

WACUBO

Western Association of College and University Business Officers
Business Partner Prospectus | 2026



WACUBO Annual Conference | Las Vegas, NV



Women's Leadership Forum | Colorado Springs, CO



Professional Development Workshops | Various Locations

WHY WACUBO?

4 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 here?**



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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.

WACUBO'S PREMIER EVENT

Annual Conference

May 3-6, 2026 | Over 650 attendees | Las Vegas, NV



WACUBO
LAS VEGAS
Winning Strategies
May 3-6, 2026

WELCOME TO

LAS VEGAS



ANNUAL CONFERENCE

May 3-6, 2026 | Over 650 attendees | Las Vegas, NV

SHOWCASE YOUR BUSINESS AT



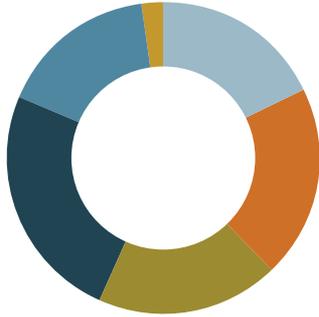
GLITZ! GLAMOUR! All the excitement of the Las Vegas strip combined with breath-taking red rock vistas and luxury resorts make Las Vegas the premier convention and exhibitor destination in the United States.

The winning combinations of lavish guest accommodations and expansive exhibitor space guarantee WACUBO Las Vegas 2026 to be our greatest annual conference yet.

WACUBO Las Vegas will be your best opportunity all year to connect with every level of business officer in the region, from every functional discipline: finance, HR, IT, and facilities.

2025 Annual Conference Attendee Profile

INSTITUTION TYPE



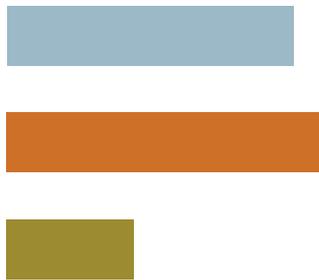
- CDRIC – 18%
- COMMUNITY COLLEGE – 20%
- COMPREHENSIVE – 18.7%
- RESEARCH – 24.7%
- SMALL INSTITUTE – 16.4%
- OTHER – 2.2%

TITLE OF ATTENDEE



- C-SUITE/VP – 23.9%
- AVP/AVC/ASSOCIATE DEAN – 9.4%
- CONTROLLER, OR EQUIVALENT – 3.4%
- DIRECTOR, (SR., ASSOC. INCLUDED) – 29.5%
- MANAGER/OFFICER – 14%
- ACCOUNTANT/ANALYST – 4.2%
- OTHER – 15.6%

AREA OF WORK



Breakdown is greater than 100% as some attendees selected more than one area of work.

- ACADEMIC UNITS/SCHOOLS – 43.4%
- CENTRAL ADMINISTRATION/ NON-ACADEMIC UNITS – 47.4%
- TOP EXECUTIVE AND SENIOR INSTITUTIONAL OFFICERS – 19.3%

NUMBER OF INDIVIDUALS WITH C-SUITE/VP TITLES

WAIKOLOA VILLAGE, HI 2025 **132**

ANAHEIM, CA 2024 **204**

PHOENIX, AZ 2023 **100**

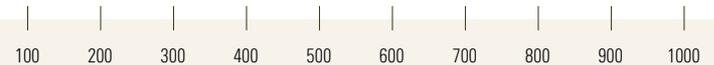


NUMBER OF ATTENDEES

WAIKOLOA VILLAGE, HI 2025 **553**

ANAHEIM, CA 2024 **909**

PHOENIX, AZ 2023 **566**



Annual Conference Preliminary Event Schedule



SUNDAY | May 3

- 8:00–6:00 pm **Business Partner Registration**
- 8:00–4:00 pm **Exhibit Hall Move-In**
- 9:00–12:00 pm **Pre-Conference Hack-A-Thon**
- 2:30–3:45 pm **Concurrent Sessions I**
- 4:00–5:30 pm **Business Partner Showcase Opening Event and Kickoff Social**
- 6:30–9:30 pm **Opening Event Reception**

MONDAY | May 4

- 7:00–5:00 pm **Business Partner Registration**
- 7:30–8:30 am **Business Partner Showcase Breakfast Buffet**
- 8:30–10:00 am **Welcome and Keynote Session I**
- 10:00–10:45 am **Business Partner Showcase/ Refreshment Break**
- 10:45–12:00 pm **Concurrent Sessions II**
- Noon–1:30 pm **Volunteer Appreciation Lunch**
- 1:30–2:15 pm **Business Partner Showcase Dessert**
- 2:15–3:30 pm **Concurrent Sessions III**
- 3:45–5:00 pm **General Session I**
- 5:00–6:00 pm **Business Partner Showcase Wine & Cheese Reception**
- 6:30–8:30 pm **Dinner on Your Own**

