

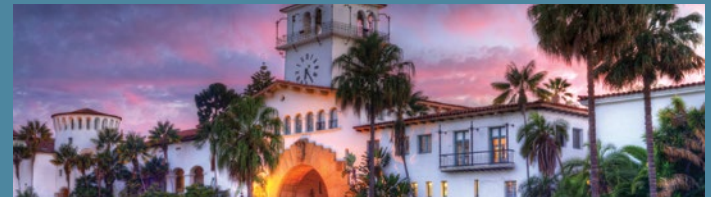
WACUBO

Western Association of College and University Business Officers
Business Partner Prospectus | 2019-20

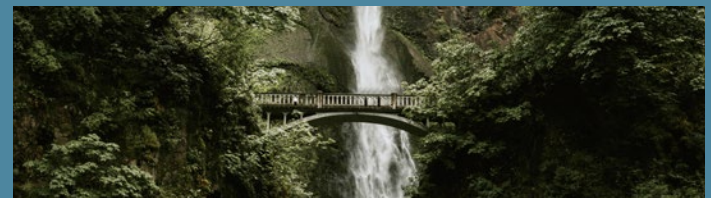


WACUBO
LAS VEGAS
WINNING COMBINATIONS
APRIL 26-29, 2020

WACUBO Annual Conference | Las Vegas, NV



Business Management Institute | Santa Barbara, CA



Professional Development Workshops | Various Locations



Leadership Symposium | Scottsdale, AZ

WHY WACUBO?

4 Good Reasons to Go WACUBO

- 1. EXPAND YOUR BRAND.** With over 10,000 professionals from 350+ 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. STRETCH YOUR MARKETING BUDGET.** Take advantage of our Power Boost Program and with an investment commitment of \$35,000 or higher, earn additional exposure opportunities at the WACUBO event of your choice.
- 4. YOUR COMPETITION IS HERE.** Simply put, **can you afford not to be here?**



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'S PREMIER EVENT

Annual Conference

April 26-29, 2020 | Over 650 attendees | Las Vegas, NV

WACUBO

LAS VEGAS

WINNING COMBINATIONS

APRIL 26-29, 2020



WELCOME TO LAS VEGAS



ANNUAL CONFERENCE

April 26-29, 2020 | Over 650 attendees | Las Vegas, NV



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 2020 to be **our largest 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.

SHOWCASE 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



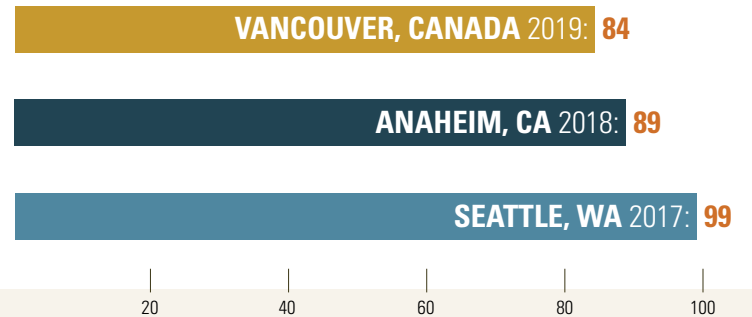
- **CFO/VP/VICE CHANCELLOR** – 20.4%
- **AVP/AVC (NON-FINANCE)** – 2.7%
- **CONTROLLER, OR EQUIVALENT** – 9.4%
- **DIRECTOR** – 24.9%
- **MANAGER/OFFICER** – 23%
- **ACCOUNTANT/ANALYST** – 11.8%
- **OTHER** – 7.8%

AREA OF WORK

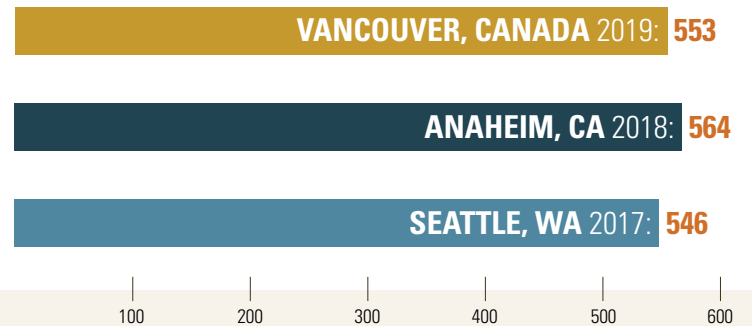


- **BUSINESS & ADMIN OFFICE, CENTRAL ADMINISTRATION** – 46.7%
- **BUSINESS & ADMIN OFFICE, ACADEMIC/DEPARTMENT UNIT** – 31.3%
- **BUDGET, PLANNING OR INSTITUTIONAL RESEARCH** – 9.9%
- **FACILITIES** – 2.5%
- **HUMAN RESOURCES** – 2.4%
- **OTHER** – 7.2%

