

AMERICAN ASSOCIATION OF COMMUNITY COLLEGES

Annual Convention Sponsorships

In April 2012, you have a unique opportunity to reach nearly 2,000 executive decision makers and key prospects at the 92nd American Association of Community Colleges (AACC) Annual Convention. Every year, U.S. community college leaders and their international guests convene at this dynamic event to gain and share industry insights and ideas as well as explore new products, services and innovations—all in one place, all at one time.

Reach decision makers

This is an exciting and exclusive opportunity to reach:

- Community college presidents and CEOs
- Trustees
- Chancellors
- Vice presidents
- Deans
- Department chairs
- Business and industry representatives
- Federal, state, and local government representatives

Targeted sponsorship and advertising opportunities build your organization's visibility before, during, and after the convention. To maximize exposure and extend your reach, become a convention exhibitor and use sponsorships to drive traffic to your booth.

Gain greater recognition

AACC's sponsors are a vital component of annual convention success, which is why we recognize our corporate partners in ways that provide greater exposure and recognition. As a sponsor, your business can be acknowledged through such media as:

- On-site signage located in high traffic areas
- AACC's convention program book
- *Community College Times* and *Community College Journal's* convention editions
- Individual recognition posters at sponsored events
- Messaging at plenary sessions

Depending on your needs and objectives, we offer a variety of sponsorship opportunities. Be sure to check several new options available this year!



Partner Level: \$25,000

AACC Leadership Award Presentation

During Plenary Sessions

When: TBA

Estimated attendance: 800-1,000

One of the most sought-after sponsor events at convention, AACC Leadership Award recognized distinguished professionals who have demonstrated significant achievements in the field.

Recognition includes: Sponsor's company logo on on-site signage, in convention program. Also, an opportunity to give high-profile 3-minute welcome remarks is available.

Convention Opening Session and Keynote Speaker

When: Saturday, April 21, 5:00 p.m. to 6:30 p.m.

Estimated attendance: 1,000-4,000

As annual convention kicks off, a dynamic opening session sets the stage for the high-energy annual meeting. This is an exclusive opportunity for sponsors to showcase their company, product or service before key executives and decision makers at one of the largest attended events of the convention.

Recognition package: Sponsor's logo featured on on-site meter boards | Sponsor's logo in convention program | Opportunity to give high-profile 3-minute welcome remarks.

Cyber Café

When: Noon Friday, April 20 through afternoon Monday, April 23

Communications are central for busy convention attendees, this high traffic area draws hundreds of attendees daily, offering internet access and online convention program information.

Recognition package: Prominent overhead signage with sponsor's company logo | Sponsor's logo on all monitor default screens.

Gala Reception and Dinner to Honor Outstanding Community College Alumni

When: Monday, April 23, 6:15 p.m. to 9:00 p.m.

Estimated attendance: 500-700

One of the most highly anticipated events, the gala features a Who's Who in community colleges. As part of the gala events, a video presentation and recognition of award winners is scheduled.

Recognition package: Sponsor's logo featured on on-site signage | Sponsor's logo on special gala event program and in convention program book | Opportunity to give high-profile 3-minute welcome remarks.

New Century Scholars Award Presentation

When: Monday, April 23, 5:30 p.m. to 6:30 p.m.

Estimated attendance: 500-700

Secure extensive visibility for your company, product or service at this event where fifty top community college students are recognized and awarded the prestigious New Century scholarship.

Recognition package: Sponsor's logo featured on on-site signage | Sponsor's logo on New Century event program and in convention program book | Opportunity to give high-profile 3-minute welcome remarks.

Outstanding Alumni Award Video and VIP Reception

When: Monday, April 23, 5:30 p.m. to 6:30 p.m.

Estimated attendance: 70-100

This event offers unique exposure for sponsors. AACC Board members and convention VIP guests honor the most outstanding and accomplished alumni from community colleges.

Exclusive two-part paid sponsorship opportunity includes: Production of a short video profiling awardees | Private VIP reception for awardees and AACC Board members.

Recognition package: Sponsor's company logo featured on the video | Sponsor's logo featured on on-site meter boards and in convention program book | Opportunity to give high-profile 3-minute welcome remarks.

Advocate Level: \$20,000

Presidents Academy Hail and Farewell Luncheon

When: Sunday, April 22, 12:00 p.m. to 2:15 p.m.

Estimated attendance: 800-1,000

A prestigious sponsorship opportunity, this luncheon honors member CEOs who have completed their executive terms on the AACC board and welcomes incoming Board members.

Recognition package: Sponsor's logo featured on on-site signage | Sponsor's logo featured on event program and in convention program book | Opportunity to give high-profile 3-minute welcome remarks.

