APLU ANNUAL MEETING

NOVEMBER 12-14, 2023 - SEATTLE, WA

SPONSORSHIP PROSPECTUS
The APLU Annual Meeting, which typically attracts 1,500 senior public university leaders, is the premier public university event. At no other time are so many senior public higher education leaders gathered in such a collaborative environment.
THE ASSOCIATION OF PUBLIC AND LAND-GRANT UNIVERSITIES

APLU is a membership organization that fosters a community of university leaders collectively working to advance the mission of public research universities. The association’s membership consists of more than 250 public research universities, land-grant institutions, state university systems, and affiliated organizations spanning across all 50 states, the District of Columbia, four U.S. territories, Canada, and Mexico.

The association and its members collectively focus on:
- Increasing access, equity, completion, and workforce readiness;
- Promoting pathbreaking scientific research; and
- Bolstering economic and community engagement.

Drawing on the powerful collective action of its members, APLU’s advocacy arm helps shape federal policy that maximizes the positive impact of public and land-grant universities.

APLU AT-A-GLANCE

ANNUALLY...

APLU’s **250+** member institutions

LOCATED IN ALL 50 STATES, THE DISTRICT OF COLUMBIA, SEVERAL U.S. TERRITORIES, CANADA, AND MEXICO

<table>
<thead>
<tr>
<th>ENROLL</th>
<th>AND</th>
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<tbody>
<tr>
<td>5.4 million undergraduates</td>
<td>1.4 million graduate students</td>
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<table>
<thead>
<tr>
<th>AWARD</th>
<th>EMPLOY</th>
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<tbody>
<tr>
<td>1.5 million degrees</td>
<td>1.3 million faculty and staff</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AND CONDUCT</th>
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<tr>
<td>$51 billion in university-based research</td>
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</tbody>
</table>
SHOWCASE YOUR COMPANY, ORGANIZATION, OR INSTITUTION

Put your company or organization in the spotlight and stand out from the crowd. Select from a variety of sponsorship opportunities.

- Presidents/Chancellors
- Presidents’/Chancellors’ Spouses/Partners
- Provosts and Chief Academic Officers
- Vice Presidents/Chancellors of Academic Affairs
- Vice Presidents/Chancellors for Communications and Marketing
- Vice Presidents/Chancellors for Diversity
- Vice Presidents/Chancellors for Engagement
- Vice Presidents/Chancellors for Governmental Affairs
- Vice Presidents/Chancellors of Student Affairs
- Vice Presidents/Chancellors of Research
- Deans of Graduate Education
- Deans of Agriculture, Natural Resources, Human Sciences, and Extension
- Directors of Cooperative Extension
- Directors of Agricultural Experiment Stations
- Senior Business Affairs Officers
- Senior Data/Institutional Effectiveness Officers
- Senior Enrollment Officers
- Senior Government Affairs Officers
- Senior International Programs Officers
- Association Presidents and Executive Directors
Sponsoring the 2023 APLU Annual Meeting from November 12-14, 2023, at the Hyatt Regency Seattle in Seattle, WA gives you the best opportunity to stay top of mind and showcase your brand with both APLU members and non-members.

### Sponsorship Information

**Sponsorship Levels**

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td><strong>Emerald</strong></td>
<td>$20,000+</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>$13,000—$19,999</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>$7,000—$12,999</td>
</tr>
<tr>
<td><strong>Bronze</strong></td>
<td>$3,500—$6,999</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Emerald</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name and/or logo displayed during the slide show preceding the Keynote Session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in APLU's email newsletter (A Public Voice) and in at least one registration reminder email</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Prominent signage throughout the conference (Additional signage recognizing Emerald and Gold sponsors)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Announcement of your sponsorship during the Keynote Session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>A list of registered attendees and their institutions sent to sponsors*:</td>
<td>1 Month Prior</td>
<td>2 Weeks Prior</td>
<td>Confirmed list of attendees 1 week post</td>
<td>2 Weeks Prior</td>
</tr>
<tr>
<td>*Email addresses not included. no unsolicited emails to the attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

| Complimentary meeting registration(s) | 5 | 3 | 2 | 1 |
PREVIOUS SPONSORS INCLUDE...