NUMBER OF INDIVIDUALS WITH CBO/VP TITLE



NUMBER OF ATTENDEES



Annual Conference Preliminary Event Schedule

SUNDAY | APRIL 26

- 8:00–6:00 PM Business Partner Registration
- 8:00–4:00 PM Exhibit Hall Move-In
- 9:00–12:00 PM Pre-Conference Workshop
- 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 and Dinner

MONDAY | APRIL 27

- 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
- 4:00–4:45 PM Business Partner “Thank You” Reception
- 5:00–6:00 PM Business Partner Showcase Wine & Cheese Reception
- 6:30–8:30 PM Dinner on Your Own
- 8:30–11:00 PM Sweets in the Suite

TUESDAY | APRIL 28

- 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 Dinner on Your Own
- 8:30–11:30 PM WACUBO After Dark

WEDNESDAY | APRIL 29

- 8:00–8:45 AM Breakfast Buffet
- 8:45–10:00 AM General Session III
- 10:15–11:30 AM Keynote Session III
- 11:30–12:00 PM Closing Remarks



Las Vegas Mob Museum

OPENING EVENT RECEPTION & DINNER

Join WACUBO at our opening night event at the Las Vegas Mob Museum. The museum’s exhibits tell stories through multi-media installations that chronicle the history of organized crime in Las Vegas and the United States.

More about Sponsorship Opportunities at our **LAS VEGAS 2020 OPENING EVENT RECEPTION & DINNER** See Page 19

Sweets in the Suite

A WACUBO TRADITION

Scheduled after the Monday dinner hour, meet-up with our members and colleagues for desserts, hot beverages, and after-dinner bar drinks.

WACUBO After Dark

Connect with your colleagues at a fun filled after party with live band, dancing, after-dinner bar, hot beverages, and snacks.

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:

- 8'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 largest Business Partner Showcase yet!

ADDITIONAL OPTIONS

COST

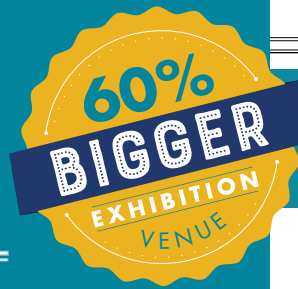
Showcase Exhibit Booth	\$3,195
Additional Full Conference Registration	\$925
Additional Showcase – Only Registration	\$425
Upgrade to Full Conference Registration from Showcase – Only Registration	\$500
One-Day Pass (Sun., Mon., or Tues.)	\$400



Exhibit Hall

red rock

CASINO · RESORT · SPA
Las Vegas



- 7200 ft² of Exhibit Space
- 81-8'x10' Exhibit Booths Available
- Over 650 Member Attendees

NEW FOR LAS VEGAS 2020!

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

Talk about WINNING COMBINATIONS!

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).

