full Contact Company Information for Display
- Ability to Upload Documents, Links, Videos
- Access to All Conference Attendees
- Program Listing
- Participation in Gamification
- Complimentary Showcase-Only Registration (1)

WACUBO 2019 Business Partners

TITANIUM

Wells Fargo

PLATINUM

TIAA

GOLD

Moss Adams, LLP
The PFM Group

PALLADIUM

Arthur J. Gallagher & Co.
Bank of America Merrill Lynch
Follett Higher Education Group, Inc.
SageView Advisory Group
Sodexo

BRONZE

Alliant Insurance Services, Inc.
Barnes & Noble College

NICKEL

American Campus Communities

COPPER

Anaplan
Bullfrog Power
J.P. Morgan
Johnson Controls
KPMG
Oracle
SAP Concur
Workday

IRON

Aramark
Barclays
Chartwells Higher Education Dining Services
George K. Baum & Company
Moody's Investors Service
US Bank

SHOWCASE PARTICIPANT

Alliance Global Assistance
Another Source
Apogee
Armanino LLP
A'viands
BankMobile Disbursements
BBA Solutions
BlackLine
California State University, Dominguez Hills
CAPTRUST
Chrome River Technologies
CliftonLarsonAllen
Coalition for College Cost Savings
Commerce Bank
Crowe Horwath LLP
D.A. Davidson
Dunkin' Brand
E&I Cooperative Services
Educational Credit Management Corporation
Eide Bailly
EMCOR Services/Mensa Energy Systems

First American Education Finance
Flywire
General Revenue Corporation
George K. Baum & Company
Grant Thornton
Graystone Consulting
Health Advocate
HD Supply
IndiCo
IonWave Technologies
Jaggaer
Jenzabar, Inc.
Kaufman Hall/Axiom Software
Liberty Mutual
Multomah Group
Nelnet Campus Commerce
Records Consultants, Inc.
SchoolDude
Sierra-Cedar
Sightlines
Tandus Centiva
Tiebel Education Consulting
TimeClock Plus
TouchNet Information Systems, Inc.
Transamerica Retirement Solutions
Tuition Options
VALIC
Virtuoso Sourcing Group
WTC Consulting, Inc.
Xlerant, Inc.



PFM values our partnership with WACUBO. We appreciate the opportunity to engage in conversations, share ideas, collaborate with industry professionals, and otherwise examine how to best deliver higher education services in the 21st century. WACUBO offers a forum to establish the relationships that drive such exploration and discovery.



Brett Matteo

Managing Director,
PFM Solutions LLC

Registration

Register Today!

Signing up as a Business Partner of WACUBO has never been easier. Register your staff, upload your logo, and make a payment all in one place through our Business Partner Service Center.

[CLICK HERE TO SIGN UP TO BE A BUSINESS PARTNER NOW!](#)

For Conference Details and Business Partner Prospectus

» please visit conference.wacubo.org

PAYMENT OPTIONS

- Check, by mail–WACUBO, 2150 N 107th Street, Suite 205, Seattle, WA 98133
- Credit card, online or over the phone–(206) 209-5267

QUESTIONS? Email office@WACUBO.org or call (206) 209-5267

WACUBO Tax ID: 68-0380952

Business Partner Showcase Committee

Sana Bisharat, *Scripps College*

LolaJean Bolton, *Utah State University**

Dean Calvo, *Scripps College**

Celeste Day-Drake, *Scripps College**

Lisa Grace, *Arizona State University*

Andre Ibanez, *Scripps College**

Ted Johnson, *University of California San Diego**

Ruth Johnston, *New Mexico State University*

Ada Korhonen, *University of Arizona**

Nichol Luoma, *Arizona State University**

John Putnam*

Pat Putnam, *University of San Diego (Retired)**

Josh Reeder, *Scripps College*

Kimberly Salisbury, *University of Idaho**

Matt Smith, *Arizona State University*

Garrett Solomon, *Scripps College*

*Denotes sales representative.

Please email office@WACUBO.org to connect.



WACUBO

*Business
Management
Institute*

IMMERSION EXPERIENCE WITH RISING LEADERS!

Business Management Institute

The Virtual Experience

August 2-5, 2021 | 200 Attendees | Virtual BMI Campus



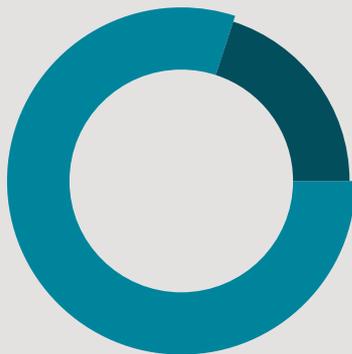
Business Management Institute | *The Virtual Experience*

August 2-5, 2021 | 200 Attendees | Virtual BMI Campus

Hosted on the BMI Virtual Campus, BMI is a four-day immersion program for early to mid-career professionals within the higher education sector. With four tracks available, BMI has become one of the most popular programs among WACUBO members. Don't miss your opportunity to get involved with this always sold-out event!

