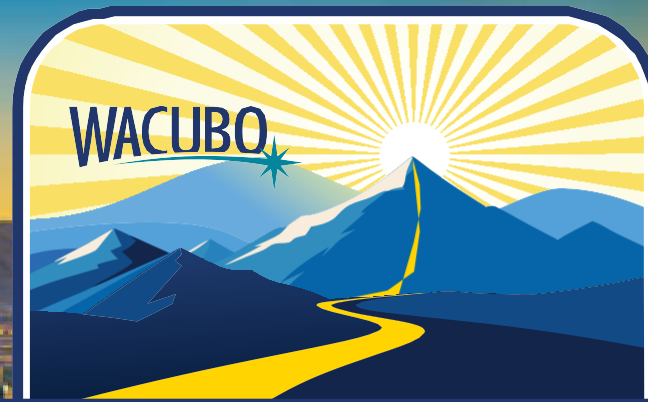




Western Association of College and University Business Officers

Business Partner Prospectus | 2027



ELEVATING FUTURES

Disrupt • Innovate • Thrive
Salt Lake City 2027

WHY WACUBO?

3 Great Reasons to Partner with WACUBO

- 1. EXPAND YOUR BRAND.** With over 10,000 professionals from 200+ institutions represented amongst our membership, getting direct access to key decision makers in the world of higher education has never been easier.
- 2. CONNECT WITH EXISTING CLIENTS.** Our event attendees rank this as one of the primary reasons to attend our events. Keep top-of-mind with your customers by being present where they gather.
- 3. YOUR COMPETITION IS HERE.** Simply put; **can you afford not to be here?**

WACUBO is the premier provider of professional development and networking for business officers serving higher education in the west. Our mission is to offer opportunities to members to develop professionally, to explore issues and trends in higher education and to engage with colleagues to share their expertise.



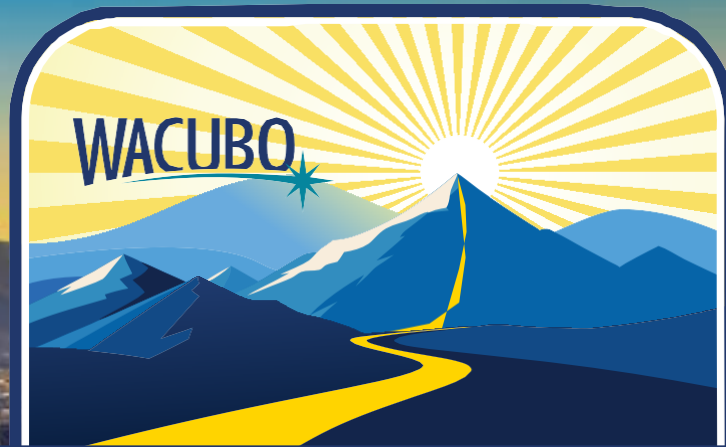
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WACUBO'S PREMIER EVENT

Annual Conference

April 18-21, 2027 | Over 550 attendees | Salt Lake City, UT



ELEVATING FUTURES

Disrupt • Innovate • Thrive
Salt Lake City 2027

WELCOME TO **SALT LAKE CITY**

ANNUAL CONFERENCE

April 18-21, 2027 | Over 550 attendees | Salt Lake City, UT

SHOWCASE YOUR BUSINESS AT



ENERGY. EXCITEMENT. RESULTS.

WACUBO 2027 is at The Grand America Hotel, Salt Lake City, UT—vibrant downtown, mountain views, and top-tier facilities. It's the prime place to meet higher-ed business leaders.

Most programming is on-site, with a few offsite events nearby that add buzz. Expect steady expo flow and easy session transitions. On-site rooms and expansive exhibit space mean more face time. Minutes from the airport, with a walkable core for client dinners.

Who you'll meet: senior business officers in finance, HR, IT, and facilities. This is your best opportunity all year to connect, showcase, and build relationships. Lock your placement early.

