



# ACBSP

## CONFERENCE 2020

**June 26-29**  
**Chicago, Illinois**

### **SPONSOR & EXHIBITOR OPPORTUNITIES**

The Accreditation Council for Business Schools and Programs invites companies, universities, and individuals with an interest in collegiate business education to participate in ACBSP Conference 2020 at the Chicago Marriott Downtown Magnificent Mile.

Last year, more than 800 attendees were in Houston for ACBSP Conference 2019. We anticipate a strong attendance in 2020 as we visit the third largest city in the U.S. The theme for ACBSP Conference 2020 is: *Teaching in a Student-Centered World.*

The Chicago Marriott Downtown is located on the famous Michigan Avenue, best known as the Magnificent Mile, and is within walking distance to shopping, dining, and world class attractions.

Sponsor and Exhibitor opportunities are available to participate in this exciting conference. Specific details are included in this prospectus. Don't miss your chance to highlight all that your company has to offer to an international membership of more than 1,200 colleges and universities from six continents.

## INTRODUCING ACBSP

The Accreditation Council for Business Schools and Programs is a membership organization offering accreditation for business schools that offer undergraduate and graduate business degrees. ACBSP has more than 1,200 member campuses in the United States and throughout the world. Visit [acbsp.org](http://acbsp.org) to learn more about ACBSP, now offering certificate accreditation.

## VALUE OF EXHIBITING AND SPONSORING

- Faculty at ACBSP schools frequently enter the classroom from the world of business rather than academia. They are looking for tools offered by exhibitors.
- Small to medium-sized four-year institutions or community colleges are often missing from a company's marketing plan. The ACBSP Conference is a cost effective way to reach these audiences.
- Your company will have a noticeable presence not only at the conference itself, but on the ACBSP website, in a listing of conference sponsors and exhibitors, in various ACBSP publications, and on Twitter, Facebook, and LinkedIn.
- Compare our pricing with other organizations and see that all packages offer great value.

## WHO WILL ATTEND?

We anticipate more than 800 educators to attend ACBSP Conference 2020 in Chicago. The majority will be deans and program directors of the business school at their respective campuses. The remaining attendees will be business faculty members.

## LODGING

### Chicago Marriott Downtown

540 Michigan Ave  
Chicago, IL 60611  
312.836.0100  
[marriott.com](http://marriott.com)

Our group rate is USD \$199/night for single/double, plus applicable state and local taxes. Reserve your hotel room by June 1, 2020 to receive the group rate. Reserve early!

## ACT NOW TO SECURE YOUR SPOT!

Placement of booth space will be made in this order: level of sponsorship support, ACBSP membership, participating previously as an exhibitor and date of receipt of signed Exhibit Application/Contract included with this prospectus.

### Contact Marta Garcia de la Cruz with any questions:

[mcruz@acbsp.org](mailto:mcruz@acbsp.org) | 913.339.9356  
11520 West 119th Street • Overland Park, KS 66213 USA

# EXHIBITOR PACKAGE

## A great value for budget-conscious companies, this package includes:

- Exhibit space featuring a 6-foot draped table, two chairs, and electrical hookup.
- The Exhibitor Marketplace is in the Chicago Ballroom (5th floor), on the same level as conference registration, general sessions, and most business meetings. Attendees will enter and depart concurrent sessions on this floor. Breaks will also be held in this area.
- Registration for two people to attend all sessions of the conference and the Welcome Reception. (A \$250 fee will be charged for each additional attendee, unless otherwise agreed upon.) Meals are not included, but may be purchased separately for an additional \$200 per attendee. (This fee covers all breakfasts and lunches, but excludes the Accreditation Gala.) Separate tickets for the Gala may be purchased as well.
- Contact information for all attendees will be provided prior to the conference.
- Inclusion of your company's name or logo with all conference exhibitors in *ACBSP Impact Magazine*.
- The ACBSP Conference 2020 website will feature a prominent listing of all conference exhibitors with links to each website, from the time you come on board as exhibitor through July 8, 2020.
- After July 8, the list of exhibitors will be available in the conference archives for up to two years. Visitors to [acbsp.org](http://acbsp.org) often access conference archives to download presentations and view photos.
- An Excel spreadsheet of all conference attendees will be provided in mid-July.

ACBSP Members

**\$1,900**

\$2,200 after May 1

Non-Members

**\$2,200**

\$2,500 after May 1

**SAVE \$300**

when you register before May 1

# SPONSOR PACKAGES

	Bronze	Silver	Gold	Platinum
Display booth with preferred booth placement	✓	✓	✓	✓
Dedicated presentation at an educational session	✓	✓	✓	✓
Sponsorship of a refreshment break or conference event, which will be noted in the program book and with signage during the designated event	✓	✓	✓	✓
Special opportunities for logo recognition	✓	✓	✓	✓
Two tickets to all conference meal functions and Accreditation Gala	✓	✓	✓	✓
Two additional guest tickets to the Accreditation Gala	✓	✓	✓	✓
A reserved table with table signage at the Accreditation Gala	✓	✓	✓	✓
Listing in the program book	✓	✓	✓	✓
Listing on special signage throughout the event space	✓	✓	✓	✓
Recognition on Facebook, Twitter, Instagram, and LinkedIn	✓	✓	✓	✓
Display of logo and website link on the ACBSP Conference homepage and in Conference archives for 2 additional years	✓	✓	✓	✓
Sponsorship of the Welcome Reception, a Pre-Conference Workshop, or a Thought Leader Session. Includes an introduction at the event.	✓	✓	✓	✓
Expanded and preferred booth placement after higher tier sponsors		✓	✓	✓
Four additional guest tickets to the Accreditation Gala		✓	✓	✓
A full-page ad in the program conference app		✓	✓	✓
Logo display in the program book		✓	✓	✓
Four tickets to all conference meals		✓	✓	✓
Opportunity to address attendees at a luncheon or general session			✓	✓
Six tickets to all conference meals			✓	✓
Six additional tickets to the Accreditation Gala, if requested			✓	✓
A custom designed package for your participation				✓
Sponsorship of Accreditation Gala				✓
2 full-page ads in the program book				✓

**\$6,000**  
8 Available

**\$8,000**  
4 Available

**\$12,000**  
2 Available

**\$30,000**  
**SOLD**

