WACUBO

Vancouver | 2019

Western Association of College and University Business Officers

Business Partner Prospectus | 2018-19

Professional Development Workshops – Various Locations

Business Management Institute – Santa Barbara, CA

WHY WACUBO?

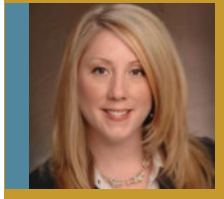
4 Good Reasons to Go WACUBO

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 a sponsorship 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.

"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

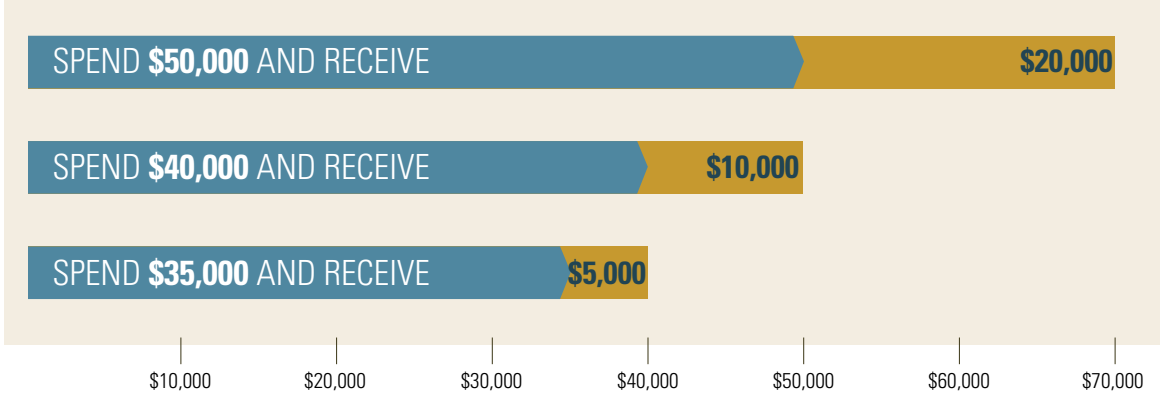
POWER BOOST

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

Make a $35,000 or larger investment in WACUBO sponsorship and earn additional exposure for your brand.

- With a $35,000 sponsorship, get a $5,000 Power Boost
- With a $40,000 sponsorship, get a $10,000 Power Boost
- With a $50,000 sponsorship, get a $20,000 Power Boost

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.

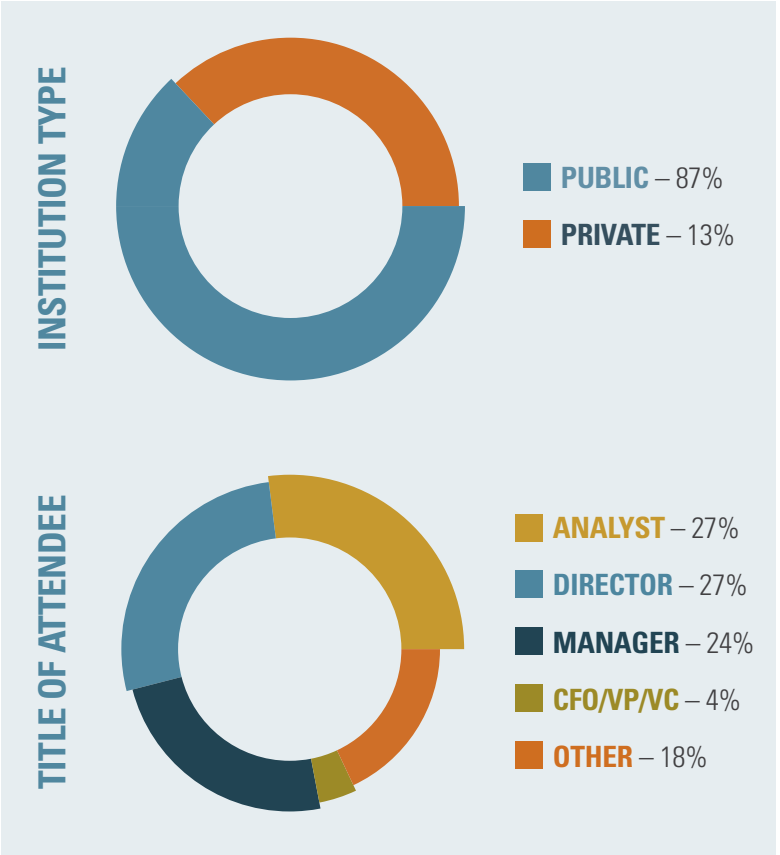
TARGET YOUR NICHE AUDIENCE!

