



## WACUBO ANNUAL CONFERENCE SPONSOR & EXHIBITOR TOOLKIT

On behalf of the Western Association of College and University Business Officers, thank you for supporting the 2025 WACUBO Annual Conference with your partnership. Please carefully review the upcoming deadlines and important logistical information. This toolkit will be posted to the business partner page of the [conference website](#) for future reference.

For sponsor and exhibitor related questions, please email [Ann Rodriguez](#) or [Sarah Martens](#).

### CONFERENCE SCHEDULE OF EVENTS – All times below are in HST

#### Sunday, May 4

7:00am-2:00pm Sponsor and Exhibitor check-in and booth set-up  
3:30pm-5:00pm **Business Partner Showcase Hours** - Opening Event

#### Monday, May 5

**7:00am-6:00pm Business Partner Showcase Hours**  
7:00am-8:00am Business Partner Showcase Breakfast  
9:30am-10:15am Business Partner Refreshment Break  
12:45pm-1:15pm Business Partner Showcase Dessert  
4:30pm-6:00pm Business Partner Showcase Wine & Cheese Reception

#### Tuesday, May 6

**7:00am-2:45pm Business Partner Showcase Hours**  
7:00am-8:00am Business Partner Showcase Breakfast  
9:15am-10:00am Business Partner Showcase Refreshment Break  
2:00pm-2:45pm Showcase Dessert Break & Grand Prize Drawing  
2:45pm-5:00pm Booth break-down

Though not anticipated, set-up, conference, and dismantling times are subject to change. The most up-to-date conference schedule information will be available in the conference app (more information below). Should move-in or move-out times need to be updated, you will be notified by email.

### REGISTRATION INFORMATION NEEDED ASAP

As you likely heard, conference registration quickly sold out this year! Thank you to everyone who has already completed registration for your company representatives that will be onsite. **If you have unused discount codes associated with your sponsorship or exhibitor booth, please plan to utilize them asap.**

We will need to provide special access for anyone that still needs to register at this point. Please email [office@wacubo.org](mailto:office@wacubo.org) with the name and email address of the individual that will be completing the registration process so that access can be granted.

## **HOTEL ROOM RESERVATIONS**

The deadline to book hotel rooms within the WACUBO rooming block was Tuesday, April 8, 2025. We cannot guarantee availability or rate after this date. Please note that at this time the conference hotel is sold out.

If you do not have a hotel room reservation and you need a recommendation for a nearby property, please consider contacting the hotel below.

### **Hilton Grand Vacations Club Ocean Tower Waikoloa Village**

Note, this is a separate property from the Hilton Waikoloa Village (conference hotel) and WACUBO does not have a formal agreement or relationship with them. However, they are a walkable distance to the conference meeting space and a recommended alternative for anyone needing a hotel room.

## **TRANSPORTATION**

Avoid the headache of competing with fellow travelers for an Uber to/from the airport! **SECURE YOUR SPOT** on the "WACUBO Shuttle" for transport to and from the Kona airport! We have worked out an exclusive offer for WACUBO conference attendees with a local provider to reserve your transportation in advance. **Sign up by April 17.**

## **ATTENDEE LIST**

By two weeks before the conference, all sponsors and exhibitors paid in full will receive a list of conference attendees containing names, institutions, title and email address. A post-event attendee list will also be shared within two weeks following the conference.

Note, any outreach from companies that wish to sell you the WACUBO attendee list are fraudulent and should be ignored. Any WACUBO attendee lists will be sent from either Ann Rodriguez ([peteyrodriguez3@gmail.com](mailto:peteyrodriguez3@gmail.com)) or Sarah Martens ([smartens@etherio.com](mailto:smartens@etherio.com)).

## **SOCIAL MEDIA**

Please use the provided artwork on your personal and company social media platforms to promote your support of the conference as a sponsor and/or exhibitor. Please tag #WACUBO2025.

## **CONFERENCE TECHNOLOGY**

The WACUBO Annual Conference will be hosted on the Etherio Connect app. You will have access to attendees before, during and after the conference via the app and will have the capability to message individuals. Please use professionalism and discretion when contacting attendees through the app and avoid bombarding any individual or group with messages.

- **REVIEW AND UPDATE YOUR COMPANY PROFILE**
  - On March 27, conference attendees received an email from 'WACUBO 2025 Annual Conference' inviting you to download the app.
  - Please follow the instructions in the email. Login to your profile by using the email address you provided when you registered for the event.
  - Attendees from the sponsoring/exhibiting company will have the ability to make updates and edits to the company profile

- Individuals are encouraged to add a company overview, address information, a link to your company website or social media, upload a video or handout, and other information you'd like attendees to see.
- If a team member needs access to edit the company profile and is NOT a conference attendee, please contact Sarah Martens at smartens@etherio.com.
- If you have questions about making changes or updates, we are happy to help.

## EXPO SERVICES

International Convention Services Inc. (I.C.S.) is the official service contractor for the conference. Exhibiting companies will receive one 6' skirted table, two chairs, and a wastebasket in an 8' x 10' space.

If you have any additional needs for your booth beyond what is provided, please work directly with I.C.S. to coordinate those needs for your booth. Here is a link to their [Exhibitor Kit](#) and it is linked from the conference website.

**Note that Wifi will be provided throughout the conference center.**

## ELECTRICITY AND A/V REQUESTS

Electricity and A/V requests can be made directly through I.C.S.

## SHIPPING INFORMATION AND DEADLINES

Monday, April 14	Advance Shipments may begin arriving at I.C.S. Warehouse
Monday, April 28	Last Day for Advance Shipments to arrive at I.C.S. Warehouse without surcharges
Saturday, May 3	Direct Shipments may begin arriving at Show Site after 3:00 PM HST
Saturday, May 3	Last Day for Direct Shipments to arrive at Show Site by 7:00 PM HST
Tuesday, May 6	All exhibitor materials must be removed by 5:00 PM. If your freight remains on the exhibit floor at this time it will go out via I.C.S. Carrier at your expense. If you require assistance with your outbound shipment(s), please visit the I.C.S. Service Desk during the Service Desk Hours & not during dismantle.

### Advance Shipments to Warehouse

**Shipments should arrive on or before Monday, April 28 at 3:00pm HST**

Address: I.C.S. c/o Kona Trans  
74-5039A Queen Kaahumanu Hwy  
Kailua-Kona, HI 96740

### Direct Shipments to Hotel

**Shipments will be accepted beginning Saturday, May 3 from 3:00pm-7:00pm HST**

Address: I.C.S. c/o Hilton Waikoloa Village  
69-425 Waikoloa Beach Dr.  
Waikoloa, HI 96738

Thank you! We look forward to seeing you in May!