AAAS Sea Change
Academic Analytics, LLC
Academic Search
Acadeum
Acrobatiq
ACUE
AGB Consulting
ABG Search
AGBIS (ABG Institutional Strategies)
American Council on Education
Aetna Inc.
Barnes & Thornburg LLP
Berkeley Electronic Press
Bioraft
Boundless Capstone Development Corporation
Carnegie Mellon University - Open Learning Initiative
Chegg Enrollment Services
The Chronicle of Higher Education
CMD Outsourcing Solutions
Colorado State University
Colloquy 360
Collaborative Brain Trust
Copyright Clearance Center
Council for Aid to Education
Coursea
Digital Measures
Digital Science Dimensions
Diverse: Issues in Higher Education
EAB
EduNav
EdR
Education Testing Service Emeriti
Florida Atlantic University
Florida International University
The Fund Raising School, Lilly Family School of Philanthropy
Greenwood Hall
Grand River Solutions
Great Plains Idea
Helio Campus
Isaacson Miller
Knack
Nature Portfolio
HigherEd Decisions
Higher Ed Jobs
Hobsons
IDEA Center
Ideas for Action, LLC
iDesign
iGrad
InKnowledge
InsideTrack
Instructional Connections, LLC
Interfolio
KeyPath
Kryterion, LLC
The Learning House, Inc.
Magnolia Dreams
National Survey of Student Engagement
Nature Research
New Economy Strategies
NextThought
Oak Hill Cap and Gown
The Ohio State University
Openstax College
Peace Corps
The Pennsylvania State University
Plum Analytics
Policy Map
Political Pro
ProctorU
Purdue University
Registry for College and University Presidents
Retirement Health Solutions ETS
Royall & Company
Shorelight Education
SimpleTuition
SNtial Technologies, Inc.
Society for Diversity in the Biomedical Sciences
Socle Education
SpringerNature
Starfish Retentions Solutions
Student Connections
Stylus Publishing, LLC
SunGard Higher Education
SUNY Press
Symplectic
TaskStream
Texas A&M AgriLife
Thirdway
Thomson Reuters
Tremonti Consulting, LLC
UIDP
University of Arkansas
University of Florida
University of Texas System
USA Funds
Venturewell
Virginia Commonwealth University
Wiley
Wearsafe Labs
PREVIOUS SPONSORS INCLUDE...
SPONSOR OPTIONS

Listed below are the annual meeting a la carte sponsorship opportunities. Choose one or more of the sponsorship items below to customize your sponsorship package.

EXHIBIT BOOTHES

In-Person Exhibit Booths - All Booths Sold
The APLU Annual Meeting Exhibit Booths are open Sunday through Tuesday (see table below for times) and will be located in the main foyer near meeting registration. All refreshments for our networking breaks, including coffee breaks and afternoon refreshments are located near the exhibit booths to guarantee foot traffic.

Available: 16
Price: $3,500/booth until September 1. Starting September 2, the price per booth will increase to $4,000/booth.
Size: 10’x10’

<table>
<thead>
<tr>
<th>Exhibit Timeline</th>
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<tbody>
<tr>
<td><strong>Install</strong></td>
</tr>
<tr>
<td>Saturday, November 11</td>
</tr>
<tr>
<td><strong>Exhibit Hours</strong></td>
</tr>
<tr>
<td>Sunday, November 12</td>
</tr>
<tr>
<td>Monday, November 13</td>
</tr>
<tr>
<td>Tuesday, November 14</td>
</tr>
<tr>
<td>Materials must be off the booth by 1:30 pm</td>
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<tr>
<td><strong>Tear Down</strong></td>
</tr>
<tr>
<td>Tuesday, November 14</td>
</tr>
</tbody>
</table>

PRINT ADVERTISEMENTS

Pocket Guide Cover & Mobile App Banner - Sold
This collapsible map of the meeting sessions is a highly referenced tool for the conference. Sponsors may place an ad on the front of the guide.

In addition, your company’s logo will be in the hands of every meeting participant as they use our popular meeting app to navigate the meeting space, network with other attendees, and engage with our sponsors and speakers. Logo will be featured on the on the splash screen of the meeting app. The app is used by more than 90% of attendees.

Available: 1
Price: $16,000
**DIGITAL ADVERTISEMENTS**

**A Public Voice Newsletter - All Spots Sold**

*A Public Voice* is a bi-weekly e-newsletter that is sent out to more than 8,500 senior public university leaders! Sponsors will have their logo featured with a link to a site of their choosing and the opportunity to write a guest article featuring how they serve the public university community. Available on September 20, October 4, October 18, & November 1, though dates are subject to change.

**Available:** 4  
**Price:** $3,500 each

**Meeting Wi-Fi Provider - Sold**

Put your company front and center on every device accessing APLU's Wi-Fi! Sponsor's logo will appear on the splash page of the Wi-Fi log in. Sponsor will get to choose the network name and password.

