

Exhibitor and Sponsor Opportunities

2008 Annual Conference Association of Collegiate Business Schools and Programs June 20 – June 23, 2008 Marriott on Canal Street New Orleans, Louisiana

The Association of Collegiate Business Schools and Programs invites companies, universities, and individuals with an interest in collegiate business education to participate in the 2008 Annual Conference. The 2008 Conference builds on the success of the 2007 Conference which had the largest attendance in the history of ACBSP and the largest number of exhibitors.

The 2007 Conference in Orlando, Florida enjoyed the largest attendance in our history with 572 educators in attendance. This is the fourth consecutive year of record-breaking attendance. With a growing membership, an increased number of institutions seeking and obtaining accreditation, and the attractiveness of our destination, we anticipate attendance will continue to increase.

Two Options for Your Participation

The Value Package This special package includes an exhibit booth, sponsorship of a refreshment break, and participation in a concurrent session. Due to the limited number of concurrent sessions and refreshment breaks, this package is limited to nine companies. Each sponsor is automatically offered a Value Package.

This is what is offered:

- An expanded booth measuring 10' wide and 6' deep. This space is due to our prime location in a lobby area. A larger booth size may be available upon request.
- Preferred preference of booth placement.
- An opportunity to present information at a concurrent educational session of forty-five minutes.
- Each Refreshment Break in the Exhibit Area will be sponsored by an exhibitor. This sponsorship will be noted with signage and in the program book.
- All that is offered through the exhibitor package as described on page three.

Exhibitor Package Companies with limited budgets may find a greater value in the presence as an exhibitor. The Exhibitor Package, and its benefits, is described on page three.

Schedule of Events with Exhibit Hours

Thursday, June 19

3:00 pm – 6:00 pm Registration

Friday, June 20

7:30 am – 6:00 pm Registration
8:00 am – 9:30 am ACBSP Committees
10:00 am – 11:30 am Annual Business Meeting
10:00 am – 11:30 am **Exhibitor Set-up (see note)**
11:30 am – 5:00 pm **Exhibits Open**
12:00 pm – 2:00 pm Opening Luncheon
12:30 pm – 2:00 pm **Exhibitor Set-up (see note)**
2:00 pm – 2:30 pm **Break in Exhibit Area**
2:30 pm – 3:30 pm Commission Meetings
3:30 pm – 4:00 pm **Break in Exhibit Area**
4:00 pm – 6:00 pm Regional Meetings
8:30 pm – 10:00 pm Welcome Reception

Saturday, June 21

7:00 am – 12:00 pm Registration
7:00 am – 8:00 am **Break in Exhibit Area**
8:00 am – 9:30 am Concurrent Sessions
9:30 am – 10:00 am **Break in Exhibit Area**
10:00 am – 11:30 am Concurrent Sessions
11:30 am – 12:00 pm **Break in Exhibit Area**
12:00 pm – 2:00 pm Luncheon
2:00 pm – 2:30 pm **Dessert in Exhibit Area**
Exhibits Close

Sunday, June 22

8:00 am – 4:00 pm Registration
7:00 am – 8:00 am **Break in Exhibit Area**
8:00 am – 9:30 am Accreditation Breakfast
8:00 am – 9:30 am Concurrent Sessions
9:00 am – 4:00 pm **Exhibits Open**
9:30 am – 10:00 am **Break in Exhibit Area**
10:00 am – 11:30 am Concurrent Sessions
11:30 am – 12:00 pm **Break in Exhibit Area**
12:00 pm – 2:00 pm Regions Luncheon
2:00 pm – 2:30 pm **Break in Exhibit Area**
2:30 pm – 4:00 pm Concurrent Sessions
2:30 pm – 5:00 pm **Exhibit Booth Removal**
6:30 pm – 10:00 pm Accreditation Banquet

Monday, June 23

7:30 am - 8:30 am Breakfast Session-Awards
8:30 am - 10:00 am Closing Session

Introducing ACBSP

The Association of Collegiate Business Schools and Programs is a specialized accrediting and membership organization for business schools and programs in two-year, small to medium size four-year, and graduate institutions of higher education.

ACBSP has 565 members in the United States and twenty other countries.

Introducing a New ACBSP

ACBSP was created in 1988 to serve as an accrediting body for business schools which focus on teaching excellence. ACBSP underwent major changes in 2003-2004 with a new focus on member benefits. New member benefits were introduced and the existing benefits of membership were enhanced. Our accreditation product remains the major benefit of membership. This work continued with the introduction of the ACBSP Gateway Web site in 2005 and new standards for accounting accreditation in 2005.

ACBSP has changed the structure of membership. While the business school or program remains the member, categories of membership were created for PRESIDENT, ACADEMIC OFFICER, HEAD OF BUSINESS UNIT, and FACULTY. Our outreach to our member institutions has increased from nearly 900 persons in 2003 to over 5,900 persons in 2007.

