



ASSOCIATION OF
COLLEGE AND UNIVERSITY PRINTERS



ACUP+ Conference April 14-18, 2024

HYATT REGENCY
ROCHESTER, NEW YORK

S P O N S O R S H I P P R O S P E C T U S

Dear Friends and Business Partners,

We are excited to extend an invitation for you join us for the 2024 ACUP+ Annual Conference in Rochester, New York, April 14-18, held at the Hyatt Regency.

The Association of College and University Printers (ACUP+) is the only professional organization dedicated to educational in-plant print and mail operations, offering educational opportunities, networking, and shared resources. Our membership includes educational institutions from across the United States. Members are anxious to connect and learn from each other and our business partners.

We hope you will consider participating in the 2024 ACUP+ Conference. Don't miss this unique opportunity to showcase your company's equipment, products, and services to institutional in-plant print shop managers and key decision makers from all across the United States. Exhibitors and sponsors enhance the overall conference experience for our attendees. The ACUP+ Conference Exhibit Hall is a great place for you to establish and build a presence in your target market, generate new leads, attract new customers, and build relationships with your more established clients.

If you have any questions about sponsorship opportunities available, please email ACUP+ at admindirector@acup-edu.org. We look forward to seeing you in Rochester in April 2024!

Sincerely,

ACUP+ Conference Planning Sponsor Committee
Jennifer Hunt, Oregon State University
Mario Maselli, Yale University
Dave Weber, Oregon State University
John Yerger, University of Nebraska at Lincoln

WHAT IS ACUP+?

The Association of College and University Printers (ACUP+) is the only organization in the United States that specifically supports educational in-plant and mailing operations. Together, ACUP+ members can leverage shared knowledge, experience, and resources to help all in-plant operations grow and succeed.

This Association is organized for the following purposes:

- To promote and establish communication opportunities for individuals employed at and/or retired from educational institutions within the in-plant printing and mailing industry;
- To foster the development and use of effective management and operational standards; and
- To develop training and educational opportunities, to provide a forum in order to facilitate cooperation and collaboration between individuals employed at educational institution in-plant printing and mailing operations.

WHY SHOULD I SPONSOR ACUP+?

We could tell you all of the great reasons to become ACUP+ sponsor, but read what our members have to say.

I was looking for a printing/mail group to join since I was new to my role and new to the industry. I chose ACUP+ because it was a group specific to college and university in-plants. My first conference was invaluable. I learned new terminology, learned about new machines and products and more. I was able to network with peers that gave me wonderful direction, advice and ideas on how to grow and be an asset to my college. I met wonderful new vendors that introduced me to new products and services. Between the store and vendor members I came back with a plethora of ideas I am trying to implement and wrap my head around. This membership, and the conference expenses were worth every penny and more!

*Jessica Anderson
Director of Bookstore/Printing & Mail Services
Kishwaukee College*

ACUP+ gives those who work in educational in-plants an opportunity to connect with others who have the same love of education and printing but also the same struggles. We all have the same issues with vendors, equipment, and supplies. Most of us have struggled with being accepted by our organization or justifying the need for new equipment and/or employees. Whether you're a college, university, or K-12 in-plant this organization will benefit you. I'm having an amazing experience. The knowledge I'm gaining and the people I'm meeting can't be matched by any other organization. I encourage everyone who works in the educational in-plant field to join and attend a conference.

*Laura Lucas
Print Services Manager
Richardson Independent School District*

I came away from the ACUP conference with so many wonderful ideas! I have a very large list of things that I want to implement. It was so refreshing to be around such a supportive group of printing professionals that were so willing to share their ideas and information. One thing that I loved was the ability to network with other people in the exact same industry, experiencing the exact same situations and finding out what was/wasn't working for them. I also enjoyed sharing my ideas and information with others as well.

*Reneé Byrd
Production Designer
Printing and Mailing Services
University of Portland*

The educational sessions were informative and full of opportunities to ask industry experts all the questions I wanted. I also really appreciated the roundtables that followed many of the sessions. These sessions allowed me to ask more in-depth questions, or let's be honest the "dumb questions" I didn't want to ask in the session. As a result of this conference I have had three amazing zoom presentations and two in person campus in-plant tours. Over the last 15 years I have attended multiple conferences, and the networking opportunities that I was able to gain in one ACUP conference, has far outweighed the 15 years combined attending other conferences.