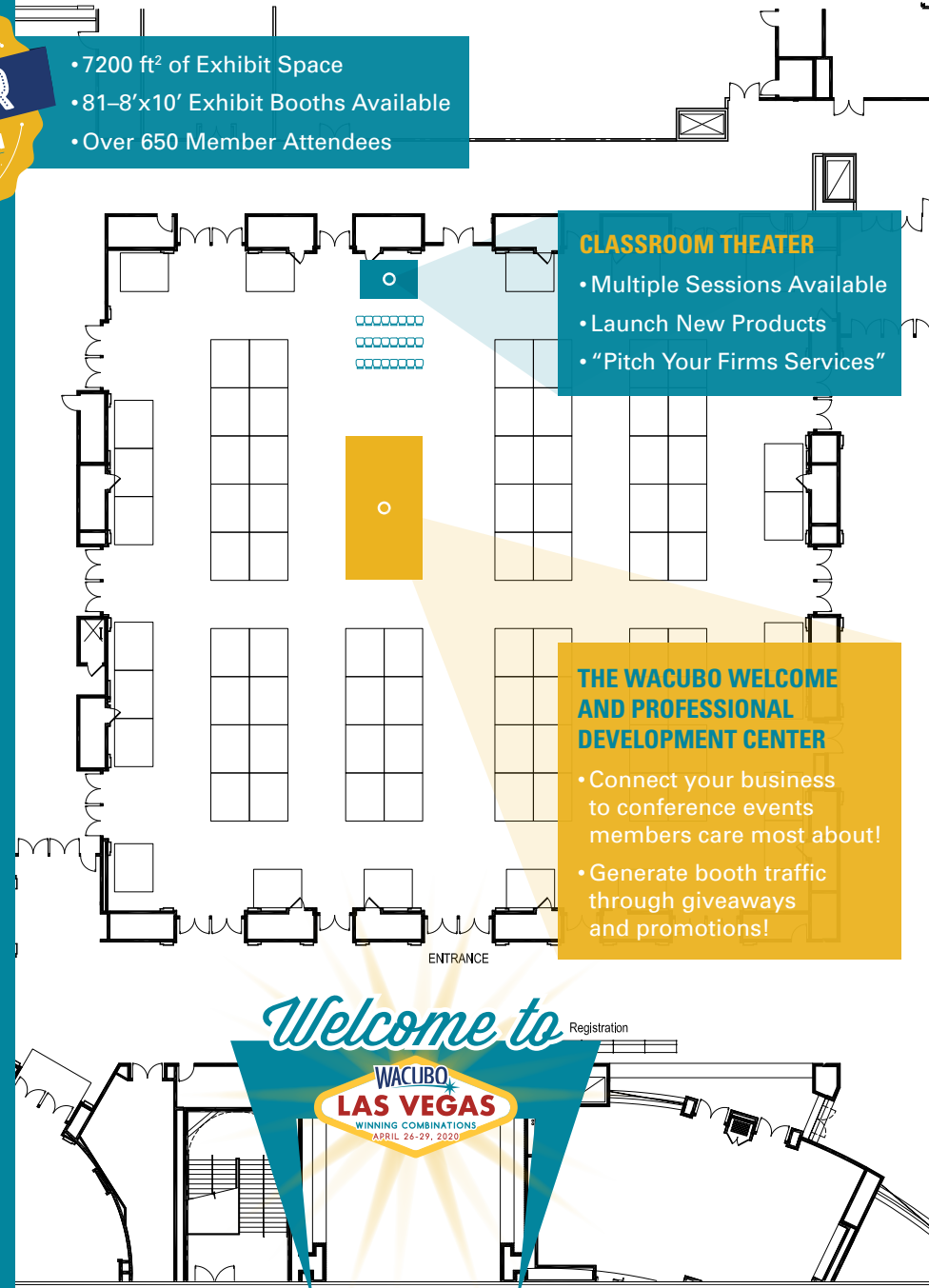
Designed to drive additional traffic into the SHOWCASE, our new WACUBO Welcome Center, coupled with our existing exhibit hall, hospitality events, SHOWCASE Classroom program, and prize giveaways are sure to generate membership traffic into the WACUBO SHOWCASE and to your exhibit booth!

CLASSROOM THEATER

- Multiple Sessions Available
- Launch New Products
- "Pitch Your Firms Services"

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

Booth Assignment

Booth assignments are carefully considered with priority given to early registrants and overall history of participation. Every effort is made to accommodate business partner requests regarding proximity to other Showcase participants.

Cancellation Policy

Refunds will be considered, provided a cancellation is received by February 28, 2020.