**Available:** 1  
**Price:** $15,000

**Annual Meeting Emails - All Spots Sold**

Your logo and link will be included in each daily email sent to all meeting registrants. These emails include important reminders about the meeting.

**Available:** 3  
**Price:** $3,500 each

**Annual Meeting Attendee Feedback Survey - Sold**

Sponsor the meeting's attendee feedback survey! This survey will be delivered to all meeting attendees after the conference and include the company’s logo and a link to your website at the bottom of the email.

**Available:** 1  
**Price:** $3,500

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**HOTEL BRANDING**

**NEW* Elevator Door Covers**

Feature your company’s branding or campaign on the elevator doors between APLU’s three designated meeting floors.

Buy a single elevator or bundle and save by purchasing a package of three. Each floor has two elevator banks of six doors for a total of 12 pairs per floor.

Please note: APLU will choose the layout.

**Available:** 36  
**Pricing:** $10,000 per elevator OR 3 for $27,000

**NEW* Elevator Bay Back Walls**

Brand the back wall of the elevator bays on the floors of APLU's designated event spaces. Two per floor, one per elevator bay.

**Available:** 6  
**Back wall of Floor 3:** $10,000 each  
**Floor 4:** $6,500 each  
**Floor 5:** $6,500 each
*NEW* Elevator Bay Archways
Make your brand known to attendees as they step off the elevators on event spaces with the opportunity to sponsor the elevator bay archways. Two per floor, one archway per elevator bay.

Available: 6
Floor 3: $15,000
Floor 4: $12,500
Floor 5: $12,500

*NEW* Fourth Floor Escalator Glass Cling
Catch attendees' eyes as with this sponsored spot as they take the escalators in between the floors of APLU's meeting space.

Available: 1 - Sold
Price: $3,500

*NEW* Escalator Long Low Walls
Feature your branding or campaign on the long low escalator walls that are seen as you walk onto an APLU meeting floor.

Available: 3
Floor 3: $15,000 - Sold
Floor 4: $10,000
Floor 5: $10,000

*NEW* Third Floor Escalator Landing Wall - Sold
Put your brand front and center as attendees step on to the 3rd floor, the main designated meeting space where networking breaks and exhibit booths will be.

Available: 1
Price: $5,000

*NEW* Fourth and Fifth Floor Foyer Windows
Display your brand or campaign in the windows of the foyers on the fourth and fifth floors.

Available: Four packages total. Two packages of two windows available on both floors 4 & 5 (top and middle spots on the left side in blue; top and middle spots on the right in red on each floor)

Price: $6,500 per package - Only 3 Available

Escalator Clings - Only 2 Available
Feature your branding or campaign on the Hyatt's escalators between APLU's designated event spaces.

Available: 4
Price: $14,000 each
**ON-SITE ADVERTISEMENTS**

*NEW* Attendee Check-in Kiosk
Display your company’s logo on the splash screens and stickers attached to the check-in kiosks. The kiosks are a touch point used by every attendee during the meeting check-in process.

**Available:** 4  -  **Sold**  
**Price:** $16,500

Annual Meeting Opening & Closing Sessions
These highly attended, conference-wide sessions are a great opportunity to reach public university leaders. The sponsor will have verbal recognition at the start of the sponsored session and the company name and logo will also be visible at the session’s conclusion.

**Available:** 2

**Sunday Welcome Session:** $25,000  -  **Sold**
**Tuesday Closing Session:** $20,000

Column Wraps
Display your campaign or brand on the columns throughout APLU’s designated event spaces.

**Available:** One column per floor
**Floor 3:** $12,500  -  **Sold**
**Floor 4:** $10,000
**Floor 5:** $10,000

Charging Tables
Be the power source of the meeting and provide our attendees an opportunity to charge cell phones, tablets, and other devices. Your signage will have great visibility on the charging tables as attendees charge their devices.

Charging tables will be placed on floors 4 and 5. There will be two charging tables per floor.

**Available:** 4  -  **Only 2 Available**
**Price:** $10,000 each
MEAL EVENTS

Welcome Reception
The welcome reception is one of the most popular event of the meeting and is a great place to make personal contact with the nation’s top public university leaders. The sponsor will be recognized at the start of the reception and on signage throughout the event.

Available: 1 - Sold
Price: $75,000

Keynote Lunch
Monday’s keynote lunch provides one of largest audiences during the APLU Annual Meeting. In addition to ample signage, sponsors will be recognized from the podium and on the screens in the room.