2026 Conference Attendee Profile

INSTITUTION TYPE



- COMMUNITY COLLEGE – 10%
- SMALL INSTITUTE – 7%
- COMPREHENSIVE – 10%
- RESEARCH – 46%
- GOVERNING BODY/SYSTEM BODY – 3%
- OTHER – 24%

TITLE OF ATTENDEE



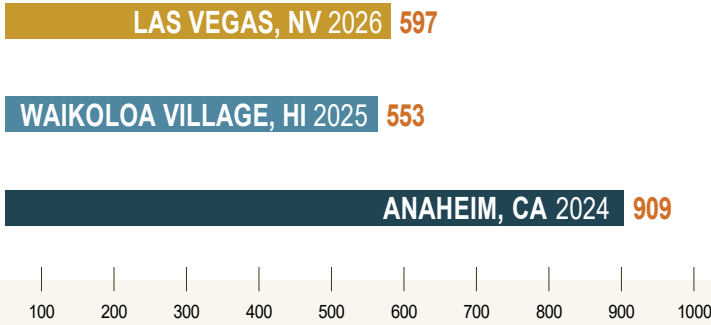
- C-SUITE/VP – 21%
- AVP/AVC/ASSOCIATE DEAN – 8%
- CONTROLLER, OR EQUIVALENT – 4%
- DIRECTOR, (SR., ASSOC. INCLUDED) – 26%
- MANAGER/OFFICER – 16%
- ACCOUNTANT/ANALYST – 8%
- OTHER – 17%

AREA OF WORK



- ACADEMIC UNITS/SCHOOLS – 39%
- CENTRAL ADMINISTRATION/ NON-ACADEMIC UNITS – 46%
- TOP EXECUTIVE AND SENIOR INSTITUTIONAL OFFICERS – 15%

NUMBER OF ATTENDEES



Annual Conference Preliminary Event Schedule

SUNDAY | April 18

- 8:00–6:00 pm Business Partner Registration
- 8:00–3:00 pm Exhibit Hall Move-In
- 9:00–12:00 pm Pre-Conference Hack-A-Thon
- 2:30–3:45 pm Concurrent Sessions I
- 4:00–5:30 pm Business Partner Showcase Opening Event and Kickoff Social
- 6:30–9:30 pm Opening Event Reception

MONDAY | April 19

- 7:00–5:00 pm Business Partner Registration
- 7:30–8:30 am Business Partner Showcase Breakfast Buffet
- 8:30–10:00 am Welcome and Keynote Session I
- 10:00–10:45 am Business Partner Showcase/ Refreshment Break
- 10:45–12:00 pm Concurrent Sessions II
- Noon–1:30 pm Volunteer Appreciation Lunch
- 1:30–2:15 pm Business Partner Showcase Dessert
- 2:15–3:30 pm Concurrent Sessions III
- 3:45–5:00 pm General Session I
- 5:00–6:00 pm Business Partner Showcase Wine & Cheese Reception
- 6:30–8:30 pm Dinner on Your Own

TUESDAY | April 20

- 7:30–8:30 am Business Partner Showcase Breakfast Buffet
- 7:30–8:30 am WACUBO Business Meeting and Breakfast
- 7:30–3:00 pm Business Partner Registration
- 8:30–9:45 am Keynote Session II
- 9:45–10:30 am Business Partner Showcase/ Refreshment Break
- 10:30–11:45 am Concurrent Sessions IV
- 11:45–1:30 pm Member Appreciation Lunch
- 1:30–2:15 pm Business Partner Showcase Dessert
- 2:15–7:00 pm Exhibit Hall Tear Down
- 2:15–3:30 pm Concurrent Sessions V
- 3:45–5:00 pm General Session II
- 5:30–7:00 pm President's Reception & Toast
- 8:30–11:00 pm WACUBO After Dark

WEDNESDAY | April 21

- 7:30–8:30 am Business Partner Showcase Breakfast Buffet
- 8:30–10:00 am Keynote III
- 10:30–11:30 am General Session III



SALT LAKE CITY

*Times are subject to change.

SHOWCASE

Business Partner Showcase

The WACUBO Business Partner Showcase offers a high-visibility opportunity to elevate your brand, introduce new products and services, and connect directly with key decision-makers in higher education.

WACUBO is committed to providing exceptional service for our business partners, with multiple opportunities throughout the conference to engage with attendees, build relationships, and strengthen your presence within the higher education business officer community.

When you join the WACUBO circle of Showcase participants, you are entitled to the following benefits:

- 8'x10' booth
- Draping
- One 6' table, two chairs and a wastebasket
- One full individual conference registration
- Alliance Exhibition Access

Join 60 plus Business Partners at
WACUBO's Business Partner Showcase!

