

The background of the entire graphic is a vibrant aurora borealis in shades of green and blue, with a dark blue night sky filled with stars. In the foreground, there are silhouettes of mountains, a city skyline with several buildings, and two bears walking on a rocky outcrop. The text is overlaid on this scene.

WACUBO

ANCHORAGE

MOUNTAINS OF OPPORTUNITY

MAY 23-26, 2021



WELCOME TO **ANCHORAGE**

ADVENTURE, WILDLIFE & WILDERNESS!

In Anchorage you can see it all! Reel in monster salmon, soar over North America's tallest peaks, raft wild rivers, watch glaciers calve in a thunderous roar, pan for gold at a real mine or find solitude at a remote Alaskan lodge. With 1,500 resident moose, as well as eagles, salmon, Dall sheep and beluga whales, this city is wild in all the right ways. With Anchorage's surprising complement of high-end eateries, world class museums and art galleries, you can be certain that your stay will be enjoyable and unforgettable.

The "Mountains of Opportunity" are endless at a variety of downtown accommodations and the conference exhibitor space is expansive at the Dena'ina Civic and Convention Center.

WACUBO Anchorage will be your best opportunity to connect with higher education decision-makers all year!

**FEATURE YOUR
BUSINESS AT**



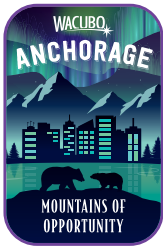


WHY WACUBO?

As the premier provider of professional development and networking for higher education business officers in the west, WACUBO offers an opportunity for you to reach everyone you need to in one place at one time: the WACUBO Annual Conference. Your products, services and industry knowledge contribute to the “Mountains of Opportunity” WACUBO members seek in professional development, trends and best practices.

4 GOOD REASONS TO GO TO 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. 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?**



WACUBO'S PREMIER EVENT

ANNUAL CONFERENCE AT A GLANCE

MAY 23-26, 2021 | OVER 650 ATTENDEES | ANCHORAGE, AK

ACTIVITIES | EVENTS | NETWORKING

SUNDAY, MAY 23

Business Partner Showcase Opening & Kickoff Social
Pre-Conference Workshops
Concurrent Sessions 1
Opening Reception and Dinner

MONDAY, MAY 24

Keynote 1, General 1 and Concurrent 2 & 3 Sessions
Business Partner Showcase, Refreshment Break, Dessert,
Thank You Reception, Wine & Cheese Event

TUESDAY, MAY 25

Business Partner Breakfast
Keynote 2, General 2 and Concurrent 4 & 5 Sessions
Business Partner Showcase, Refreshment Break, Dessert

WEDNESDAY, MAY 26

Keynote 3 and General 3 Sessions

Who Attends WACUBO

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%

Data from 2019 WACUBO Annual Conference

Number of Individuals with CBO/VP Title

Vancouver, Canada – 2019	84
Anaheim, CA – 2018	89
Seattle, WA – 2017	99

ANCHORAGE | 2021 ANNUAL CONFERENCE SPONSORSHIP

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	4	3	3	3	1	1			
Complimentary Annual Conference Showcase Only Registration	1	1	1	1					
Membership Appreciation Luncheon							✓		
General Session Intro/Branding (Tues./Wed.)					✓				
Invitation(s) to the President's Dinner (if payment is received by 3/1/2021)	✓	✓	✓	✓					
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.)	✓								

Please email Dean Calvo, 2021 Business Partner Steering Committee Chair at dcalvo@scrippscollege.edu for more information.

Connecting You With Key Decision-Makers

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

SHOWCASE OPTIONS

COST

2021 Showcase Exhibit Booth	\$3,195
Additional Full Conference Registrations	\$925
Additional Showcase – Only Registrations	\$425
Upgrade to Full Conference Registration from Showcase – Only Registration	\$500
One-Day Pass (Sunday, Monday, or Tuesday)	\$400

Contact us today to register for the Anchorage 2021 Annual Conference!

DEAN CALVO | (909) 621-8211 | dcalvo@scrippscollege.edu

PAT PUTNAM | (858) 382-9307 | poliver@sandiego.edu

WACUBO OFFICE | (206) 209-5267 | office@WACUBO.org

GES is a preferred provider of event marketing and transportation services for WACUBO and many of our Business Partners.

JOIN 80 PLUS BUSINESS PARTNERS AT **WACUBO'S BUSINESS PARTNER SHOWCASE!**




REGISTER TODAY!


For those of you who contributed to the recently cancelled annual conference in Las Vegas, please consider redirecting your commitment to 2021 Anchorage. It is sure to provide “Mountains of Opportunity” to reconnect with college and university business officers in the west!

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 START THE PROCESS NOW!](#) —————

PAYMENT OPTIONS

 **CHECK, BY MAIL**
WACUBO | 2150 N 107th Street, Suite 205, Seattle, WA 98133

 **CREDIT CARD, OVER THE PHONE** | (206) 209-5267

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

WACUBO Tax ID: 68-0380952



2021 EXHIBITOR SPECIAL

COMPLETE ANCHORAGE
SHOWCASE EXHIBIT BOOTH

ONLY **\$3195**

BUSINESS MANAGEMENT INSTITUTE | August 2-6, 2020

ANNUAL CONFERENCE | May 23-26, 2021

WORKSHOPS | Dates and locations vary