Available: 1
Price: $50,000

*NEW* Council of Presidents Reception - Sold
Host the Monday evening reception for APLU’s Council of Presidents and Council of Presidents' Spouses/Partners. This reception, which is exclusively for the Council of Presidents and Council of Presidents' Spouses/Partners groups, is an excellent way to show support for public university leaders. The sponsor will be recognized with signage at the event.

Available: 1
Price: $60,000

Tuesday Lunch
Join us for lunch on Tuesday, November 14 where we will announce and hear from the 2023 APLU Institutional Award winners. The awards include the C. Peter Magrath Award, Degree Completion Award, Innovative & Economic Prosperity Awards, and the International Award. The inaugural Peter McPherson Lifetime Achievement Award will also be presented.

Available: 1
Price: $30,000

Networking Breaks
Increased from 45-minutes to an hour, these breaks allow participants to network with attendees as they gather for extended conversation and food. All meeting attendees are invited to attend.

Sponsors will have their logo displayed on signage throughout the foyer.

Available: 4 each
Price: $12,000
“Starbucks Saturday” - Sold
Keep attendees energized as they travel to Seattle by sponsoring our virtual coffee break on Saturday, November 11. This sponsorship will provide attendees with a $5.00 Starbucks gift card.

Available: 1
Price: $12,500

"Wheels Up Wednesday" - Sold
Give the APLU meeting participants a goodbye treat as they board their flights back home. We will send the attendees a virtual $5.00 coffee gift card.

Available: 1
Price: $12,500

Hotel Room Keys - Sold
Everyone needs a room key! This is a great opportunity to place your company in the hands of every registered participant staying at the conference hotel. Sponsor’s logo/design will be displayed on the Hyatt Regency’s room keys.

Available: 1
Price: $17,500

Hotel DND Door Hang - Sold
Place your company logo in the hands of every meeting registrant staying in the room block at the conference hotel. Sponsor’s logo/design will be displayed on the Do Not Disturb door hang.

Available: 1
Price: $12,000

Name Badge Lanyards - Sold
Have your company’s logo displayed on one of the most visible materials of the conference. Sponsor’s logo will be displayed on the lanyards that attach to the name badges that attendees wear throughout the meeting.

Available: 1
Price: $14,000
*NEW* Annual Meeting Orientation & Welcome Gift
Sponsor the Annual Meeting Orientation and provide a branded notebook and pen as a welcome gift to all registered attendees. This gift will be handed out when attendees check-in to the conference to receive their name badges. There were over 1,150 people in attendance in 2022!

Price: $10,000
Available: 1 - Sold

Special Delivery - Sold
Put yourself at the door of every attendee’s hotel room with a coordinated drop of promotional material. Sponsor will provide one item to disperse to meeting attendees’ doorsteps on Sunday night (peak night of the conference).

Price: $12,500
Available: 1
SPONSORSHIP DEADLINE

September 15, 2023

- Item for Special Delivery submitted to APLU for approval
- Pocket guide artwork and app banner due
- Kiosk logo due
- Name tag lanyard logo due
- Room key artwork due
- DND hang tags artwork due
- Escalator clings artwork due
- Elevator wrap artwork due
- Column wrap artwork due
- Low wall clings artwork due
- Elevator door covers artwork due
- Public Voice link, logo and guest article due one week before issue is sent out
An email on how to choose your booth number will be sent out at a later date.
Terms & Conditions
The Association of Public and Land-grant Universities, hereinafter referred to as APLU, is hereby authorized to use the name and logo of a sponsor during the APLU Annual Meeting, November 12-14, 2023, at the Hyatt Regency Seattle.

APLU reserves the right to prequalify all applicants for potential sponsor and partner agreements. The prequalification process seeks to ensure sponsors and partners meet the educational needs of APLU members and do not discriminate because of race, creed, national or ethnic origin, sex or disability.

1. Payments and Cancellations. In applying for sponsorship, the Sponsor will submit full payment with the signed contract. In the event the Sponsor provides APLU with a written notice of cancellation for any unpublished advertisement by November 14, 2023, APLU shall have the right to retain 50 percent of such payment as a processing fee.

2. Failure to Hold Exposition. In the event the meeting is canceled, sponsorship fees or deposits already made will be returned on a pro rata basis after all related expenses incurred by APLU through the date of cancellation have been met plus an administrative fee and overhead charges.

3. Distribution of Materials. Exhibitors are permitted to distribute materials to meeting participants that are of nominal value (less than $10.00). Exhibitors planning to distribute materials must submit in writing to APLU a description of the items that will be given away.

4. No cash prizes, please.

All sponsors and exhibitors are also subject to the terms and conditions outlined in the APLU Policy on Corporate Sponsors & Exhibits. For additional sponsorship information please contact the APLU Sponsorship Team at sponsorship@aplu.org.

