



ASSOCIATION OF
COLLEGE AND UNIVERSITY PRINTERS

**2025
CONFERENCE
MARCH 30–APRIL 3
COSTA MESA, CA**

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

THANK YOU FOR SPONSORING OUR 2024 CONFERENCE!!

We are excited to extend an invitation for you join us for the 2025 ACUP+ Annual Conference. The location will be announced at the awards gala Wednesday night and online following the conference. A more complete prospectus will be available online following the conference.

SPONSORSHIP OPPORTUNITIES

PLATINUM—\$15,000 *(three available)*

- An approximately 24' wide x 10' deep booth space, which includes three 6' tables and six chairs.
- 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 of 45 mins. during the conference.
- Sponsorship of one lunch which includes 5 min. opening remarks at the beginning of the meal, noted as sponsored by your company in the program, marketing material, signage, on social media sites, ACUP+'s website, and introduction as the sponsor at the lunch.
- 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.
- Four conference registrations (includes meals* and social activities); additional representatives at \$600 each.
- Access to the attendee list and mailing information (pre/post conference)
- Recognition on ACUP+'s website, social media pages, conference app, and conference program book.
- Three push notifications on the conference app.
- **New in 2025:** A portion of your sponsorship will go toward a scholarship fund to provide financial assistance to a member(s) who may not be able to otherwise attend an ACUP+conference. Your company will be listed on the ACUP+ website and conference program book as a donor to the fund.

GOLD—\$10,000

- An approximately 16' wide x 10' deep booth space, which includes two 6' tables and four chairs.
- Choice of booth location; based on a first-register, first-serve basis, and after platinum sponsors have chosen.
- 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 on signage as the sponsor each day.
- Three conference registrations (includes meals* and social activities); additional representatives at \$600 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, conference app, and conference program book.
- **New in 2025:** A portion of your sponsorship will go toward a scholarship fund to provide financial assistance to a member(s) who may not be able to otherwise attend an ACUP+conference. Your company will be listed on the ACUP+ website and conference program book as a donor to the fund.

SILVER—\$6,000

- An approximately 8' wide x 10' deep booth space, which includes one 6' table and two chairs.
- Recognition as a silver sponsor (welcome/announcements, signage, and program literature).
- Two conference registrations (includes meals* and social activities); additional representatives at \$600 each.
- Co-sponsorship of all breaks. Each will be noted as sponsored by your company in the program, marketing material, on social media sites, ACUP+'s website, and on signage at the break area.
- Half-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, conference app, and conference program book.

BRONZE—\$3,500

- An approximately 8' wide x 10' deep booth space, which includes one 6' table and two chairs.
- Recognition as a bronze sponsor (welcome/announcements, signage, and program literature).
- One conference registrations (includes meals* and social activities); additional representatives at \$600 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, social media pages, conference app, and conference program book.

FIRST-TIME SPONSOR—\$2,500**

(This level is available to first-time sponsors at the parent company or subsidiary company level or to companies that have not sponsored in any sponsorship category at an ACUP conference since 2019. Regional offices of a major corporation or parent company that have previously sponsored an ACUP conference do not qualify as a first-time sponsor—i.e., Company ABC USA sponsored in 2022, but Company ABC of City is not eligible.)

- An approximately 8' wide x 10' deep booth space, which includes one 6' table and two chairs.
- Recognition as a first-time sponsor (welcome/announcements, signage, and program literature).
- One conference registration (includes meals* and social activities); additional representatives at \$600 each.
- Access to the attendee list and mailing information (pre/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.*

***First-time Sponsor = Exhibitor, and a company is eligible to register at this level one time.*

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, 2025.

Sponsorship registration will open July 1, 2024, at acup-edu.org/2025conference.

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

A sample of the Terms of Agreement may be found on the next page. The full agreement is available for download from the conference website beginning July 1. A signed Terms of Agreement must be uploaded at the time of registration. Your registration is not complete until you have registered online and uploaded the signed Terms of Agreement.

ALL REGISTRATIONS MUST BE COMPLETED ONLINE.

TERMS OF AGREEMENT (SAMPLE)

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+ 2025 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.

Outside Alcoholic Beverages in the Exhibit Hall

Due to hotel liability insurance and ACUP+’s contract with the hotel, no outside alcoholic beverages, including unopened containers, may be brought into the Exhibit Hall area. Sponsors agree to abide by this policy throughout the duration of the conference.

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 January 15, 2025:** Full refund, less an administrative fee of \$250.
- **Between January 15, 2025 and February 1, 2025:** 50% refund
- **After February 1, 2025:** No refund

In the event additional paid representatives are unable to attend the conference, refund requests for those fees will follow the same refund policy, timeline, and amount as stated above and within this agreement.

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.

ALL REGISTRATIONS MUST BE COMPLETED ONLINE.

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

The full agreement is available for download from the conference website beginning July 1. A signed Terms of Agreement must be uploaded at the time of registration. Your registration is not complete until you have registered online and uploaded the signed Terms of Agreement.