ADDITIONAL OPTIONS COST

Showcase Exhibit Booth	\$3,500
Additional Full Conference Registration	\$1,100



The GRAND AMERICA Hotel

Exhibit Hall

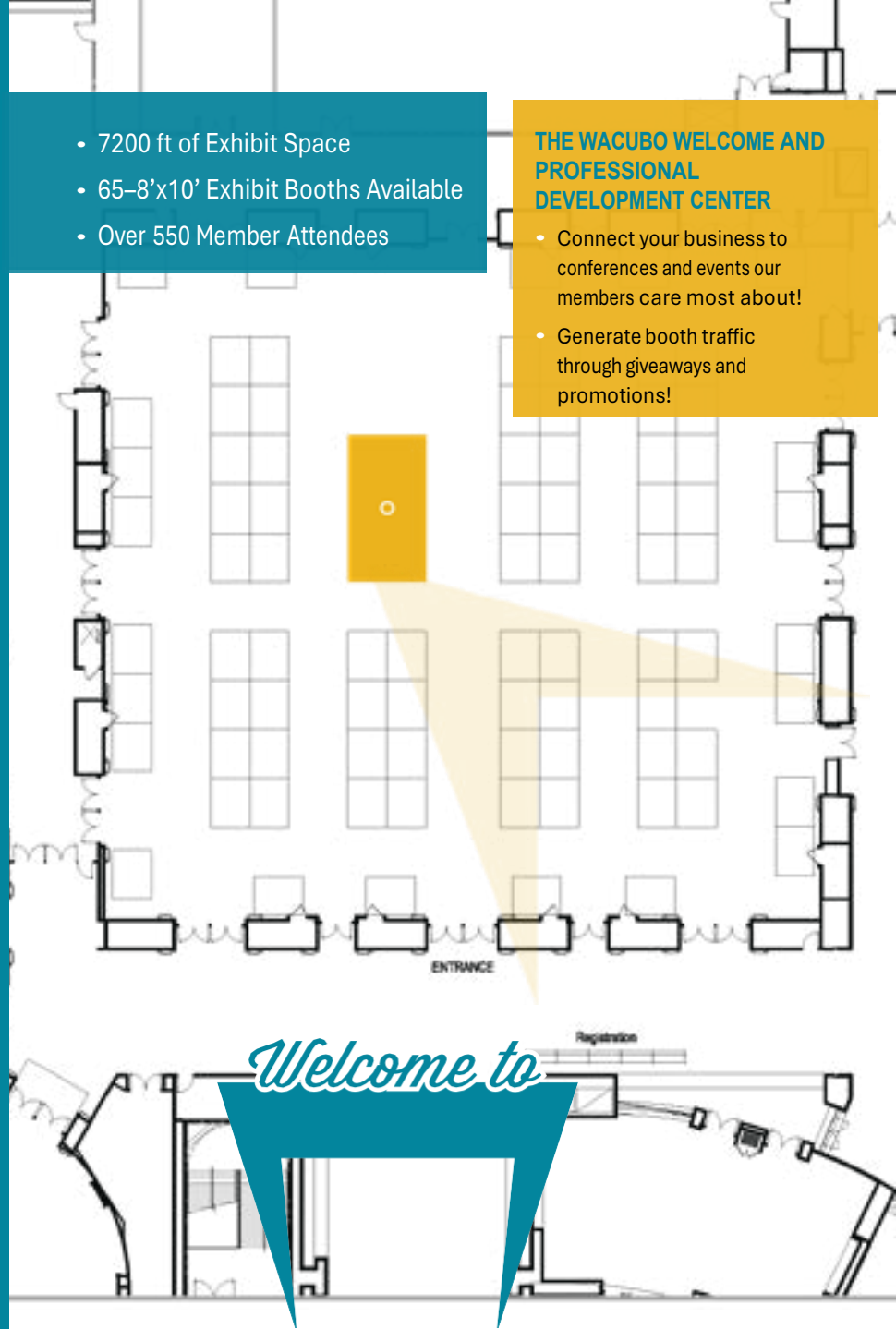
The WACUBO Welcome and Professional Development Center

Located at the entrance of the showcase, the WACUBO Welcome and Professional Development Center provides a centralized destination for members and business partners to learn more about the association's professional development offerings, including workshops, training programs, WACUBO's multi-year Business Management Institute (BMI) curriculum, and the annual Women's Leadership Forum (WLF).

- 7200 ft of Exhibit Space
- 65–8'x10' Exhibit Booths Available
- Over 550 Member Attendees

THE WACUBO WELCOME AND PROFESSIONAL DEVELOPMENT CENTER

- Connect your business to conferences and events our members care most about!
- Generate booth traffic through giveaways and promotions!