APLU Policy on Corporate Sponsors & Exhibits
I. PREFACE
The Association of Public and Land-grant Universities (APLU) provides selected organizations and corporations with the opportunity to exhibit at its Annual Meeting. As part of that opportunity, exhibitors are given the opportunity for further exposure by buying advertising in the meeting materials, sponsoring meal events, etc. These funds defray a portion of expenses related to the APLU Annual Meeting.

The primary interests served by having a sponsorship program are: to provide an opportunity for corporations and organizations to demonstrate their interest in and support for the mission and services of APLU and of its members; and, through their financial support, to defray the costs associated with the Annual Meeting that otherwise would be borne by the attendees.

II. GENERAL GUIDING PRINCIPLES FOR APLU EXHIBITORS
Sponsors and exhibitors at APLU’s Annual Meeting are provided the opportunity to demonstrate their strong support for the higher education community. APLU only accepts organizations and corporations that have goals consistent with APLU’s mission. APLU appreciates the commitment of its sponsors, which helps to ensure that APLU continues to deliver the highest quality programs to its members. The following principles serve to guide the relationship between APLU and its sponsors:

• APLU strives to provide meaningful recognition to those who sponsor its programs and services.
• APLU’s interactions with its sponsors/exhibitors are characterized by the same high degree of professionalism, quality, and service that it provides to and shares with its own members.
• APLU’s interactions with its sponsors/exhibitors are characterized by the same high degree of professionalism, quality, and service that it provides to and shares with its own members.
• APLU understands the desire on the part of sponsors/exhibitors to receive as much recognition as possible, but APLU respects its members first and foremost, and therefore retains the right to limit sponsor access to APLU members, including access to certain meeting sessions.
• Sponsorship/Exhibiting are completely independent of programmatic planning. In the few exceptions where speaking slots are part of sponsorship, sponsors are not allowed to use the time to sell any specific products or materials.
• APLU maintains strict and complete editorial control of all materials published in connection with sponsorship.
• APLU does not endorse any individual sponsor/exhibitor or its products and services. APLU acknowledges sponsorship participation publicly, but in ways that do not suggest or intend endorsement.
• APLU is accountable primarily to its members.
• Member objectives and directives, if they are ever in conflict with sponsor objectives, take precedence.

RELEVANCE TO APLU’S MISSION & PRIORITIES
• APLU seeks corporate support only for activities in connection with programs and initiatives that support APLU’s mission.
• Sponsors and exhibitors must be relevant to the APLU membership and acceptance of a proposal for sponsorship of any program or activity is at the discretion of APLU.
• APLU reserves the right to reject any sponsorship deemed inappropriate to, or inconsistent with, the mission of APLU. APLU further reserves the right to negotiate with any sponsor concerning any aspect of a proposed sponsorship and to decline sponsorship as it deems necessary.
• APLU may consult with members on an as-needed basis for their feedback on potential sponsors.
All sponsors and exhibitors are also subject to the terms and conditions outlined in the APLU Application and Contract for Sponsorships: Terms and Conditions.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES
Registration and attendance at, or participation in, APLU meetings and other activities constitutes an agreement by the registrant for APLU’s use and distribution (both now and in the future) of the registrant or attendee’s image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

APLU STATEMENT ON PREVENTING DISCRIMINATION AND HARASSMENT
Expectations for Participants in APLU Activities: In order to provide a productive and safe work environment and foster the free exchange of ideas, APLU’s commitment to providing a harassment-free work environment extends to APLU meetings. Discrimination and harassment are prohibited in any APLU activity. This commitment applies to all participants in all settings and locations in which APLU committee meetings, workshops, and conferences are conducted where employees, volunteers, sponsors, vendors, and/or guests are present.

APLU requires its meeting participants to conduct themselves professionally and treat other participants with respect. Click here to read the full statement.

PRIVACY POLICY
APLU is committed to the protection and security of user data. This privacy policy covers individuals who visit our site, use our website for job postings, enroll in online courses, register for events, sign up for email notifications or newsletters, and/or participate in councils or commissions.

With whom is this data shared? All email address and phone data is private to APLU staff only. When relevant, we may share this data with other council or committee members for ease of communication. Event attendance lists with names, titles, and organizations may be made public. Click here to read the full policy.

Meeting inquiries should be directed to events@aplu.org.
APLU ANNUAL MEETING
NOVEMBER 12-14, 2023

Images courtesy of Alabastro Photography & Josh Gold Photography