TUESDAY | May 5

- 7:30–8:30 am **Business Partner Showcase Breakfast Buffet**
- 7:30–8:30 am **WACUBO Business Meeting and Breakfast**
- 7:30–3:00 pm **Business Partner Registration**
- 8:30–9:45 am **Keynote Session II**
- 9:45–10:30 am **Business Partner Showcase/ Refreshment Break**
- 10:30–11:45 am **Concurrent Sessions IV**
- 11:45–1:30 pm **Member Appreciation Lunch**
- 1:30–2:15 pm **Business Partner Showcase Dessert**
- 2:15–7:00 pm **Exhibit Hall Tear Down**
- 2:15–3:30 pm **Concurrent Sessions V**
- 3:45–5:00 pm **General Session II**
- 5:00–7:00 pm **President's Reception & Toast**
- 7:00–8:30 pm **Aviators Baseball Game**
- 8:30–11:30 pm **WACUBO After Dark**

WEDNESDAY | May 6

- 8:00–8:45 am **Breakfast Buffet**
- 8:30–10:00 am **Keynote III**
- 10:30–11:30 am **General Session III**

SHOWCASE

Business Partner Showcase

The 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 interact with conference attendees.

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

- 10'x10' booth
- Draping
- One 6' table, two chairs and a wastebasket
- One full individual conference registration
- One Showcase-only registration
- GES Exhibition Assistance

Join 80 plus Business Partners at **WACUBO's** greatest Business Partner Showcase yet!

ADDITIONAL OPTIONS COST

Showcase Exhibit Booth	\$3,500
Additional Full Conference Registration	\$1,045



Exhibit Hall

red rock

CASINO · RESORT · SPA
Las Vegas

NEW FOR LAS VEGAS 2026!

WACUBO debuts its latest SHOWCASE innovation:
The WACUBO Welcome and Professional Development Center

Talk about WINNING STRATEGIES!

Located in the center of SHOWCASE, the WACUBO Welcome and Professional Development Center is designed as a one-stop shop experience for our members and business partners to learn everything about our association's professional development programs including professional development workshops, training programs, and WACUBO's multi-year curriculum program; the Business Management Institute (BMI).

Designed to drive additional traffic into the SHOWCASE, our new WACUBO Welcome Center, coupled with our existing exhibit hall, hospitality events, and prize giveaways are sure to generate membership traffic into the WACUBO SHOWCASE and to your exhibit booth!

- 7200 ft of Exhibit Space
- 81–10'x10' Exhibit Booths Available
- Over 650 Member Attendees



THE WACUBO WELCOME AND PROFESSIONAL DEVELOPMENT CENTER

- Connect your business to conference events members care most about!
- Generate booth traffic through giveaways and promotions!

Additional Details

Cancellation Policy

Refunds will be considered, provided a cancellation is received by March 31, 2026.

Facilities

Business Partner Showcase facilities for the WACUBO Business Partner Program are located at the Red Rock Casino Resort & Spa, 11011 W. Charleston Blvd, Las Vegas, NV 89135.

Global Experience Specialists

WACUBO has selected GES as its official service contractor. As such, GES will be pleased to serve you based on your suggestions regarding electrical, lighting, booth set-up and tear-down and drayage. A complete Showcase Participant's Exhibitor Kit will be provided to each exhibitor electronically. The kit contains helpful information for working with GES.

For additional details, call GES at (800) 475-2098 or visit www.ges.com.

Prize Drawings/Giveaways

Showcase Participants are encouraged to plan drawings or provide takeaway items. If you make arrangements at the Business Partner Showcase Registration booth, we will be happy to handle these drawings and give you the recognition. Also, please feel free to inquire about sponsorship of one of the prizes provided by WACUBO.



Annual Conference Sponsorship Options

DIAMOND SPONSOR - \$40,000

Benefits

- Includes Four Complimentary Full Annual Conference Registrations
- Logo on the WACUBO Website for one Year
- Complimentary Exhibit Booth Space in the 2026 Las Vegas WACUBO Showcase
- Invitations to the President's Event
- Pre/Post Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- Concurrent Session

Package these great perks with the featured opportunity of your choice by selecting one of the following options:

- Opening Evening Event Sponsorship
- VIP Keynote Speaker Introduction of Erica Dhawan and Book Signing - Monday Morning <https://ericadhawan.com/about/>
- VIP Keynote Speaker Introduction of James Taylor - Tuesday morning <https://www.jamestaylor.me/>
- VIP Keynote Speaker Introduction of Michelle Ann Johnson - Wednesday morning <https://www.michelleannejohnson.com/>





PLATINUM SPONSOR – \$35,000

Benefits

- Includes Three Complimentary Full Annual Conference Registrations
- Complimentary Exhibit Booth Space in the 2026 Las Vegas WACUBO Showcase
- Invitations to the President's Event
- Pre/Post Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)

Package these great perks with a choice of one of these featured opportunities:

