AGB NATIONAL CONFERENCE ON TRUSTEESHIP
2020

Washington, DC

NATIONAL CONFERENCE ON TRUSTEESHIP
APRIL 5-7, 2020 • WASHINGTON, DC

Audience
Trustees of public and private universities and colleges, presidents, and other senior leaders. This is the largest gathering specifically for higher education governing boards.

Attendees
1,000 or more

Attendees by Job Title

- Presidents .................. 12%
- Trustees ................... 42%
- Senior leaders .............. 40%
- Other ........................ 6%*

*includes speakers and sponsor representatives

Format
Preconference workshops, main conference plenary sessions and concurrent sessions, networking opportunities.

Purpose
Attendees share their experiences, learn from each other and subject matter experts, and network around the common goal of advancing higher education.

SPONSORSHIP BENEFITS
Sponsors are partners in the event experience and have exclusive access to this important audience.

- We limit the number of sponsoring companies. Once we reach the limit, no additional sponsors are accepted.
- Only sponsoring companies can attend the event.
- Our sponsors are integrated into the program, not relegated to an exhibit hall (there is no exhibit hall!).
- Sponsors are welcomed and encouraged to fully participate in event workshops and sessions to interact with attendees and contribute to the conversation about higher education issues.

Preconference
- Acknowledgement in footers of preconference emails to potential attendees and/or registered attendees with hyperlink to company website.
- List of attendees provided three weeks in advance (includes individual’s name, institution, title, and state).
- Acknowledgement on the National Conference section of the AGB website to include company logo/name and hyperlink to company website.
Onsite
• Complimentary registration for three (3) senior executives.
• Full-page company profile with logo and contact information in the printed National Conference program.
• Company logo and brief company description in the conference app.
• Acknowledgement during plenary sessions (logo projection and in AGB executive's remarks from the podium).
• Networking opportunities with AGB attendees. Sponsors are invited and encouraged to fully participate in all conference sessions and contribute to the conversation about higher education issues.
• Display area with signage for sponsor materials in high-traffic area.

Post-Conference
• Listing in shared sponsor recognition ad in the May/June issue of Trusteeship magazine thanking all AGB sponsors; includes company logo and name. Circulation: 25,000

BASIC SPONSORSHIP: $15,000
All benefits above

SPONSORSHIP WITH SPEAKING OPPORTUNITY (IF AVAILABLE): $18,000 OR $20,000

SPONSORSHIP OPPORTUNITIES AVAILABLE TO ENHANCE THE BASIC SPONSORSHIP:
• Breakfast, luncheon, or reception*— $7,500 per event
• Plenary session*— $5,000 per plenary
• Preconference 3-hour workshop* — $5,000

*A special opportunity at the National Conference
The Workshop for Board Professionals (WBP) is a preconference event held in conjunction with the National Conference. Board professionals are those in higher education who staff boards of trustees in roles such as assistant to the president, general counsel, secretary of the college, vice president, and chief of staff. Sponsorships are available for this 3-day workshop. More than 280 board professionals attended the 2018 event.

Sponsorship of the Workshop is available as a standalone opportunity — $5,000 - $7,500.

Contact the AGB Resource Development team for details on the Workshop, sponsorship opportunities and tie-ins to the National Conference.

AGB RESOURCE DEVELOPMENT TEAM
To learn more about AGB corporate sponsorships and engagement opportunities, please contact:

Steve Abbott
Director of Corporate Relations
(202) 776-0842
sabbott@agb.org

Amy Lynch
Resources Coordinator
(202) 776-0828
alynch@agb.org

1133 20th Street, NW
Suite 300
Washington, DC 20036
www.agb.org