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

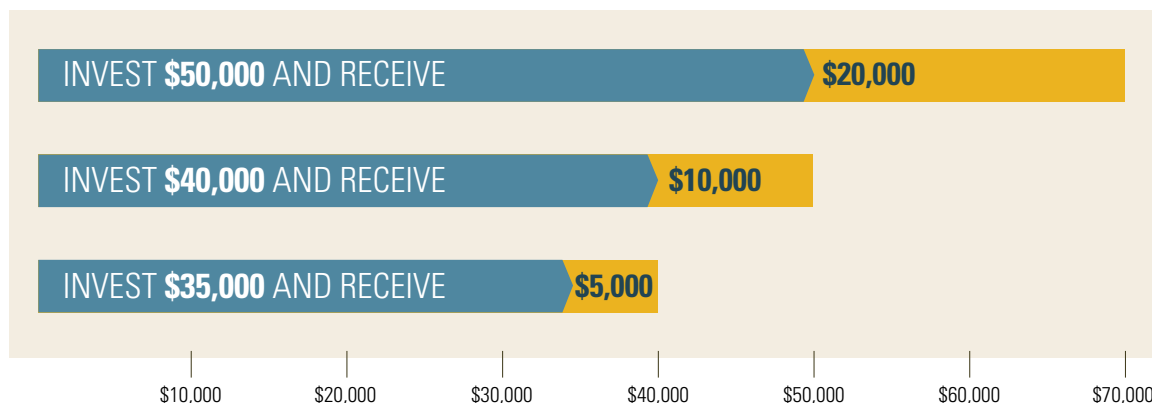
Showcase Participants are encouraged to plan drawings or provide takeaway items. If you make arrangements at the Business Partner Showcase Registration booth, we will be happy to handle these drawings and give you the recognition. Also, please feel free to inquire about sponsorship of one of the prizes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



POWER BOOST

Stretch your marketing budget even further with WACUBO's unique Power Boost Program.

Make a \$35,000 or larger investment through WACUBO sponsorship levels, additional staff registration, and/or special event sponsor opportunities to earn even more exposure for your brand:



Use your Power Boost dollars as cash and select the marketing opportunities that appeal most to you at the WACUBO event of your choice.

To participate in the Power Boost Program, business partners must pay cash. Gifts of in-kind services or products are not eligible to participate in this program. Marketing opportunities are subject to final approval by the program event chair.

Please contact your relationship manager for further information on the Power Boost Program.

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

Leverage Your **Power Boost** Dollars Across Any WACUBO Event of Your Choice



Annual Conference

TYPE OF RECOGNITION	TITANIUM \$35,000	PLATINUM \$30,000	GOLD \$25,000	PALLADIUM \$20,000	SILVER \$15,000	BRONZE \$10,000	NICKEL \$7,500	COPPER \$5,000	IRON \$3,500
Priority Advance Booth Selection for 2021 Annual Conference (before 8/31/2020)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in Event Marketing and Communications (deadlines and content guidelines apply)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Conference Attendee List	✓	✓	✓	✓	✓	✓	✓	✓	✓
30-Minute Presentation in Showcase Classroom OR Concurrent Session Sponsorship								✓	
Complimentary Annual Conference Registration	3	2	2	2	1	1			
Membership Appreciation Luncheon						✓			
General Session Intro/Branding (Tues./Wed.)					✓				
Invitation(s) to the President's Dinner (if payment is received by 3/1/2020)	✓	✓	✓	✓					
Complimentary Booth in Business Partner Showcase	✓	✓	✓	✓					
VIP Keynote Intro Session (Wed.) OR General Session Intro/Branding (Mon.)				✓					
Place Your One-Piece Insert in Attendee Conference Bags	✓	✓	✓						
Sponsorship Recognition at Keynote Address	✓	✓	✓						
VIP Reception with Key Decision Makers Your Firm Invites	✓	✓							
VIP Keynote Speaker Access and Introduction	✓	✓							
Concurrent Session Program OR VIP Keynote Intro and Reception (Tues.)		✓							
Rotating Banner on WACUBO Website Throughout Year	✓								
Concurrent Session Program OR VIP Keynote Intro and Reception (Mon.)	✓								

Annual Conference Sponsorship Options

TITANIUM SPONSOR – \$35,000

Benefits

- VIP Keynote Speaker Access and Introduction or Concurrent Session Program
- Rotating Banner on the WACUBO Website Throughout Year
- Complimentary Exhibit Booth Space in the 2020 Las Vegas WACUBO Showcase!
- Sponsorship Recognition at Keynote Address
- Place Your One-Piece Insert in Attendee Conference Bags
- Includes (3) Complimentary Full Annual Conference Registrations
- Invitations to the Exclusive President's Dinner
- Conference Attendee List
- Opening Evening Event at the Las Vegas Mob Museum (1)
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*

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

Concurrent Session Program (Monday) – 6 available

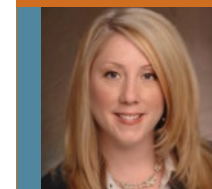
Be an integral part of our 2020 WACUBO conference program on Monday by presenting a concurrent session on the topic of your choice. Either by a panel or single speaker, this is the ultimate opportunity for face-to-face engagement with WACUBO members.