Additional Details

Cancellation Policy

Refunds will be considered, provided a cancellation is received by March 1, 2027; approved cancellations will receive an 80% refund, with no refunds thereafter. No attendee substitutions are permitted, and WACUBO is not liable for any delay, cancellation, or failure to perform due to force majeure events (including acts of God, government action, labor disputes, or other causes beyond its reasonable control). If WACUBO cancels or relocates the event, registrants may choose a full refund of paid fees or transfer their registration to the rescheduled or relocated event at no additional charge.

Facilities

Business Partner Showcase facilities for the WACUBO Business Partner Program are located at The Grand America Hotel, 555 South Main Street, Salt Lake City UT 84111. Phone: 801-258-6000.

Design Services

WACUBO has selected Alliance as its official service contractor. As such, Alliance will be pleased to serve you based on your suggestions regarding electrical, lighting, booth set-up and tear-down and drayage. A complete Showcase Participant's Exhibitor Kit will be provided to each exhibitor electronically.

For additional details, call Alliance at 888-528-2011 or visit <https://alliance-exposition.com/>

Prize Drawings/Giveaways

Showcase participants are encouraged to offer drawings or takeaway items. If arrangements are made through the Business Partner Showcase Registration booth, WACUBO will gladly manage the drawings and provide recognition. You may also ask about sponsoring one of the prizes provided by WACUBO.



Annual Conference Sponsorship Options

DIAMOND SPONSOR - \$40,000

Benefits

- Four Complimentary Conference Registrations
- One Concurrent Session
(submission of session materials required)
- Complimentary Exhibit Booth Space in the 2027 Exhibitor Showcase
- Invitations to the President's Event
- Pre/Post Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- Logo on the WACUBO conference website in 2027

Choose from of one of these featured opportunities:

- Sunday Opening Evening Event at the Natural History Museum of Utah
- VIP Monday Keynote Speaker Introduction
- VIP Wednesday Keynote Speaker Introduction of Olympic Gold Medalist Erin Johnson
 - Includes an attendee photo session with Erin Jackson and her gold medal



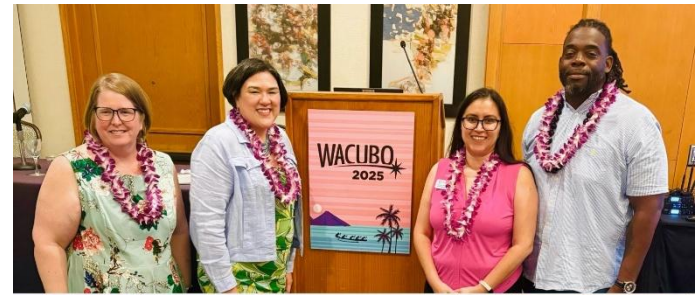
PLATINUM SPONSOR – \$35,000

Benefits

- Three Complimentary Conference Registrations
- Complimentary Exhibit Booth Space in the 2027 Exhibitor Showcase
- Invitations to the President's Event
- Pre/Post Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- Logo on the WACUBO conference website in 2027

Choose from of one of these featured opportunities:

- Introduction of Monday's General Session
presented by University of Utah President Taylor Randall
- Introduction of Tuesday's General Session
presented by NACUBO Vice President for Policy and Research, Liz Clark
- Sunday Showcase Opening Event in Business Partner Showcase
- Monday Wine and Cheese Reception in Business Partner Showcase



GOLD SPONSOR – \$25,000

Benefits

- Two Complimentary Conference Registrations
- Complimentary Exhibit Booth Space in the 2027 Exhibitor Showcase
- Invitations to the President's Event
- Pre/Post Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)

Choose from of one of these featured opportunities:

- Saturday Evening President's Welcome and Volunteer Thank You Reception
- Breakfast Sponsor in Business Partner Showcase on Monday, Tuesday or Wednesday morning
- Monday Lunch Sponsor with Volunteer Appreciation Program
- Tuesday Lunch Sponsor with 2028 Conference Announcement



PALLADIUM SPONSOR – \$20,000

Benefits

- Two Complimentary Conference Registrations
- Complimentary Exhibit Booth Space in the 2027 Exhibitor Showcase
- Invitations to the President’s Event
- Pre/Post Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)

Choose from of one of these featured opportunities:

- Tuesday Evening **WACUBO After Dark**
- Dessert Reception Sponsor in Showcase on Monday or Tuesday afternoon