*Deb Johnson
Print and Mail Center Manager
Hillsdale College*



SPONSORSHIP OPPORTUNITIES

PLATINUM—\$12,500 *(limited availability)*

- Four booth spaces, approx. 8' wide x 10' deep each.
- Choice of booth location; based on a first-register, first-serve basis
- Recognition as a platinum sponsor (welcome/announcements, signage, and program literature)
- Stand alone educational speaking engagement. *Allocated time will be based on number of platinum sponsors.*
- Sponsorship of a lunch with 5 min. opening remarks and breaks. Each will be noted as sponsored by your company in the program, marketing material, on social media sites, ACUP+'s website, and introduction as the sponsor at each event.
- Full-page color advertisement in conference program book. Choice of inside front cover, inside back cover, or outside back cover and will be awarded on a first-register, first-serve basis
- Five conference registrations (includes meals* and social activities); additional representatives at \$575 each
- Access to the attendee list and mailing information (pre/post conference)
- Recognition on ACUP+'s website, social media pages, and recognition on the Whova conference app.
- Host one ACUP+ Table Talk (monthly webinar series) post conference. *Table Talk date choice will be awarded on a first-register, first-serve basis.*

GOLD—\$8,500

- Three booth spaces, approx. 8' wide x 10' deep each
- Recognition as a gold sponsor (welcome/announcements, signage, and program literature)
- Co-sponsorship of breakfast on Monday, Tuesday, and Wednesday. Each will be noted as co-sponsored by your company in the program, marketing material, on social media sites, ACUP+'s website, and introduction as the sponsor at each event.
- Four conference registrations (includes meals* and social activities); additional representatives at \$575 each
- Full-page color advertisement in conference program book
- Access to the attendee list and mailing information (pre/post conference)
- Recognition on ACUP+'s website, social media pages, and recognition on the Whova conference app.
- Host one ACUP+ Table Talk (monthly webinar series) post conference. *Table Talk date choice will be awarded on a first-register, first-serve basis.*

SILVER—\$6,000

- Two booth spaces, approx. 8' wide x 10' deep each
- Recognition as a silver sponsor (welcome/announcements, signage, and program literature)
- Three conference registrations (includes meals* and social activities); additional representatives at \$575 each
- Half-page color advertisement in conference program book
- Access to the attendee list and mailing information (pre/post conference)
- Recognition on ACUP+'s website and social media pages

BRONZE—\$3,500

- One booth space, approx. 8' wide x 10' deep each
- Recognition as a bronze sponsor (welcome/announcements, signage, and program literature)
- Two conference registrations (includes meals* and social activities); additional representatives at \$575 each
- Quarter-page color advertisement in conference program book
- Access to the attendee list and mailing information (pre/post conference)
- Recognition on ACUP+'s website and social media pages

FIRST-TIME SPONSORS—\$2,500

(This level is available to first-time sponsors at the parent company level. Regional offices of a major corporation do not qualify as a first-time sponsor.)

- One booth space, approx. 8' wide x 10' deep each
- One conference registration (includes meals* and social activities); additional representatives at \$575 each
- Access to the attendee list and mailing information (post conference)
- Company logo published on ACUP+ website, social media, and conference program book

Sponsored events are open to conference attendees and other sponsors.

**Meals included under each sponsorship level are the Sunday evening opening reception, Monday breakfast and lunch, Tuesday breakfast and lunch, Tuesday sponsor reception, and Wednesday breakfast and awards gala.*

To be considered "paid," ACUP+ must have received the sponsor's registration, signed Terms of Agreement, and payment in full or purchase order by January 15, 2024.

Sponsorship registration is available online at acup-edu.org/2024conference.

A printable registration form is available upon request by contacting admindirector@acup-edu.org.

The Terms of Agreement form (sample on next page) must be completed at the time of registration.

All sponsorship levels include wireless internet and on-site support from ACUP+ Sponsor Committee.



TERMS OF AGREEMENT

This agreement is effective as of _____ (date). This agreement defines the terms under which ACUP+ and _____ (“Sponsor”) enter into a sponsorship agreement for the ACUP+ 2024 Annual Conference as a _____ (sponsorship level) Sponsor.