- General Session Introduction of Kara Freeman NACUBO President - Monday afternoon
- General Session Introduction of Len Jessup, past president UNLV, past president of Claremont College and managing partner of Desert Forge Ventures
- Showcase Opening Event and Kickoff Social - Sunday afternoon in Business Partner Showcase
- Wine and Cheese Reception Sponsor in Business Partner Showcase - Monday afternoon



GOLD SPONSOR – \$25,000

Benefits

- Complimentary Exhibit Booth Space in the 2026 Las Vegas WACUBO Showcase
- Includes Two Complimentary Full Conference Registrations
- Invitations to the President’s Event
- Pre/Post Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)

Package these great perks with a choice of one of these featured opportunities:

- President’s Welcome Reception on Saturday evening
- Breakfast Buffet Sponsor in Showcase - Monday, Tuesday or Wednesday morning
- Wacubo Volunteer Lunch Sponsor - Monday Afternoon
- Tuesday Lunch and hand off to the next site of the 2027 WACUBO Annual Conference





PALLADIUM SPONSOR – \$20,000

Benefits

- Complimentary Exhibit Booth Space in the 2026 Las Vegas WACUBO Showcase
- Includes Two Complimentary Full Annual Conference Registrations
- Invitation to the President’s Dinner
- Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)

Package these great perks with the high impact opportunity of your choice by selecting one of the following options:

- WACUBO After Dark – Tuesday evening
- WACUBO President’s Toast - Tuesday afternoon
- Dessert Reception Sponsor in Showcase - Monday or Tuesday afternoon



SILVER SPONSOR – \$15,000

Benefits

- Includes (1) Complimentary Full Annual Conference Registration
- Complimentary Exhibit Booth Space in the 2026 Las Vegas WACUBO Showcase
- Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)

Package these great perks with the featured opportunity of your choice by selecting one of the following options:

- Sunday Morning Yoga on the Terrace (Smoothie Bar and Branded Towel)
- Wacubo Volunteer Kentucky Derby Viewing Party - Saturday
- New to WACUBO Event

BRONZE SPONSOR – \$10,000*

Benefits

- One Complimentary Full Conference Registration
- Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)

Package these great perks with the featured opportunity of your choice by selecting one of the following options:

- **Present a Business Partner Session with a WACUBO Member Institution**
- **Conference WiFi** – 1 Available
- **Attendee Welcome Bag** – 1 Available
- **Branded Conference Water Bottle** – 1 Available

COPPER SPONSOR – \$8,000*

Benefits

- One Complimentary full conference registration
- Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)

Package these great perks with the featured opportunity of your choice by selecting one of the following options:

- **Branded Conference Fan**
- **Souvenir Pins** – 1 Available

**Add a booth for only \$3,500*



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 Services Center.

For Conference Details and Business Partner Prospectus Please Visit

<https://www.wacubo.org/2026-annual-conference-business-partner-information>

Payment Options

- Check, by mail—WACUBO, 500 Discovery Parkway, Suite 125, Superior CO 800273
- Credit card, online or over the phone—(720) 616-4150

Questions? Email BPSponsor@wacubo.org or call (720) 616-4150

WACUBO Tax ID: 68-0380952

Business Partner Committee

Travis Ball, Nichol Luoma, Dean Calvo, Celeste Day-Drake, and Ann Rodriguez



Women's Leadership Forum

February 2-4, 2026 | Colorado Springs, CO

Join WACUBO at the Polaris Hotel in Colorado Springs CO. Please join us for an opportunity to expand your knowledge and network with peers from all over the West and Pacific Islands.

Women in mid-career positions who aspire to further advance their roles in higher education are encouraged to attend this professional development forum. Meet with successful leaders in higher education and participate in activities designed to build the skills necessary to continue career advancement.

Business Partner Sponsorship Opportunities	PLATINUM \$8,000	GOLD \$5,000	SILVER \$2,500
Sponsorship of Keynote Speaker and Welcome Happy Hour Reception	✓		
Sponsorship of Preconference Workshop	✓		
Host of Two Breakfasts		✓	
Host of One Lunch and a Networking Snack Break		✓	
Moderate a General Session Panel		✓	
Provide a BP Session (3) Available			✓
Rotating Banner on WACUBO Website	✓	✓	✓
Conference Attendee List, Branding/Logos in Marketing Materials and Communications; Event Signage and Printed Materials	✓	✓	✓

Conference Schedule

MONDAY – FEBRUARY 2, 2026

- Preconference Workshop
- Welcome Reception

TUESDAY – FEBRUARY 3, 2026

- Welcome and Keynote
- Sessions 1, 2, 3, 4 and 5
- Dinner on Your Own

WEDNESDAY – FEBRUARY 4, 2026

- Sessions 6 and 7
- Forum Closeout

WOMEN'S LEADERSHIP FORUM | February 2-4, 2026

ANNUAL CONFERENCE | May 3-6, 2026

BUSINESS MANAGEMENT INSTITUTE | August 2-6, 2026

PROFESSIONAL DEVELOPMENT WORKSHOPS | Dates and locations vary



WACUBO
LAS VEGAS
Winning Strategies
May 3-6, 2026

WACUBO

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