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.

ATTENDEE PROFILE



WACUBO Professional Development Workshops

Upcoming Workshops

Pacific Rim Series
February 2018 (Honolulu)

Budgets and Negotiation
August 2018 (Portland)

UABO/Grants Management
September 2018 (San Diego)

Predictive Analytics and Data Visualization
October 2018 (Salt Lake City)

Higher Education Accounting and Reporting – Beyond the Basics
November 2018 (Las Vegas)

Women's Leadership Forum
February 2019 (Phoenix)

Workship 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)	✓

IMMERSION EXPERIENCE WITH RISING LEADERS!

WACUBO Business Management Institute

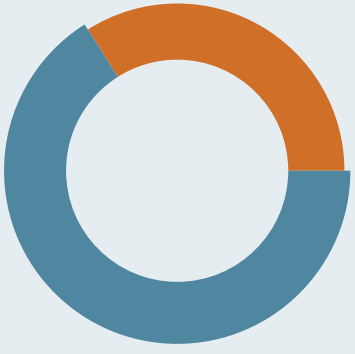
Business Management Institute

August 5-9, 2018 | 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!

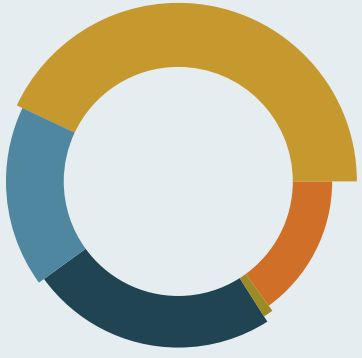
ATTENDEE PROFILE

INSTITUTION TYPE



- **PUBLIC** – 84%
- **PRIVATE** – 16%

TITLE OF ATTENDEE



- **ANALYST** – 43%
- **VP** – 1%
- **DIRECTOR** – 17%
- **OTHER** – 15%
- **MANAGER** – 24%

Preliminary Event Schedule

SUNDAY | AUGUST 5

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

MONDAY | AUGUST 6

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	Evening Activity

TUESDAY | AUGUST 7

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

WEDNESDAY | AUGUST 8

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	Evening Activity

THURSDAY | AUGUST 9

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

Business Management Institute

TYPE OF RECOGNITION	BRONZE $10,000	SILVER $15,000	PALLADIUM $20,000	PLATINUM $30,000
General Session I Intro				✓
Rotating Banner on WACUBO Website Throughout Year				✓
One-Piece Insert in Attendee Materials				✓
Opening Reception & Dinner			✓	
Closing Reception & Dinner		✓		
Participation on Program	✓			✓
Closing General Session Intro	✓			
Complimentary BMI Registrations	1	1	1	2
Conference Attendee List	✓	✓	✓	✓
Conference Publicity (event signage, on-screen recognition during general sessions, etc.)	✓	✓	✓	✓
Recognition in Event Marketing and Communications (deadlines and content guidelines apply)	✓	✓	✓	✓
First Right of Refusal for Following Year Through Dec. 31, 2018	✓	✓	✓	✓

WACUBO'S PREMIER EVENT

Annual Conference

May 5-8, 2019 | Over 650 attendees | Vancouver, BC

WACUBO's largest event is attended by every level of business officer in the region, from every functional discipline: finance, HR, IT, and facilities, just to name a few. This annual event offers high-level exposure opportunities to business partners interested in building relationships within higher education.

Preliminary Event Schedule

SUNDAY | MAY 5

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 | MAY 6

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 | MAY 7

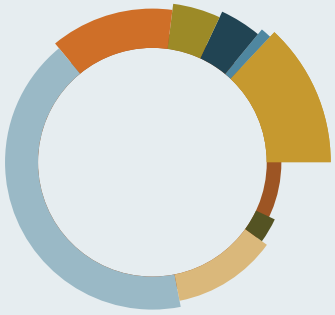
7:30–8:30 AM	Business Partner Showcase Breakfast Buffet
7:30–8:30 AM	WACUBO Business Meeting and Breakfast
7:30–3:00 PM	Business Partner Registration
8:30–9:45 AM	Keynote Session II
9:45–10:30 AM	Business Partner Showcase/ Refreshment Break
10:30–11:45 AM	Concurrent Sessions IV
11:45–1:30 PM	Member Appreciation 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 | MAY 8

