WORKSHOP FOR BOARD PROFESSIONALS SPONSORSHIP BENEFITS

DATE: April 20 -22, 2018
LOCATION: Marriott Marquis – San Francisco, CA

Held in conjunction with AGB's National Conference on Trusteeship, the Workshop for Board Professionals is open to professionals in higher education who staff boards of trustees in roles, such as assistant to the president, general counsel, secretary of the college, assistant secretary of the board, vice president, and chief of staff. This 3-day Workshop is designed to strengthen the role of the board professional by building expertise and enhancing the understanding of governance issues facing today's colleges and universities.
Attendance: 250 or more.

Sponsorship of the Workshop for Board Professionals includes the opportunity to receive significant exposure and participate in the National Conference on Trusteeship. Both events are held at the Marriott Marquis. The details on that aspect of the sponsorship are below.

Pre-Workshop

- Acknowledgement in footers of pre-workshop 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 Workshop for Board Professionals section of the AGB website to include company logo/name and hyperlink to company website

Onsite

- Full-page company profile with logo and contact information in the printed Workshop for Board Professionals program
- Complimentary registration for three (3) senior executives to attend the Workshop for Board Professionals and the National Conference on Trusteeship
- Networking opportunities with Workshop attendees. Sponsors are invited and encouraged to fully participate in all sessions and contribute to the conversation about higher education issues
- Opportunity to participate at no additional cost, in the Tech Fair at the 2018 Workshop for Board Professionals. This is an opportunity for board professionals to see demonstrations of board portals and other information technology used in today's modern boardroom. This 1½ hour expo will be held on Saturday, April 21 during the workshop, and will include a demonstration area with A/V support to engage with attendees and demonstrate your company's product.
- Display area with signage for sponsor materials in high-traffic area throughout the workshop.

Post-Workshop

- Listing in shared sponsor recognition ad in the May/June issue of *Trusteeship* magazine thanking all AGB sponsors; includes company logo and name. Circulation: 35,000

Recognition and participation at the 2018 National Conference on Trusteeship

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DATE: April 22 – 24, 2018

This conference brings together more than 1,000 public and private university and college trustees, presidents, and other senior leaders to share their expertise, learn from others, and network around the common goal of advancing higher education. This is the largest gathering specifically for higher education governing boards.

Pre-Conference

- Acknowledgement on the National Conference section of the AGB website to include company logo/name and hyperlink to company website

Onsite

- Company logo and brief description on the free conference app
- Networking opportunities with conference attendees. Sponsors are invited and encouraged to fully participate in all sessions and contribute to the conversation about higher education issues
- Display area with signage for sponsor materials in high-traffic area throughout the conference

Integration in the Workshop and National Conference and exclusive access

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- We limit number of sponsoring companies. Once we reach limit, no additional sponsors are accepted
- Only sponsoring companies can attend the Workshop and National Conference
- Our sponsors are part of the program, not relegated to an exhibit hall
- Sponsors are welcomed and encouraged to fully participate in conference workshops and sessions to interact with attendees and contribute to the conversation about higher education issues

THIS ALL-INCLUSIVE SPONSORSHIP IS $13,000

For more information or to secure a sponsorship please contact:

AGB Resource Development Team

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