Artwork, Logos and Promotional Material

ACUP+ grants the Sponsor a limited use of its logo or event artwork for the purpose of promoting the Event. Sponsor grants ACUP+ a limited use of Sponsor’s logo in promotional material and on the Event website. Both parties agree that no alteration of artwork or logos is permissible.

Miscellaneous

This Agreement shall become effective on the date signed below and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of unforeseen occurrences and that may alter the conditions of this Agreement.

Cancellation Policy

This agreement is effective as of the date signed and shall remain effective until all responsibilities set out in sponsorship level selected are fulfilled or until terminated by either party. All requests for refunds must be in writing, received, and confirmed by ACUP+. Sponsor initiated refund requests received:

- **Before February 1, 2024:** Full refund, less an administrative fee of \$250.
- **Between February 1, 2024 and March 1, 2024:** 50% refund
- **After March 1, 2024:** No refund

In the event that ACUP+ has to cancel the conference, all sponsorship fees will be refunded within 90 days of the cancellation. If you would like to transfer your sponsorship to the next scheduled event, we would be happy to issue a new sponsorship agreement for approval upon your request.

In the event that fire, strike, acts of God, or other causes beyond the control of ACUP+ caused the exhibit to be cancelled, full refund of the sponsorship fees will be made, which is the limit and extent of ACUP+'s liability for such cancellation. ACUP+ shall not be held liable for failure to hold the ACUP+ Conference as scheduled.

I have read and understand the above Terms of Agreement.

Name

Print name

Company

Date



THANK YOU for your support!

ACUP+ wants to ensure your participation in the 2024 annual conference provides you with maximum exposure and high return on investment. We have worked with the event planning team at the Hyatt Regency in Rochester to design the exhibit hall to increase traffic and visibility.

All registered and paid* sponsors will be assigned their booth spaces beginning January 15, 2024. Booths will be assigned according to sponsorship level and then in order in which registration and payment were made. Sponsors who register after the January 15 deadline will be assigned booth space based on availability. Only paid sponsors and exhibitors will be allowed to display, solicit, or distribute literature or collateral.

(*To be considered "paid," ACUP+ must have received the sponsor's registration, signed Terms of Agreement, and payment in full or purchase order by January 15, 2024.)

Sponsor Orientation is scheduled for Sunday, April 14 from 5:00-5:30 p.m. in the Exhibit Hall (Grand Ballroom).

General Information for Exhibitors

- Exhibit Hall opens Sunday, April 14 at 1:00 p.m. for booth setup.
- All exhibits must be set up by 10:00 a.m. on Monday, April 15.
- Exhibits can be dismantled following the sponsor reception on Tuesday, April 16, and must be fully removed by 1:00 p.m. on Wednesday, April 17.
- Each booth is approx. 8' wide x 10' deep. Each 8'x10' booth includes one 8' table, two chairs, and one waste basket. Additional materials should be ordered directly through the hotel. Please contact Ashley Allmannsberger, Convention Services Manager, at ashley.allmannsberger@hyatt.com or 585.794.4831.

Exhibit Hall Hours

Monday, April 15

Exhibit Hall hours: 8:00 a.m.-5:00 p.m.

Dedicated hours: 11:00 a.m.-noon, 2:15-4:00 p.m.

Tuesday, April 16

Exhibit Hall hours: 8:00 a.m.-5:00 p.m.

Exhibit Hall and Sponsor Reception: 3:00-5:00 p.m.

(Winners of sponsor giveaways/door prizes will be announced during the Sponsor Reception.)

Wednesday, April 17

All booths must be disassembled and the exhibit hall vacated by 1:00 p.m.

Electricity

Electricity for your booth is an additional fee. Please contact Greg Clausen with CMI Communications for rates and to request your electrical needs.

Greg Clausen, Event Management
CMI Communications
400 Mile Crossing Blvd.
Rochester, NY 14624
Mobile: 585.943.3652 | gclausen@cmiav.com
www.cmiav.com

Sponsor Giveaways

Sponsors are welcome to bring an item(s) for a drawing/giveaway to registrants who visit your booth during the conference. Sponsors are responsible for collecting member business cards or providing tickets for the giveaways. Time will be provided during the vendor reception to draw the name and announce the winner.