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

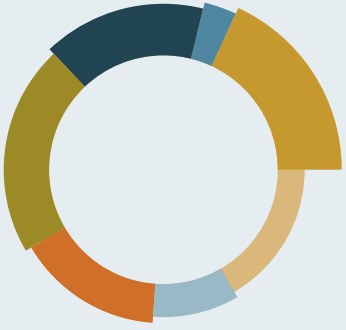
Annual Conference Attendee Profile

INSTITUTION TYPE



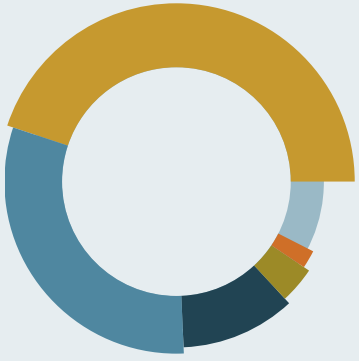
- **COMMUNITY COLLEGE** – 13.1%
- **CAREER/TECHNICAL COLLEGE** – 1.4%
- **PRIVATE**, LARGE (>19,000 FTEs) – 3.7%
- **PRIVATE**, (4,000-19,000 FTEs) – 5.1%
- **PRIVATE**, SMALL (<4,000 FTEs) – 12.6%
- **PUBLIC**, LARGE (>19,000 FTEs) – 41.6%
- **PUBLIC**, (4,000-19,000 FTEs) – 12.1%
- **PUBLIC**, SMALL (<4,000 FTEs) – 2.8%
- **OTHER** – 7.5%

TITLE OF ATENDEE



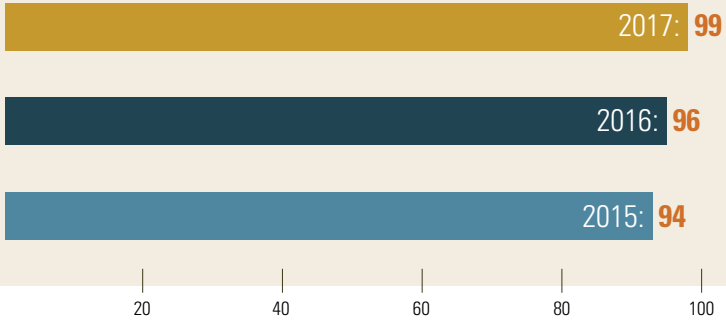
- **CFO/VP/VICE CHANCELLOR** – 18.1%
- **AVP/AVC** (NON-FINANCE) – 2.9%
- **CONTROLLER**, OR EQUIVALENT – 15.9%
- **DIRECTOR** – 21.4%
- **MANAGER/OFFICER** – 15.4%
- **ACCOUNTANT/ANALYST** – 9.5%
- **OTHER** – 16.7%

AREA OF WORK

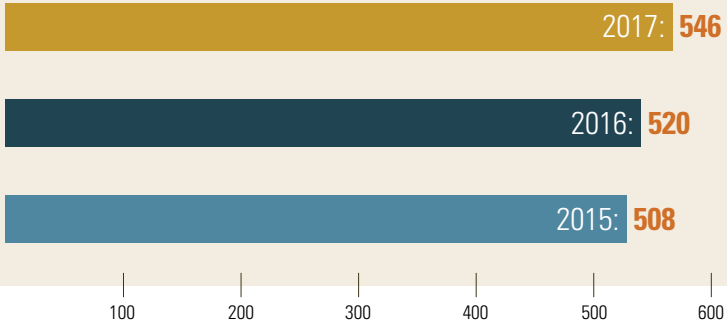


- **BUSINESS & ADMIN OFFICE**, CENTRAL ADMINISTRATION – 44.9%
- **BUSINESS & ADMIN OFFICE**, ACADEMIC/DEPARTMENT UNIT – 30.8%
- **BUDGET, PLANNING OR INSTITUTIONAL RESEARCH** – 11.2%
- **FACILITIES** – 3.7%
- **HUMAN RESOURCES** – 1.9%
- **OTHER** – 7.5%