VIP Keynote Intro and Reception (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. Also included is a hosted VIP reception with key decision-makers invited by 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



PLATINUM SPONSOR – \$30,000

Benefits

- Complimentary Exhibit Booth Space in the 2020 Las Vegas WACUBO Showcase!
- Place Your One-Piece Insert in Attendee Conference Bags
- Includes (2) Complimentary Full Annual Conference Registrations
- VIP Keynote Speaker Access and Introduction!
- Sponsorship Recognition at Keynote Address!
- Invitations to the Exclusive President's Dinner
- Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*

Package these great perks with this featured opportunity:

Concurrent Session Program (Tuesday) – 6 available

Platinum level sponsor affords your firm the opportunity to support and participate in WACUBO at close to the highest level. This includes a concurrent session topic of your choice on Tuesday of the 2020 WACUBO conference program. Whether it be a panel or a single speaker representing your firm, this is the ultimate opportunity for face-to-face engagement with WACUBO members. This opportunity is promoted through signage, via the WACUBO mobile app, and other assorted conference marketing and communications strategies.

GOLD SPONSOR – \$25,000

Benefits

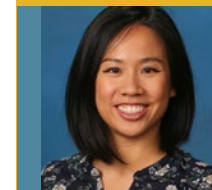
- Complimentary Exhibit Booth Space in the 2020 Las Vegas WACUBO Showcase!
- VIP Keynote Speaker Access and Introduction!
- Sponsorship Recognition at Keynote Address!
- Place Your One-Piece Insert in Attendee Conference Bags
- Includes (2) Complimentary Full Annual Conference Registrations
- Invitations to the Exclusive President’s Dinner
- Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*

Package these great perks with this featured opportunity:

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 Tuesday and speak a little bit about your firm. Your company’s logo and branding will also appear on signage throughout the event space.



“ *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*



PALLADIUM SPONSOR – \$20,000

Benefits

- Complimentary Exhibit Booth Space in the 2020 Las Vegas WACUBO Showcase!
- Includes (2) Complimentary Full Annual Conference Registrations
- Invitations to the Exclusive President’s Dinner
- Conference Attendee List
- Recognition in Conference Marketing & Communications *(deadlines and content guidelines apply)*
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*

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

- **General Session Intro/Branding** (Monday) – 1 Available
- **VIP Keynote Intro and Reception** (Tuesday) – 1 Available



SILVER SPONSOR – \$15,000

Benefits

- Includes (1) Complimentary Full Annual Conference Registration
- Conference Attendee List
- Recognition in Conference Marketing & Communications *(deadlines and content guidelines apply)*
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*

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

- **General Session Intro/Branding** (Tuesday/Wednesday) – 2 Available
- **Opening Event** (Sunday) – 1 Available

This year’s event will be taking place at MOB MUSEUM *(Be sure to inquire about unique additional sponsorship opportunities for Opening Event at the MOB MUSEUM).*



BRONZE SPONSOR – \$10,000

Benefits

- Conference Attendee List
- Recognition in Conference Marketing & Communications *(deadlines and content guidelines apply)*
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*
- Complimentary Full-Conference

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

- **Registration** (1)
- **President's Dinner** – 1 Available
- **Wireless and Network Services** – 1 Available
- **Volunteer Appreciation Lunch** (Monday) – 1 Available
- **President's Reception & Toast** (Tuesday) – 1 Available
- **WACUBO After Dark** – 1 Available
- **Attendee Welcome Bag** – 1 Available
- **Member Appreciation Luncheon** (Tuesday) – 1 Available

NICKEL SPONSOR – \$7,500

Benefits

- Conference Attendee List
- Recognition in Conference Marketing & Communications *(deadlines and content guidelines apply)*
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*

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

- **Conference Water Bottle** – 1 Available
- **Banner Ad in Conference App** – 3 Available
- **Wine and Cheese Reception** – 1 Available
- **Showcase Opening Event & Kickoff Social** – 1 Available





COPPER SPONSOR – \$5,000

Benefits

- Conference Attendee List
- Recognition in Conference Marketing & Communications *(deadlines and content guidelines apply)*
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*