Attendee Bag Donations

Sponsors are encouraged to provide donations for the attendee bags. You will need to provide enough to fill 100 bags. Items should be shipped to the following address. Shipments will be accepted between Monday, April 8 and Sunday, April 14.

ATTN: Stephanie Dickinson, ACUP+
Hyatt Regency Hotel
ACUP+ Conference - April 14-18, 2024
125 East Main Street
Rochester, NY 14604, USA
Phone: 585.546.1234

Awards Gala

The Awards Gala is included with your sponsorship package. Sponsors attending the Awards Gala may see their customers receive production awards for pieces produced on their company's equipment.

On-site Assistance

Once at the conference site, please reach out to one of the following individuals should you need assistance.

Stephanie Dickinson
ACUP+ Administrative Director
269.558.3027 | admindirector@acup-edu.org

Sponsor Support Subcommittee:

- **Jennifer Hunt** 541.913.0699 | Jennifer.Hunt@oregonstate.edu
- **Mario Maselli** 203.432.5041 | mario.maselli@yale.edu
- **Dave Weber** 206.427.4538 | david.weber@oregonstate.edu
- **John Yerger** 417.217.2406 | jyerger@unl.edu

Shipping for Exhibitors

Hotel will accept shipments between Monday, April 8 and Sunday, April 14. Please plan shipments to arrive no earlier than Monday, April 8.

Direct shipments to:

ATTN: (Your company name)
Hyatt Regency Hotel
ACUP+ Conference - April 14-18, 2024
125 East Main Street
Rochester, NY 14604, USA
Phone: 585.546.1234

IMPORTANT: Sponsors must have pre-printed labels and contact carriers directly to arrange for pick up and ship out on Wednesday afternoon (exhibit hall must be cleared by 1:00 p.m.). Hyatt Regency does not provide these services.

Submitting Logos, Graphics, & Ads

Logos and graphics should be sent to Stephanie Dickinson (admindirector@acup-edu.org) or through [WeTransfer](#).

In order for your logo or ad to be included in printed materials, signage, and other marketing materials, **files must be received no later than February 15, 2024**. You will receive confirmation of receipt of the file(s) within 48 hours of sharing them. Please contact Stephanie if you have any questions.

All logos, graphics, and ads must be print quality, with a minimum resolution of 300dpi. Ads should be submitted as a print quality PDF. If the ad bleeds, please include bleeds and cropmarks.

- Full page: 8.5x11 (8.75x11.25 including bleed)
- Half page: 8.5x5.5 (8.75x5.75 including bleed)
- Quarter page: 4.25x5.5 (4.50x5.75 including bleed)

Ads not meeting the above specifications may result in a smaller ad size than specified in your sponsorship package.

Accommodations

The ACUP+ Conference is being held at the Hyatt Regency located in downtown Rochester, New York. Exhibitors will arrange for their travel and hotel accommodations. The hotel rate is \$149 per night (single or double occupancy) plus applicable state and local taxes (currently 14%) in effect at the time of checkout. This special rate is offered three days before and three days after the conference and is available until March 19, 2024. Please reserve your hotel room via this [link](#).

Rooms include refrigerator, coffee maker, and free wifi. The hotel has an indoor swimming pool, gym, and outdoor sundeck. Two on-site full-service restaurants and Starbucks are available. There is access to jogging and walking paths along the Genesee River.

Parking: Self, \$12/day; valet, \$17/day. Check-in 3:00 p.m.; check-out 11:00 a.m.

Hyatt Regency
125 East Main Street
Rochester, NY 14604
Phone: 585.546.1234

Travel

Air travel to Rochester is available to the Frederick Douglass Greater Rochester International Airport (ROC) and is about 15 mins. from the Hyatt Regency. Other nearby airports include Buffalo (BUF) (58.7 miles) and Syracuse (SYR) (76.3 miles).

To/from ROC airport to the hotel (7 mi.). Airport taxi fares are approximately \$25 each way.
To/from the Amtrak or bus station (2 mi.). Taxi fares are approximately \$8 each way.

Note, the hotel does not offer shuttle service to the airport, train, or bus stations.

Explore Rochester

Dining options, area maps, attractions may be found on our conference website.