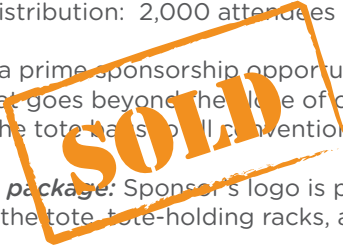
Advocate Level: \$17,000

Convention Tote and Virtual Tote Bag

Estimated distribution: 2,000 attendees

Considered a prime sponsorship opportunity with exposure that goes beyond the scope of convention, AACCC distributes the tote bags to all convention attendees.

Recognition package: Sponsor's logo is prominently featured on the tote bag, tote-holding racks, and Virtual Tote.



Advocate Level: \$15,000

Board of Directors Dinner

When: Friday, April 20, 6:30 p.m. to 10:00 p.m.
Estimated attendance: 70 former and current community college presidents, trustees, business and government leaders.

A prestigious invitation-only event with an exclusive A-list audience, this dinner provides recognition on retiring members of the AACCC Board.

Recognition package: Sponsor's logo featured on on-site signage and in convention program book | Opportunity to give high-profile 3-minute welcome remarks.

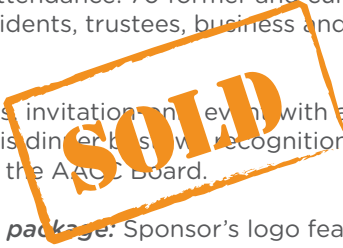
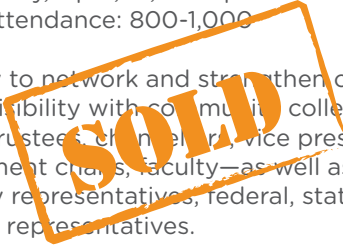


Exhibit Hall Grand Opening Reception

When: Saturday, April 21, 6:30 p.m. to 8:00 p.m.
Estimated attendance: 800-1,000

Opportunity to network and strengthen communications and brand visibility with community college presidents and CEOs, trustees, chief executives, vice presidents, deans and department chairs, faculty—as well as business and industry representatives, federal, state and local government representatives.

Recognition package: Sponsor's logo prominently featured on on-site signage at the reception and at exhibit hall entrance.



Advocate Level: \$12,500

Convention Program Book

Estimated distribution: 2,000 attendees

A valuable way to gain significant exposure and reach, all registrants receive this indispensable 8.5" x 11" convention guide program listing convention events, exhibit hall information and more.

Recognition package: Full-color, one-page sponsor ad on outside back cover.



Advocate Level: \$10,000

Afterglow Party - Continuing the Celebration

When: Monday, April 23, 9:00 p.m. to 11:00 p.m.
Estimated attendance: 200-300 people

A relaxing night of music and networking celebrating the award winners and wrapping up an exciting day of activities.

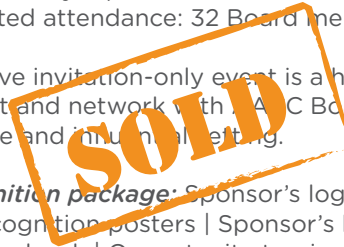
Recognition package: Sponsor's logo featured on on-site signage and in convention program book | Opportunity to give high-profile 3-minute welcome remarks.

AACC Board of Directors Brunch

When: Friday, April 20, 11:00 a.m. to 12:00 p.m.
Estimated attendance: 32 Board members

Exclusive invitation-only event is a high-profile opportunity to meet and network with AACCC Board members in a more intimate and informal setting.

Recognition package: Sponsor's logo featured on on-site recognition posters | Sponsor's logo on convention program book | Opportunity to give high profile 3-minute welcome remarks.



Convention Program Book

Estimated exposure: 2,000 attendees

A great way to keep your company, product or service in front of decision-makers. Every registrant receives this indispensable 8.5" x 11" go-to guide that lists convention events, exhibit hall information and maps to assist attendees in navigating the convention.

Recognition package: Full-color, one-page sponsor ad. Available ad positions:

- (a) ~~Inside back cover~~ **SOLD**
- (b) ~~Inside front cover~~ **SOLD**
- (c) ~~New! Exhibit Guide Tab~~ **SOLD**

Please note: Positions are reserved on a first come, first served basis. Value may vary slightly depending on position placement.

Innovations Theatre

When: Sunday, April 22, presentations
2:00 p.m. to 3:00 p.m.
3:30 p.m. to 4:30 p.m.

When: Monday, April 23, presentations
11:00 p.m. to 12:00 p.m.
2:00 p.m. to 3:00 p.m.
Estimated attendance: 500 per presentation. Over 150 total.