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

- **Charging Stations** – 4 Available
- **Conference Lanyard** – 1 Available
- **Conference Writing Pen** – 1 Available
- **Brand a Concurrent Session** – 20 Available
- **Cyber Café** – 1 Available
- **Showcase Classroom Presentation** – 3 Available
- **Souvenir Pins** – 1 Available

IRON SPONSOR – \$3,500

Benefits

- Conference Attendee List
- Recognition in Conference Marketing & Communications *(deadlines and content guidelines apply)*
- Priority Advance Booth Selection for 2021 Annual Conference *(before 8/31/2020)*

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

- **Attendee Breakfast Buffet** – 3 Available
- **Dessert Reception** – 2 Available
- **Refreshment Break** – 2 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



TITLE SPONSOR OF THE GOLF EVENT

GOLF TOURNAMENT

Join us on Sunday, April 26th for a morning of golf at **Bear's Best Country Club and Golf Course**, voted "Best Golf Course in Las Vegas" by the Las Vegas Review Journal.



**Bear's Best
Las Vegas**

Bear's Best provides you with a unique golf experience that brings together 18 of legendary golf professional Jack Nicklaus' favorite holes-into-one Las Vegas golf course. With an 8:00 AM shotgun start, join us for a day of fun and take your best shot at Bear's Best \$10,000 hole-in-one challenge and compete for other team prizes in a 4-person modified scramble format. Start your Sunday morning with a continental breakfast, enjoy a fun round of golf, followed by an awards luncheon. Business Partners registration is \$200. **For more information on Bear's Best Country Club and Golf Course, [click here](#).**

Funding Opportunities

- **PRO SHOP GIFT CERTIFICATES**
Provide *WACUBO members only* a \$50 gift certificate that can be applied to any purchase in the Pro Shop.
- **GOLFER'S WELCOME BAG**
Provide *all golfers* with a welcome bag with golf balls, tees, engraved logo bag tags and other golf related items, depending on the amount of funding provided.
- **CLOSEST TO THE PIN PRIZES**
Provide prizes for "Closest to the Pin" contests.
- **BEVERAGE CART**
Provide *all golfers* with drink tickets that can be used to purchase refreshments from the roving Beverage Cart.

OPENING EVENING EVENT SPONSORSHIP

2020 Annual Conference Opening Evening Event World Famous Las Vegas Mob Museum

Make the first impression at this years Roarin' 20s opening evening event.

Connect your brand with the excitement of the 2020 conference kick-off in one of our most unique venues to date. Benefit from one of the best ways to show your commitment to WACUBO members and a successful conference, be our Opening Evening Event sponsor.

Benefit from one of the best ways to show your commitment to WACUBO members and a successful conference, be an Opening Evening Event sponsor.



Titanium Level Business Partner Opportunity

SPEAKEASY DISTILLERY

- **Signature cocktail**, custom-designed for the evening
- **Table tent in the distillery**
- **"Secret" room** for a private VIP gathering
- **Multiple screens** for WACUBO and Business Partner branding

DIGITAL SCREENS THROUGHOUT MUSEUM

- **3 screens** in the Museum lobby and screens in elevators
- **Vertical screen** right next to the Courtroom bar (43" corner to corner)

LINEUP PLACARDS

- **Customize the placards** (about 5" x 11") with **Business Partner logo** – a lasting memory as members take fun individual and group member pictures in the lineup exhibit.

DINNER SPONSORSHIP

- **Table tents** and **monument signs** attributing the opening event, dinner, and transportation to your firm

**Opening Evening Event
Sponsorship includes all
Titanium sponsor Level Benefits**

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

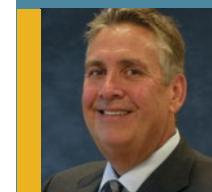
Aramark
Barclays
Chartwells Higher Education Dining Services
George K. Baum & Company
Moody's Investors Service
US Bank

SHOWCASE PARTICIPANT

Alliance Global Assistance
Another Source
Apogee
Armanino LLP
A'viands
BankMobile Disbursements
BBA Solutions
BlackLine
California State University, Dominguez Hills
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
Triebel 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
President,
The PFM Group

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.

CLICK HERE TO SIGN UP TO BE A BUSINESS PARTNER NOW!