NUMBER OF INDIVIDUALS WITH CBO/VP TITLE



NUMBER OF ATTENDEES



Annual Conference

TYPE OF RECOGNITION	IRON $3,500	COPPER $5,000	NICKEL $7,500	BRONZE $10,000	SILVER $15,000	PALLADIUM $20,000	GOLD $25,000	PLATINUM $30,000	TITANIUM $35,000
Concurrent Session Program OR VIP Keynote Intro and Reception (Mon.)									✓
Rotating Banner on WACUBO Website Throughout Year									✓
Concurrent Session Program OR VIP Keynote Intro and Reception (Tues.)								✓	
VIP Keynote Speaker Access and Introduction								✓	✓
VIP Reception with Key Decision Makers Your Firm Invites								✓	✓
Sponsorship Recognition at Keynote Address							✓	✓	✓
Place Your One-Piece Insert in Attendee Conference Bags							✓	✓	✓
VIP Keynote Intro Session (Wed.) **OR General Session Intro/Branding** (Mon.)						✓			
Complimentary Booth in Business Partner Showcase						✓	✓	✓	✓
Invitation(s) to the President's Dinner (if payment is received by 3/1/2019)						✓	✓	✓	✓
General Session Intro/Branding (Tues./Wed.)					✓				
Membership Appreciation Luncheon				✓					
Complimentary Annual Conference Registration				1	1	2	2	2	3
30-Minute Presentation in Showcase Classroom OR Concurrent Session Sponsorship		✓							
Conference Attendee List	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in Event Marketing and Communications (deadlines and content guidelines apply)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Priority Advance Booth Selection for 2020 Annual Conference (before 8/31/2019)	✓	✓	✓	✓	✓	✓	✓	✓	✓

Annual Conference Sponsorship Options

IRON SPONSOR – $3,500

Benefits

- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference (before 8/31/19)

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

Attendee Breakfast Buffet – 3 Available

Sponsor one or more of our conference breakfasts–Monday, Tuesday, and/or Wednesday–located within the Business Partner Showcase. Prominent signage will be present during the meal featuring your company's logo.

Dessert Reception – 2 Available

Help our attendees indulge their sweet tooth by sponsoring our Dessert Reception taking place the Monday and Tuesday afternoon of the conference in the Showcase area. Prominent signage will be present during the reception featuring your company's logo.

Refreshment Break – 2 Available

Ensure that attendees are energized and focused by sponsoring a refreshment break in the Showcase. Prominent signage will be present during the break featuring your company's logo.

"WACUBO has a remarkable track record of hosting thought-provoking, interactive and learning-oriented content. The setting is always designed to give attendees an opportunity to network with colleagues and exchange new ideas. Wells Fargo is delighted to be associated with this very successful conference."

Warren Guinane

Senior Vice President and Western Regional Manager, Wells Fargo Higher Education & Nonprofit Banking

COPPER SPONSOR – $5,000

Benefits

- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference *(before 8/31/19)*

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

Charging Stations – 4 Available

Help keep our attendees connected through sponsorship of one of the phone and tablet charging stations located throughout the Showcase. Each station will be branded with your company's logo and will stand throughout the entirety of the conference.

Conference Lanyard – 1 Available

If you're looking for visibility, sponsoring the conference lanyard is an excellent option. Your company's logo will be printed on the lanyard that holds our conference nametags, guaranteeing significant brand exposure throughout the conference space.

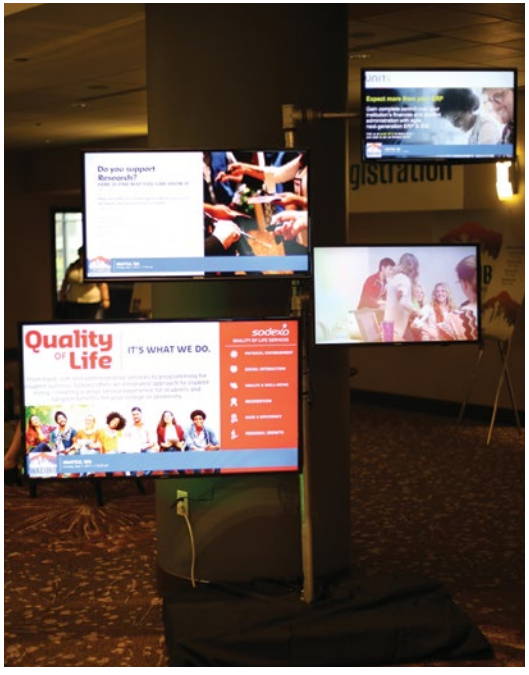
Conference Writing Pen – 1 Available

Put your brand in the hands of every conference attendee by sponsoring the conference's official writing pen. The pen, complete with your printed logo, is placed in the welcome bag each attendee receives at check in.

Brand a Concurrent Session – 20 Available

Choose one of our innovative and forward-thinking concurrent sessions to brand (session topics for branding are available on a first-come, first-served basis). This option includes the opportunities to have your logo/branding on-screen at the beginning of the session, to introduce the speaker(s), and to distribute a one-page handout to session attendees.

Copper Sponsor continued on next page.



COPPER SPONSOR – $5,000 CONTINUED

Cyber Café – 1 Available

WACUBO's Internet Café, located just outside the Showcase space, provides a quick and convenient place for attendees to check email, browse conference schedules, and print their boarding passes. Prominent signage at the location and your company's logo on the desktop of our computers are also included in this package.