The Annual Conference has been a big part of this change. Top keynote speakers such as Cynthia Cooper, author of the book *Extraordinary Circumstances: The Journey of a Corporate Whistleblower*, and Jim Collins, author of the book, *Good to Great*, are now part of our conference. Marketing to exhibitors and creating value for our exhibitors and sponsors is a key component of this activity.

Consider These Reasons for Exhibiting

ACBSP is the leading specialized accreditation association for business education.

- Faculty at ACBSP schools frequently enter the classroom from the world of business rather than academe. They are looking for tools offered by exhibitors.
- Small to medium size four-year institutions or community colleges are often missing in a marketing plan. The ACBSP Conference is a cost effective method to reach this market.
- Your presence extends beyond the Conference with listing on the ACBSP Gateway and in various publications as described in the Exhibitor Package.
- Compare our pricing with other organizations. Great value is offered for any package.
- If you have participated as an exhibitor with other business-related accrediting bodies in previous years, make this the year you sample all that ACBSP has to offer.

Who Will Attend

The 2007 Annual Conference in Orlando was attended by 572 educators. The majority were deans and program directors of the business unit on their respective campus. The remaining were faculty members that teach in the business program. Approximately one-half were from community colleges and one-half from four-year institutions. Overall attendance was 655 if exhibitors, staff, and speakers are included for overall attendance.

Exhibitor Package for 2008

The Exhibitor Package will include the following benefits:

- Exhibit space featuring an 8' x 6' area with 6' or 8' draped table, two chairs and electrical hookup. If requested, an additional table can be provided.
- Exhibit space is in the Preservation Hall foyer on the same level as conference registration, all general sessions, and all business meetings. Attendees will enter and depart concurrent sessions in this Hall and it is the location of all breaks.
- Registration for two persons to attend all sessions of the conference and the Welcome Reception.
- Contact information for all attendees one month prior to the conference.
- Opportunity to serve as a moderator of a concurrent session. This is a great way to increase your visibility with people attending sessions who may be interested in your product.
- The spring issue of *ACBSP Update* will list the name and/or logo of each of our exhibitors.
- The home page of the Conference will feature a prominent listing of all exhibitors with a link beginning January 1, 2008 and continuing through June 30, 2008.

- After June 30, 2008 the listing of exhibitors is available in the archive of the conference for up to two years. Persons return to this site to download presentations and view photos.
- Excel spreadsheet of all attendees will be provided in mid-July.
- Prize drawings during the closing session feature your donated items. The value of the product must exceed \$100.

Pricing for All Packages

The cost for ACBSP corporate or institutional members utilizing the Exhibitor Package is \$1,000. The cost for non-members is \$1,500. The cost for ACBSP corporate or institutional members utilizing the Value Package is \$2,500 per exhibit booth. The cost for non-members is \$3,000. For information on ACBSP membership, please contact ACBSP offices.

Your Action Steps

An exhibit contract is included as part of this packet. While contracting for exhibit space will continue as long as it is available, submission of the contract by March 30 will assure full benefits including listing in the April issue of *ACBSP Update*.

Placement of booth space will occur on site. Space assignments will be made in this order: level of sponsorship support, membership in ACBSP, serving previously as an exhibitor and, date of receipt of signed Exhibit Application/Contract by ACBSP.

Participating in the Educational Presentations—Value Package

Time slots for educational presentations will be assigned based on the presentation's content and suitability to pair with another forty-five minute presentation with a similar subject or theme. This may be with another exhibitor or it may be with a presentation from an educational institution. All exhibitors will be asked to submit a title and a brief 60 word description of what is being presented by March 1, 2008. This will be published to the membership in March.

Participating as a Session Moderator

Each of our educational sessions includes a moderator. The moderator welcomes those attending the session, introduces the speaker(s), contacts ACBSP staff in case of a problem, and concludes the session by thanking the speaker and all in attendance. Detailed instructions are provided. This is your opportunity to be a part of the conference program by introduction yourself, your product and mentioning your participation as an exhibitor.

Donating a Prize for the Closing Session

Exhibitors have two options for participating in prize drawings at the Conference.

- Exhibitors may collect business cards at their booth. Upon the close of exhibits on Sunday June 22, the exhibitor conducts a drawing and awards the item. The recipient does not need to be present to win. An announcement of the winner will be made at the closing session on Monday June 23.
- Exhibitors may donate an item (value must exceed \$100) which will be given as an attendance prize during the closing session. The exhibitor will be provided the opportunity to draw the name and award the prize. The recipient must be present to win.