Community college professionals showcase innovative thoughts and practices taking place on college campuses in a series of 60-minute presentations. These dynamic presentations take place in a theater-like setting inside the Exhibit Hall.

Recognition package: Sponsor's logo featured on on-site meter boards and in convention program book.

Name Badge Holders and Lanyards

Estimated distribution: 2,000 attendees

Registered conference attendees are required to wear their name badges the duration of the conference at all conference sessions, meetings and events. Lanyards are supplied to all attendees to hold the badges.

Recognition package: Sponsor's company logo is prominently featured on the lanyard.

NEW! Attendee Orientation Reception

When: Saturday, April 21, 3:00 p.m. to 4:30 p.m.
Estimated attendance: Over 100

AACC Board members welcome first-time attendees at this special event where those new to the conference receive insights and tips for maximizing their experience.

Recognition package: Sponsor's logo featured on on-site meter boards and in convention program book | Opportunity to give high-profile 3-minute welcome remarks.

New Century Scholars Reception

When: Sunday, April 22, 6:30 p.m. to 8:30 p.m.
Estimated attendance: 300

A highly anticipated, well-attended event, AACC recognizes the best and brightest community college students in the nation.

Recognition package: Sponsor's logo featured on on-site signage, on events program and in convention program book | Opportunity to give high-profile 3-minute welcome remarks.

Spotlight Sessions:

When: Sunday, April 22, 10:30 a.m. to 11:45 a.m.
Group one: 3-4 simultaneous sessions.

When: Monday, April 23, 1:15 p.m. to 2:30 p.m.
Group two: 3-4 simultaneous sessions.
Estimated attendance: 600

Be a part of one of the most popular annual events where nationally-known speakers address "hot-button" issues.

Recognition package: Sponsor's logo featured on on-site meter boards, on event's program and in convention program book | Opportunity to give a high-profile 3-minute remarks at one session.

Exhibit Hall Breakfast and Prize Drawings

When: Sunday, April 22, 8:00 a.m. to 9:15 a.m.
Estimated attendance: 300

Attendees, speakers and dignitaries start the day with a continental breakfast served at this popular networking event.

Recognition package: Sponsor's logo prominently featured on on-site signage.

Advocate Level: \$7,500

Exhibit Hall Energy Break and Prize Drawing

When: Sunday, April 22, 3:30 p.m. to 5:00 p.m.
Estimated attendance: 300

A popular place for attendees to take a break and enjoy refreshments, it also serves as a networking opportunity.

Recognition package: Sponsor's logo featured on on-site meter boards.

Monday Exhibit Hall Breakfast and Prize Drawings

When: Monday, April 23, 8:00 a.m. to 9:15 a.m.
Estimated attendance: 300

Continental breakfast is served at this early morning jumpstart event with attendees and visitors to the Exhibit Hall gather and network.

Recognition package: Sponsor's featured on on-site meter boards.

Advocate Level: \$7,500

Monday Exhibit Hall Light Fare and Grand Prize Drawing

When: Monday, April 23, 11:30 a.m. to 1:00 p.m.
Estimated attendance: 300

An opportunity for sponsors to gain visibility at this networking event where attendees take a break and enjoy light fare.

Recognition package: Sponsor's logo featured on on-site meter boards.

Associate Level: \$5,000

NEW! Lighting Rounds

When: Sunday, April 22, 2:30 p.m. to 4:00 p.m.

When: Monday, April 23, 9:30 a.m. to 10:30 a.m.
Estimated attendance: 50-100

All-new interactive discussion group format composed of six discussions taking place within one room with one presenter at each table. Discussions consist of a 10-minute presentation followed by a 15-minute Q&A with group discussion. At the conclusion of the discussion, participants rotate to the next table. Presenters may utilize laptops; Wi-Fi will be available.

Recognition package: Sponsor's logo featured on on-site meter boards and in convention program book.

Associate Level: \$5,000

Information Desk:

Desk staff provides key information and direction to convention participants and exhibitors seeking information.

Recognition package: Sponsor's logo on desk structure and in convention program book | Sponsor's promotional literature will be available and distributed at the desk.

Achieving the Dream Presidents' Breakfast

When: Sunday, April 22, 7:00 a.m. to 8:30 a.m.
Estimated attendance: 50-60

Recognition package: Sponsor's logo featured on on-site meter boards | Opportunity to give high-profile 3-minute welcome remarks.

Secure your sponsorship today!

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[P:] 202-728-0200 ext 270.

Do not miss this exclusive opportunity to gain valuable exposure and connect with the most prominent decision makers in community college.