Showcase Classroom Presentation – 3 Available

Requested by both business partners and WACUBO members alike, The Classroom provides your company with the opportunity to give a 30-minute presentation and engage face-to-face with conference attendees on the topic of your choice in our Business Partner Showcase. The Classroom features seating for 30 and standing room for many more. Time slots are available only when the Showcase is open. Session information will be promoted with signage around the Classroom and will also be included in the Pocket Guide distributed to conference attendees.

Souvenir Pins – 1 Available

This collectible item, uniquely made to commemorate each conference year, is a favorite takeaway among attendees. Item needs 6-week lead time and, therefore, must be sponsored by March 15, 2019.

NICKEL SPONSOR – $7,500

Benefits

- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference *(before 8/31/19)*

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

Conference Water Bottle – 1 Available

Help make the conference more eco-friendly by sponsoring our water bottles. Attendees will receive a water bottle, featuring your company's logo, in their conference welcome bag.

Banner Ad in Conference App – 3 Available

Our Smartphone App (available for free download in the iTunes and Google Play stores) is utilized more than ever by conference attendees to view schedules, download handouts, and take notes. With this opportunity, your rotating banner ad will be at the top of the landing page screen with each new log in to the app.

Wine and Cheese Reception – 1 Available

At the conclusion of a busy Monday at the conference, our attendees love to browse the Showcase with a glass of wine in hand. Sponsor this much-loved event and our attendees will thank you! Sponsorship includes prominent signage around the reception.

Showcase Opening Event & Kickoff Social – 1 Available

As our event attendees venture into the Business Partner Showcase for the first time, ensure that your company stands out amongst the crowd by sponsoring this kickoff event. Prominent signage will be placed around the Showcase featuring your branding/logo.

BRONZE SPONSOR – $10,000

Benefits

- Complimentary Full-Conference Registration (1)
- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference *(before 8/31/19)*

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

Attendee Welcome Bag – 1 Available

Anyone who's ever been to a conference knows how many things you tend to collect throughout the experience and how important it is to have something you can carry everything in. Sponsor the attendee welcome bags and your company's logo will be featured on the bag along with the WACUBO Annual Conference logo.

Member Appreciation Luncheon (Tuesday) – 1 Available

The Member Appreciation Luncheon, the conference's largest luncheon, is a chance for WACUBO to thank its membership for their contributions to the field of higher education. Sign on to be the headlining sponsor of this event and be recognized in signage throughout the space, and by welcoming members to this popular event.

Bronze Sponsor continued on next page..

BRONZE SPONSOR – $10,000 CONTINUED

President's Dinner – 1 Available

The WACUBO President's Dinner is the most exclusive event at the conference, drawing many VIPs from colleges and universities across the nation. Sponsor this event and your company will be recognized with verbal remarks, physical signage, and in printed materials at the event.

Wireless and Network Services – 1 Available

The WACUBO Annual Conference team is committed to providing reliable and accessible Wi-Fi services for conference attendees and business partners alike. Help us underwrite the cost of this endeavor through your sponsorship of this important conference element. The Wi-Fi password will be branded with your company name.

Volunteer Appreciation Lunch (Monday) – 1 Available

Help show our WACUBO volunteers just how much we value their contributions by sponsoring this lunch. Recognition includes verbal remarks and signage throughout the event space.

President's Reception & Toast (Tuesday) – 1 Available

If you're looking to brand an event at the Conference that is well attended by high-profile members, this may be just the perfect fit for you. Prominent signage featuring your company's brand will be placed throughout the event space, and you will have a brief program during which you can welcome participants.

WACUBO After Dark – 1 Available

Join your colleagues for a conference ending late night dance party. Food and beverages, along with a fantastic cover band performing your favorite hits, as well as providing tunes for karaoke, will be highlights of this annual event.

SILVER SPONSOR – $15,000

Benefits

- Complimentary Full-Conference Registration (1)
- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference *(before 8/31/19)*

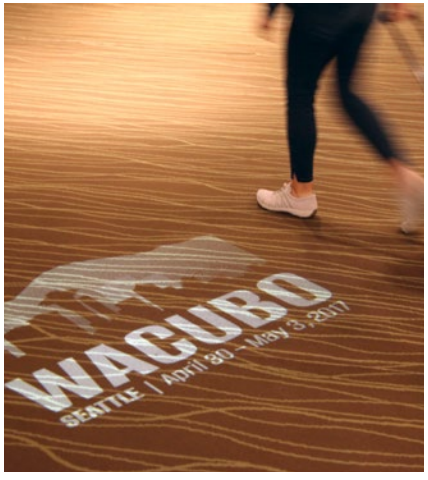
Package these great perks with the featured opportunity of your choice by selecting one of the following options:

General Session Intro/Branding (Tuesday /Wednesday) – 2 Available

Sponsor our Tuesday or Wednesday General Session and receive the face time and brand exposure that so many of our business partners are looking for. With this sponsorship, you will have the opportunity to introduce our general session speaker and speak a little bit about your firm. Your company's logo and branding will also appear on signage throughout the event space.