A Special Note about Exhibitor Set-up

Multiple opportunities are offered for exhibitor set-up. This year the exhibit hall will open on June 20 at 11:30 am. However, since this is the arrival date for many exhibitors, we offer a second opportunity for set-up, upon request. This will be between 12:30 p.m. and 2:00 p.m. while the luncheon is being served.

Questions?

We welcome your additional questions and comments. Please contact Douglas Viehland at dviehland@acbsp.org or Candace Jackson at cjackson@acbsp.org.

Association of Collegiate Business Schools and Programs
 7007 College Boulevard, Suite 420
 Overland Park, Kansas 66211
 Phone: (913) 339-9356 Fax: (913) 339-6226

Sponsorship Opportunities

ACBSP offers a variety of sponsorship opportunities. All sponsorships include the Value Package for exhibiting at the Conference. ACBSP will accept payments over a two-year budgeting period for certain sponsorship opportunities.

Sponsor \$6,000

The sponsor package offers special opportunities for logo recognition. Conference attendees will be given many items branded with your logo, such as bottled water, lanyards, or Conference program books. The package includes:

- All the benefits of an exhibitor, including the Value Package.
- Tickets to all meal functions held during the Conference.
- Two additional tickets to the Sunday evening Accreditation Banquet for your special quests in the New Orleans area or spouses of your guests.
- A reserved table with table signage on the second tier at the Accreditation Banquet for invited guests attending the Conference.
- Listing as a Sponsor in the program book distributed at the Conference.
- Listing as a Sponsor on special signage at the ACBSP booth in the exhibit hall area.
- Logo display with a link to your web site on the ACBSP Conference home page from January 1 through June 30, 2008 and in the archives of the 2008 Conference for two additional years.

Silver Sponsor \$10,000

The Silver Sponsor includes sponsorship of 1) the three business meetings conducted on Friday or 2) the Welcome Reception or 3) the Awards Breakfast. This sponsorship includes an introduction at the event, increasing your visibility to the select audience.

The package includes all the benefits of a Sponsor with the following upgrades and additions:

- Preferred exhibit booth placement after selection by Platinum and Gold Sponsors.
- Four additional tickets to the Sunday evening Accreditation Banquet for your special quests in the New Orleans area or spouses of your guests.
- A reserved table on the first tier at the Accreditation Banquet for your invited guests attending the Conference or invited using your tickets included in this package.
- Half-page ad in the program book distributed at the Conference.
- Logo display as a Silver Sponsor in the program book distributed at the Conference.
- Logo display on special signage at the ACBSP booth in the exhibit hall area.
- Listing on signage outside each meeting room at the Conference.

Gold Sponsor \$15,000

The Gold Sponsor is the named sponsor of a luncheon. Three luncheon sponsorships are being offered. The package includes all the benefits of a Silver Sponsor with the following upgrades:

- Preferred exhibit booth placement after selection by the Platinum Sponsor.
- The sponsor will play a role in determining who is invited to speak.
- The sponsor introduces the luncheon speaker, invites others to join them at a reserved table with the speaker, and may be provided other benefits such as photo opportunities.
- Full-page ad in the program book distributed at the Conference.
- Logo display as a Gold Sponsor in the program book distributed at the Conference.
- Logo display on special signage at the ACBSP booth in the exhibit hall area with opportunity to add text of approximately 30 words.
- Prominent logo display on signage outside each meeting room at the Conference.

Platinum Sponsor \$25,000

The Platinum Sponsorship is offered exclusively to sponsors of an education track or the opening Keynote session. The benefits include all that is offered as part of a Gold Sponsor plus a custom designed package for your participation.

EXHIBIT APPLICATION/CONTRACT ACBSP 2008 ANNUAL CONFERENCE

The undersigned has agreed to participate as an exhibitor in the ACBSP 2008 Annual Conference, June 20 –23, 2008 at the Marriott on Canal Street in New Orleans, Louisiana. The applicant agrees to pay the designated space fee as indicated below. The exhibit fee includes display space, 6' or 8' draped table, two chairs, electrical hook-up, attendance at all sessions, excluding ticketed meal functions, presentation during an educational session during the conference, and the opportunity to participate in other activities listed below.

The person named as the official contact person is considered the person from the participating organization who will receive all information regarding confirmation of events and activities, shipping, security arrangements, and rental of equipment for use in the booth. This person is responsible for assuring information is properly distributed to all participating representatives. A participating representative is the person(s) in actual attendance at the Conference.

This application shall become binding upon acceptance by ACBSP and will constitute a binding contract upon the applicant, subject to the terms, rules and regulations set forth in this contract.

IN WITNESS WHEREOF, the applicant has caused this application to be executed individually or by an officer, agent, or representative duly authorized to execute the same.