For Conference Details and Business Partner Prospectus

please visit <http://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**

Cory Brown, *Scripps College*

Dean Calvo, *Scripps College**

Teresa Costantinidis, *University of New Mexico*

Celeste Day-Drake, *Scripps College**

Lisa Grace, *Arizona State University*

Andre Ibanez, *Scripps College**

Ted Johnson, *University of California San Diego**

Ada Korhonen, *University of Arizona**

Nichol Luoma, *Arizona State University**

Cheryl Pump, *Scripps College*

John Putnam, *Business Partner Registrar**

Pat Putnam, *Business Partner Registrar**

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.

IMMERSION EXPERIENCE WITH RISING LEADERS!

Business Management Institute

August 2-6, 2020 | 275 Attendees | Santa Barbara, CA



WACUBO  Business
Management
Institute

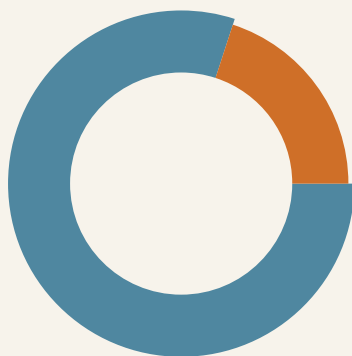
BUSINESS MANAGEMENT INSTITUTE

August 2-6, 2020 | 275 Attendees | Santa Barbara, CA

Hosted annually at the University of California at Santa Barbara, 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!

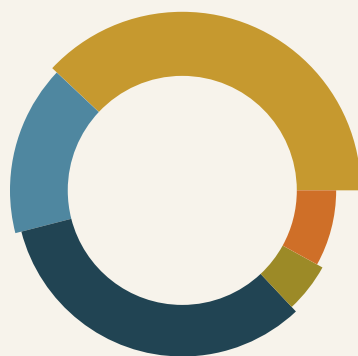
Bringing Higher Education Professionals Together for 64 Years

INSTITUTION TYPE



PUBLIC – 80%
PRIVATE – 20%

TITLE OF ATTENDEE



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



Preliminary Event Schedule

SUNDAY | AUGUST 2

4:00–7:00 PM	Registration
5:30–6:30 PM	First-Timer Orientation
6:30–9:30 PM	Reception and Dinner

MONDAY | AUGUST 3

8:30–9:45 AM	General Session I
10:15–12:00 PM	Track Sessions
12:00–1:30 PM	Lunch
1:30–5:00 PM	Track Sessions
6:00–7:45 PM	Picnic at the Beach

TUESDAY | AUGUST 4

8:30–12:00 PM	Track Sessions
12:00–1:30 PM	Lunch
1:30–3:15 PM	Electives & Track Sessions

WEDNESDAY | AUGUST 5

8:30–12:00 PM	Track Sessions
12:00–1:30 PM	Lunch
1:30–3:15 PM	Electives & Track Sessions
3:45–5:00 PM	General Session II
6:00–8:45 PM	Fiesta Night

THURSDAY | AUGUST 6

8:30–11:30 AM	Track Sessions
11:30–12:00 PM	Certificate Presentation

2020 Business Management Institute

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 Dec. 31, 2019	✓	✓	✓	✓	
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			
Opening Reception & Dinner	✓	✓			
Closing Fiesta Night	✓	✓			
Rotating Banner on WACUBO (BMI Section of Website) Throughout Year	✓	✓	✓		

Invest in BMI & Invest in Your Staff

BRONZE BMI Sponsorship includes registration for one of your Rising Leaders to attend the BMI Track-your-organization sponsors.



TARGET YOUR NICHE AUDIENCE!

Professional Development Workshops

60-100 Attendees Per Event | Various Locations

WACUBO  Professional
Development
Workshops

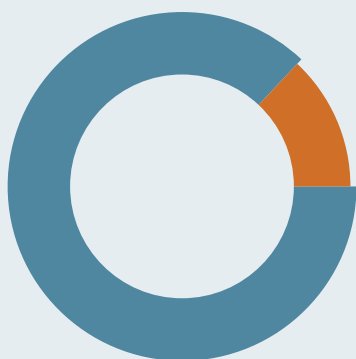
PROFESSIONAL DEVELOPMENT WORKSHOPS

60-100 Attendees Per Event | Various 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.