Opening Event (Sunday) – 1 Available

There is always something exciting happening during the opening night event at the Annual Conference! We want our attendees to mix and mingle in an engaging and unique atmosphere to set the tone for a week full of fun and education. This year's event will be taking place at the Vancouver Aquarium.



PALLADIUM SPONSOR – $20,000

Benefits

- Complimentary Exhibit Booth Space in the Showcase
- Complimentary Full-Conference Registrations (2)
- Invitations to the Exclusive President's Dinner
  (if commitment is received by 3/1/19)
- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference *(before 8/31/19)*

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

General Session Intro/Branding (Monday) – 1 Available

Sponsor our Monday General Session and receive the face time and brand exposure that so many of our business partners are looking for. With this sponsorship, you have the opportunity to introduce our general session speaker and speak a little bit about your firm. Your company's logo and branding will also appear on signage throughout the event space.

VIP Keynote Intro and Reception (Tuesday) – 1 Available

Our VIP Keynote Sessions feature some of the most recognizable names in higher education, business, and beyond. With this opportunity, you will introduce our VIP speaker on Wednesday and speak a little bit about your firm. Your company's logo and branding will also appear on signage throughout the event space.

"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

GOLD SPONSOR – $25,000

Benefits

- Complimentary Exhibit Booth Space in the Showcase
- VIP Keynote Speaker Access and Introduction
- Sponsorship Recognition at Keynote Address
- Place Your One-Piece Insert in Attendee Conference Bags
- Complimentary Full-Conference Registrations (2)
- Invitations to the Exclusive President's Dinner
  (if commitment is received by 3/1/19)
- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference *(before 8/31/19)*

Package these great perks with this featured opportunity:

VIP Keynote Intro and Reception (Tuesday) – 1 Available

Our VIP Keynote Sessions feature some of the most recognizable names in higher education, business, and beyond. With this opportunity, you will introduce our VIP speaker on Wednesday and speak a little bit about your firm. Your company's logo and branding will also appear on signage throughout the event space.

PLATINUM SPONSOR – $30,000

Benefits

- Complimentary Exhibit Booth Space in the Showcase
- Place Your One-Piece Insert in Attendee Conference Bags
- Complimentary Full-Conference Registrations (2)
- Invitations to the Exclusive President's Dinner
  (if commitment is received by 3/1/19)
- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference *(before 8/31/19)*

Package these great perks with this featured opportunity:

Concurrent Session Program (Tuesday) – 6 available

Be an integral part of our conference program on Tuesday by presenting a concurrent session on the topic of your choice. 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 and other assorted conference marketing and communications strategies.

TITANIUM SPONSOR – $35,000

Benefits

- Rotating Banner on WACUBO Website Throughout Year
- Complimentary Exhibit Booth Space in the Showcase
- VIP Keynote Speaker Access and Introduction
- Sponsorship Recognition at Keynote Address
- Place Your One-Piece Insert in Attendee Conference Bags
- Complimentary Full-Conference Registrations (3)
- Invitations to the Exclusive President's Dinner
  (if commitment is received by 3/1/19)
- Conference Attendee List
- Recognition in Conference Marketing & Communications
  (deadlines and content guidelines apply)
- Priority Advance Booth Selection for 2020 Annual Conference *(before 8/31/19)*

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 conference program on Monday by presenting a concurrent session on the topic of your choice. 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 and other assorted conference marketing and communications strategies.

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 opportunity, you will introduce our VIP speaker on Monday and speak a little bit about your firm. Your company's logo and branding will also appear on signage throughout the event space. Also included is a hosted VIP reception with key decision-makers that your firm invites.

"Follett has been a proud partner with WACUBO for over 25 years. WACUBO's commitment to delivering the very best product to its membership every year is something that we absolutely want to be a part of at Follett. The undeniably strong content that WACUBO builds for its annual conference creates an environment of collaboration, establishing an engagement beyond "vendor" relationship. We can directly attribute many of our most significant partnerships to the WACUBO relationships. I would encourage companies who want to go beyond "business as usual" to invest in this conference."

Pat Usher

Senior Vice President Marketing, Follett Higher Education Group

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

In 2019, exhibit hall space is constrained and booths will go quickly!