BRINGING HIGHER EDUCATION PROFESSIONALS TOGETHER FOR 64 YEARS

INSTITUTION TYPE



PUBLIC - 80%
PRIVATE - 20%

TITLE OF ATTENDEE



ANALYST - 38% **VP** - 5%
DIRECTOR - 16% **OTHER** - 8%
MANAGER - 33%

Preliminary Event Schedule

(Pacific Time)

MONDAY | AUGUST 2

8:30-9:45 AM **General Session I**
10:15-12:00 PM **Track Sessions**
12:00-3:00 PM **Mid-Day Break**
3:00-4:30 PM **Track Sessions**
4:30-5:30 PM **Creative Connections**

TUESDAY | AUGUST 3

8:30-12:00 PM **Track Sessions**
12:00-3:00 PM **Mid-Day Break**
3:00-4:30 PM **Electives & Track Sessions**

WEDNESDAY | AUGUST 4

8:30-12:00 PM **Track Sessions**
12:00-3:00 PM **Mid-Day Break**
3:00-4:30 PM **General Session II**
4:30-5:30 PM **Creative Connections**

THURSDAY | AUGUST 5

8:30-11:30 AM **Track Sessions**
11:30-12:00 PM **BMI Farewell**

2021 Business Management Institute | *The Virtual Experience*

TYPE OF RECOGNITION	Bronze \$10,000	Nickel \$7,500	Copper \$5,000	Iron \$3,500	BMI Exclusive \$2,500
First Right of Refusal for Following Year Through December 31, 2021	✓	✓	✓	✓	
Recognition in Event Marketing and Communications (deadlines and content guidelines apply)	✓	✓	✓	✓	✓
Conference Publicity (event signage, printed materials, announcements)	✓	✓	✓	✓	✓
Conference Attendee List	✓	✓	✓	✓	✓
Track Participation: Four Tracks (Four Opportunities to Sponsor & Attend)	4				
Opening or Closing General Session Intro	2	2			
Rotating Banner on WACUBO (BMI Section of Website) Throughout Year	✓	✓	✓		
Branding on BMI Virtual Campus Platform	✓	✓	✓		
Speaker Opportunity	✓	✓	✓		

INVEST IN BMI & INVEST IN YOUR STAFF

BRONZE BMI SPONSORSHIP includes registration for one of your Rising Leaders to attend the BMI.

WACUBO

*Professional
Development
Workshops*

TARGET YOUR NICHE AUDIENCE!

Professional Development Workshops

60-100 Attendees Per Event | Various Virtual Locations



Professional Development Workshops

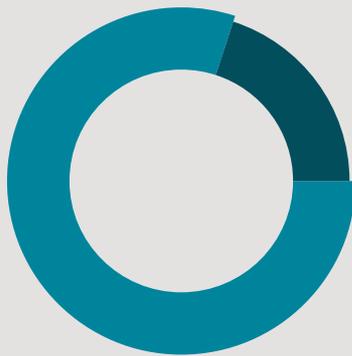
60-100 Attendees Per Event | Various Virtual Locations

Designed primarily for the entry-level professional, with selected programs available for mid-career professionals, WACUBO's professional development workshops respond to the professional and continuing education needs of campus administrators in higher education. Topics and locations of workshops vary, with approximately eight being conducted annually.

This is your chance to obtain an exclusive promotion opportunity for a training of your choice.

TARGET YOUR NICHE AUDIENCE!

INSTITUTION TYPE



■ PUBLIC – 80%
■ PRIVATE – 20%

TITLE OF ATTENDEE



■ ANALYST – 38% ■ VP – 5%
■ DIRECTOR – 16% ■ OTHER – 8%
■ MANAGER – 33%



Upcoming Workshops

Higher Education Account and Reporting

February 11-12, 2021

Women's Leadership Forum

February 23-25, 2021

Business Management Institute

The Virtual Experience

August 2-5, 2021

Workshop Sponsorships

TYPE OF RECOGNITION	BRONZE \$10,000
Title Sponsor & Program Contributor	✓
Workshop Attendee List	✓
One-Piece Insert in Attendee Materials	✓
Complimentary Workshop Registration	✓
Recognition in Workshop Marketing & Communications	✓

(deadlines and content guidelines apply)

VIRTUAL ANNUAL CONFERENCE | May 24-26, 2021

BUSINESS MANAGEMENT INSTITUTE | *THE VIRTUAL EXPERIENCE* | August 2-5, 2021

PROFESSIONAL DEVELOPMENT WORKSHOPS | Dates and Locations Vary

WACUBO 

For more information about becoming a WACUBO business partner,
please email office@WACUBO.org