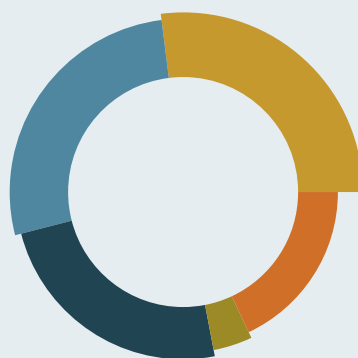
Target Your Niche Audience!

INSTITUTION TYPE



PUBLIC – 87%
PRIVATE – 13%

TITLE OF ATTENDEE



ANALYST – 27% **VP** – 4%
DIRECTOR – 27% **OTHER** – 18%
MANAGER – 24%



Upcoming Workshops

Predictive Analytics & Data Visualization
January 2020 (San Diego)

Leadership Symposium
February 2020 (Scottsdale)

Workshop Series
March 16-20, 2020 (Honolulu)

3Cs of Budgeting
September 2020 (Salt Lake City)

Coach Approach
October 2020 (Portland)

Predictive Analytics & Data Visualization
November 2020 (Sacramento/San Jose)

Workshop Sponsorships

TYPE OF RECOGNITION	NICKEL \$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)	✓

Consider giving your Sponsorship a **POWER BOOST**
See Page 10

VISIONARY DECISION MAKERS ARE HERE

Leadership Symposium

February 19-21, 2020 | 125 Attendees Per Event | Scottsdale, AZ



WACUBO  Professional
Development
Workshops

LEADERSHIP SYMPOSIUM

February 19-21, 2020 | 125 Attendees | Scottsdale, AZ

WACUBO Leadership Symposiums bring together the best-of-the-best in up and coming higher education business professionals. Take the opportunity to get in front of the visionary leaders and decision makers of colleges and universities of the future.

Grow Your Relationship with Leaders of the Future

WOMEN'S LEADERSHIP FORUM

2019: 123

LEADERSHIP SYMPOSIUM

2018: 74

WOMEN'S LEADERSHIP FORUM

2017: 104

50

100

150

WACUBO Leadership Symposium Offers Four Custom Built Sponsorship Packages to Maximize Your Marketing Goals

Contact your Relationship Manager to select your opportunities today!



WACUBO IS REACHING FURTHER!

Look for sponsor opportunities in our WACUBO Women's Leadership Forum coming in 2021!

GES CUSTOMER SERVICE



GES is proud to be the show manager and transportation provider for the Western Association of College and

University Business Officers. We, at GES, are here to assist you with any services, questions or concerns with getting your freight to and from the Red Rock Resort in Las Vegas.

LOGISTICS SERVICES – GES provides logistics services (transportation) so we can be a one-stop shop for your shipping needs including inbound and outbound transportation requirements. You are welcome to use a transportation provider of your choice, but you will have to make the arrangements for them to deliver and pick up your shipment at the end of the show. Shipments not picked up before the conclusion of move out will be deemed STRANDED FREIGHT, and GES will take the shipments back to our Advance Warehouse where they will be held until your carrier comes to pick them up. Charges will apply for any STRANDED FREIGHT.

If you are using another carrier, make sure you complete a GES Bill of Lading (BOL) and turn it into the GES Service Desk prior to leaving, otherwise GES will not be able to release your freight to your appointed carrier.

ADVANCED WAREHOUSING – GES will store your freight complimentary for up to 30 days prior to the show in our advance warehouse. Freight stored at our Las Vegas facility will be delivered to the show floor during the GES assigned contractor move in period. Other carriers will be allowed to deliver your freight to the venue only during the designated exhibitor move in timeframe.

GES is here to assist you with anything you may need for exhibiting at the WACUBO Annual Conference. Should you have any questions about shipping your freight or any other equipment or services you need, please contact the GES National Servicer at (800) 475-2098, or you can chat with us at www.ges.com/chat.

GES is looking forward to seeing you in Las Vegas.

Jeff Long | Account Manager
Direct (775) 332-7028 | Fax (775) 322-8912
Mobile (775) 745-7046 | Email jlong@ges.com

LEADERSHIP SYMPOSIUM | February 19-21, 2020

ANNUAL CONFERENCE | April 26-29, 2020

BUSINESS MANAGEMENT INSTITUTE | August 2-6, 2020

PROFESSIONAL DEVELOPMENT WORKSHOPS | Dates and locations vary



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