ADDITIONAL OPTIONS	COST
Showcase Exhibit Booth	$2,995
Additional Full Conference Registrations	$895
Additional Showcase-Only Registrations	$400
Upgrade to Full Conference Registration from Showcase-Only Registration	$495
One-Day Pass (Sun., Mon., or Tues.)	$400

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 if cancellation is received by February 28, 2019.

Facilities

Business Partner Showcase facilities for the WACUBO Business Partner Program are located at the Fairmont Hotel Vancouver, 900 West Georgia Street, Vancouver, BC V6C2W6.

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.

Lead Retrieval

WACUBO has partnered with SmartSource Rentals to assist with tradeshow lead retrieval services. Once an attendee badge is scanned, the information is collected digitally to help build your list of qualified prospects.

For additional details, call SmartSource at (212) 255-4666 or visit www.smartsourcerentals.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.

GES CUSTOMS SERVICE

GES is proud to be the customs broker 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 Canada for the 2019 Annual Conference in Vancouver.

First things you need to know.

- GES will ensure the show is recognized with the Canadian Border Services which will warrant your labeled shipments from being held or delayed at the border.
- Any shipments containing electronics will require additional forms (radiation forms) that GES can provide to get your shipments back into the country of origin.
- IMPORTANT: Forms must be sent to Wes Moroz as soon as possible and no more than 30 days prior to the show date.

CONSUMPTION ENTRY – Materials staying in Canada will have to pay taxes/duty based on the value of what is staying. Charge is 5%.

POSTING A BOND – Materials returning to the country of origin will need a bond posted to ensure the materials will be returning. Documents supplied by GES.

RESCUED FREIGHT – This occurs when shipments do not have an assigned Customs Broker to clear the shipment into Canada. Courier providers (FedEx, UPS, etc) can be your Broker for shipments valued at less than $20.00 CAD. Canada Customs will hold your shipment and you will need to contact a Customs Broker to get your shipment released. GES can assist with this process if you have difficulties with your shipment.

GES will not Customs clear anything returning to its country of origin being shipped by a courier service. GES has to be able to advise Canada Customs that the shipment has left the country and courier services will not advise on this process.

OUTBOUND SHIPMENTS – GES will be on the show floor and will be able to assist with Customs clearance for outbound transportation shipments being sent back to their country of origin at the conclusion of the show.

LOGISTICS SERVICES – GES provides logistics services (transportation) so we can be a one-stop shop for your services 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 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 have your completed Customs and GES Outbound Material Handling form or GES can, and will, refuse to release the shipment to the carrier. GES can, however, provide Customs Brokering Service if you are using another transportation provider.

ADVANCE WAREHOUSING – using GES Logistics we will provide complimentary advance warehousing in Vancouver for up to 30 days prior to the move in of the show. When using GES Logistics, we will bring your freight onto the show floor during the GES assigned contractor move in period. Other carriers will be allowed to bring your freight to the venue only once the designated GES contractor move in is complete and the exhibitor move in begins.

ADVANCE WAREHOUSING is available if you are using another carrier. Charges will apply and will be based on size and weight of the shipment.

GES is here to assist you on many of the services and equipment you may need for attending the WACUBO Annual Conference. Should you have any questions with Customs Brokering, shipping your freight or any other equipment or services you need, please call or email our Customs and Logistics Manager, Wes Moroz, or our Exhibitor Services Executives, and we would be pleased to assist.

Wes Moroz | Logistics Coordinator
Direct (403) 218-7428 | Fax (403) 243-3868
Mobile (403) 333-8481 | Email wmoroz@ges.com

GES is looking forward to seeing you in Vancouver.

Leave all your shipping, customs clearance and furniture rentals to GES.

2017-18 BUSINESS PARTNERS

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The PFM Group

PALLADIUM

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A'viands-Elior North America
BankMobile Disbursements
BBA Solutions
Blackline
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Tadus Centiva
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Xlerant

"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.

Visit *https://exhibits.wacubo.org* to start the process now!