EXHIBIT APPLICATION: We wish to apply for exhibit space at the ACBSP 2008 Annual Conference June 20-23, 2008, at the Marriott on Canal Street in New Orleans, Louisiana. The number of spaces we would like to apply for is:

- Value Package for one space at \$2,500 per 10' x 6' space for ACBSP members.
- Value Package for one space at \$3,000 per 10' x 6' space for ACBSP nonmembers.
- Exhibitor Package for one space at \$1,000 per 8' x 6' space for ACBSP members.
- Exhibitor Package for one space at \$1,500 per 8' x 6' space for ACBSP nonmembers.

Please provide information as it should be listed in all Conference materials. If participating representatives are not known at the time of application, please leave blank and notify ACBSP when this information is available.

Organization Name: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Participating Representative: Name: _____ Nickname for badge: _____

Title: _____ Phone: _____ E-mail: _____

Participating Representative: Name: _____ Nickname for badge: _____

Title: _____ Phone: _____ E-mail: _____

Participating Representative: Name: _____ Nickname for badge: _____

Title: _____ Phone: _____ E-mail: _____

Please designate the person for all contact. If information is included above, please note as "same as above".

OFFICIAL CONTACT PERSON: _____

Title: _____ Phone: _____ E-mail: _____

Address: _____ City/State/Zip: _____

Please note your desire to participate in optional activities. Follow-up will be made by ACBSP office staff.

- Moderator of Education Session Attendance Prize at Closing Session

(continue to reverse side)

**ACBSP Conference Exhibit Program
Terms and Conditions**

1. ACBSP reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
2. The participant agrees that ACBSP shall have the right to make such rules and regulations or changes in arrangements, as it shall deem necessary, and to amend them from time to time. ACBSP shall have the final determination and enforcement of all rules, regulations, terms, and conditions.
3. Participants may not assign or sublet any space allotted to them, and may not advertise or display goods, other than those manufactured, distributed or sold by them in the regular course of business, without authorization by ACBSP.
4. Cancellation of space for a full refund must be directed in writing to ACBSP prior to June 1, 2008. Refunds will be made at the discretion of the Association, but in no case will a refund be made for a cancellation made after June 1, 2008. In case of fire, the elements, Acts of God, or any other causes beyond control of ACBSP which prevent the holding of the show, the contract is not binding.
5. Exhibit booth size is 8' x 6' or 10' x 6'. In order to allow an unobstructed view of neighboring exhibits, backdrops may not exceed eight feet (8') in height, nor can they protrude more than forty-eight inches (48"). The reverse side of any wing panel extending from the backwall of the display must be finished or draped in order to avoid a raw exposure to a neighboring exhibit. These instructions will be enforced by ACBSP. ACBSP shall supply at no charge to the participant over the regular space rental fee, the following for each participant's space: a six-foot or eight-foot draped table, two chairs, standard electrical hook-up.
6. ACBSP, the hotel management, or any officers or staff members or exhibit management company will not be responsible for the safety or the property of the participants from theft, damage by fire, accident or other causes. Participants are advised to consult their insurance broker for proper coverage on display material from the time it leaves their company's premises until its return. In most cases, a rider can be added to a current policy for a very nominal cost. Neither ACBSP nor the hotel management nor any of the officers, agents, employees or representatives, shall be held accountable or liable for, and the same are hereby released from accountability of liability for any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, resulting from theft, fire, employees or other cause. Neither ACBSP nor the hotel management will obtain insurance against any such damage, loss, harm or injury.
7. Participants hereby agree to indemnify, defend and protect ACBSP and the hotel management from any and all claims, demands, suits, liability for, any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, including but not limited to claims of damage in loss to property, or from or out of any damage, loss, harm or injury to the person or any property of the participant of any of its officers, agents, employees or other representatives.
8. All decorative material must be flame-proofed. Every effort will be made to maintain a business like atmosphere. Extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted. Use of audio-visual equipment must be played in a moderate volume.
9. Participants or their agents may not allow any articles to be brought into the hotel or any act done on the premises which will invalidate the insurance or increase the premium on the policies held by the management of the hotel, nor permit anything to be done by their employees through which act the premises, property or equipment of the other participants will be damaged. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to damage them. All space is leased subject to these restrictions. Violations of these rules will annul the participant's contract, and he will be held liable for any damage resulting from such violations.

Payment Information:

- Check made payable to ACBSP is enclosed.
- Please contact the Official Representative to secure credit card information.
- Please send an invoice to the Official Representative. Our purchase order information is: _____. We understand payment is required by June 1, 2008 unless special arrangements are made.

Signature: _____ Date: _____

Return signed application to: Association of Collegiate Business Schools and Programs
ATTN: Candace Jackson
7007 College Boulevard, Suite 420
Overland Park, Kansas 66211
Phone: (913) 339-9356 Fax: (913) 339-6226