Payment Options

- Check, by mail—WACUBO 1110 Vermont Avenue, NW, Washington, DC 20005
- Credit card, online or over the phone—Amy Barbieri, (202) 861-2556

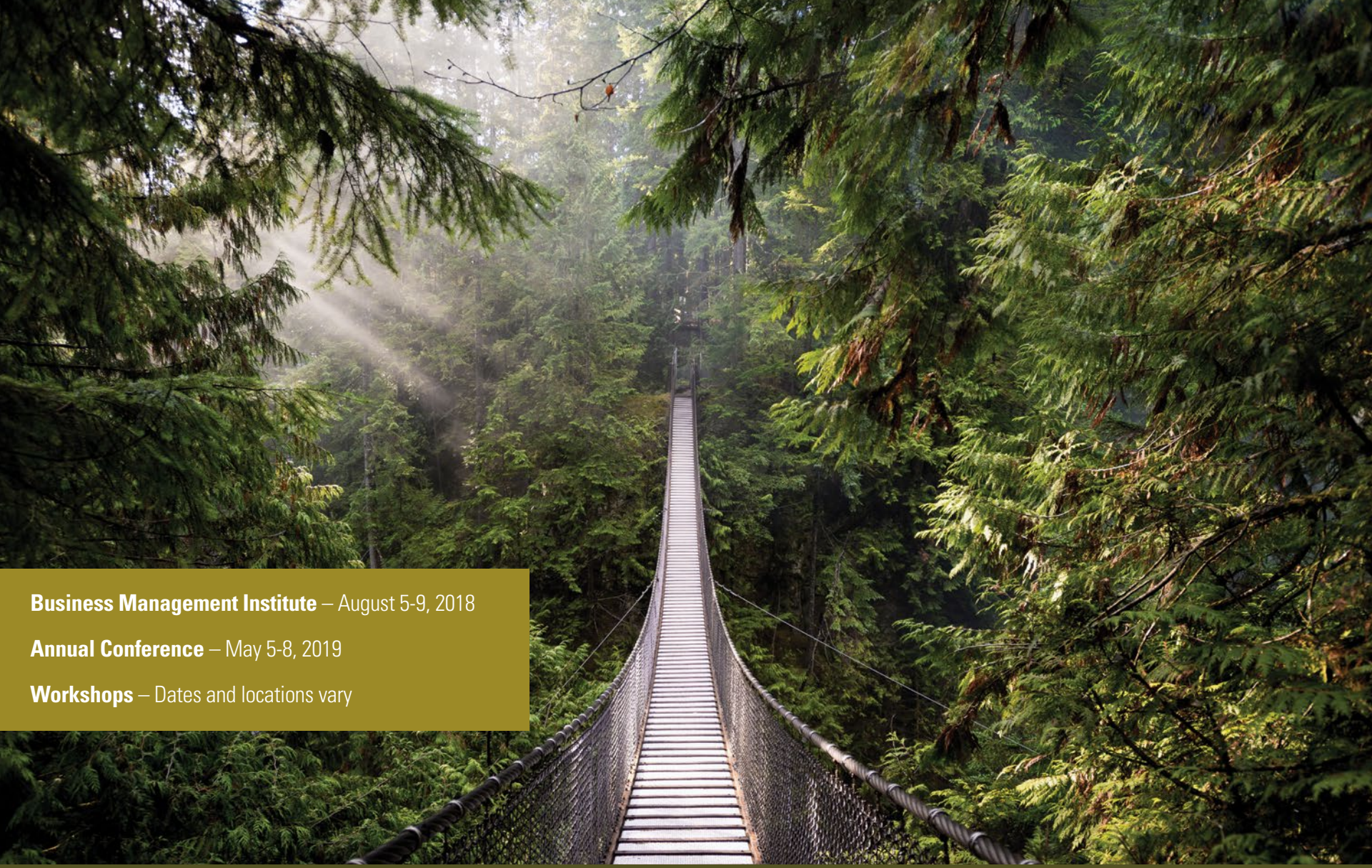
Questions? Email *WACUBOBusinessPartners@gmail.com* or call (714) 628-2854

WACUBO Tax ID: 68-0380952

Business Partner Showcase Committee

Arch Asawa, *Soka University*
Carmen Barbero, *Simon Fraser University**
Brenna Bell, *Chapman University*
John Bui, *Chapman University*
John Cebula, *Chapman University**
Armando Diaz, *Chapman University*
Garrett Eastwood, *Chapman University*
Harold Hewitt, *Chapman University*
Richard Jenkins, *Chapman University*
Ada Korhonen, *University of Arizona*
Lauri Mantooth, *Chapman University*
Gail Nishida, *Chapman University**
Pat Putnam, *WACUBO Registrar*
Rosa Rodriguez, *Chapman University**
Rick Turner, *Chapman University*
Jill Zeiger, *Chapman University*

* Denotes sales representative. Please email *WACUBOBusinessPartners@gmail.com* to connect.



Business Management Institute – August 5-9, 2018

Annual Conference – May 5-8, 2019

Workshops – Dates and locations vary

WACUBO

For more information about becoming a WACUBO business partner, please email *WACUBOBusinessPartners@gmail.com*