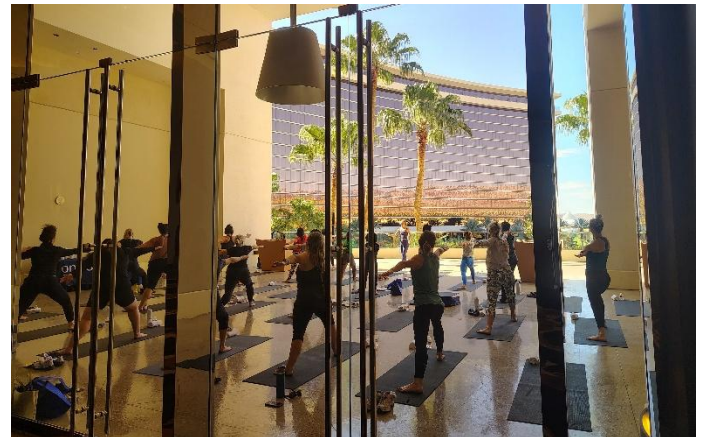
SILVER SPONSOR – \$15,000

Benefits

- Two Complimentary Conference Registration
- Complimentary Exhibit Booth Space in the 2027 Exhibitor Showcase
- Invitations to the President’s Event
- Pre/Post Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)

Choose from of one of these featured opportunities:

- Sunday Morning Yoga in the Garden Courtyard
- New to WACUBO Event



BRONZE SPONSOR – \$10,000

Benefits

- One Complimentary Full Conference Registration
- Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- *Does not include a booth, but can purchase separately for an additional \$3,500

Choose from of one of these featured opportunities:

- Present a Business Partner Session with a WACUBO Member Institution (**6 sessions available pending review of session topic**)
- Conference WiFi – 1 Available
- Attendee Welcome Bag – 1 Available

COPPER SPONSOR – \$8,000

Benefits

- One Complimentary full conference registration
- Conference Attendee List
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- *Does not include a booth, but can purchase separately for an additional \$3,500

Choose from of one of these featured opportunities:

- Hotel Key Card Branding – 1 Available
- Souvenir Pins – 1 Available



2027 SERVICE PROJECT SPONSOR - \$5,000

Benefits

- Conference Attendee List
- Brand recognized onsite during the service activity in the Business Partner Showcase. *Details below.
- Recognition in Conference Marketing & Communications
(deadlines and content guidelines apply)
- *Does not include a booth, but can purchase separately for an additional \$3,500

WACUBO is partnering with **Granite Education Foundation** in Salt Lake City to support students and educators across the Granite School District. The foundation's mission is to remove barriers to learning and expand access to educational opportunities. By engaging business and community partners, the foundation strengthens support for the district and advances student achievement. Its vision is to prepare Granite District students to succeed in higher education, their careers, and life.

***On-Site Service Activity** — During conference breaks and exhibit hall hours, attendees can assemble snack kits. Each kit will include a granola bar or peanut-free crackers, a juice box or pouch, a small snack such as fruit snacks, cookies, or goldfish crackers, and a sandwich- in a quart-size resealable bag.

Granite School District at a Glance — Based in Salt Lake City, the district operates 80 schools, serves approximately 55,000 students, and employs more than 8,000 full- and part-time staff.

The district serves a uniquely diverse community and addresses a distinct set of opportunities and challenges:

- 47% of students qualify for free or reduced-price lunch.
- More than 1,000 students qualify for support under McKinney-Vento, the federal program serving students experiencing homelessness.
- Most of Utah's refugees live within Granite School District boundaries.
- Students speak more than 100 languages and dialects.

Additional Support — WACUBO will accept donations to help reduce student lunch debt. Granite Education Foundation representatives will be on-site to answer questions and assist participants.

REGISTRATION

Become a Sponsor Today!

Signing up as a Business Partner of WACUBO has never been easier. Register your staff, upload your logo, and make a payment all in one place through our Business Partner ExpoGenie Services Center.

To become a sponsor, please visit:

<https://erc.expogenie.io/erc/wacubo27/sign-up>

Payment Options

- Check, by mail—WACUBO, 357 South McCaslin Boulevard, Suite 200, Louisville, CO 80027
- Credit card, online or over the phone (720) 616-4150

Questions? Email BPSponsor@wacubo.org or call (720) 616-4150

WACUBO Tax ID: 68-0380952



Business Partner Committee

Dean Calvo, Celeste Day-Drake, Darren Endo, Nichol Luoma, Angelina Marinello and Ann Rodriguez

Women's Leadership Forum

January 25-27, 2027 | Portland, OR

Building Bridges: Leading with Courage, Connecting with Purpose

Join WACUBO at The Benson Hotel in Portland OR. Please join us for an opportunity to expand your knowledge and network with peers from all over the West and Pacific Islands.

Women in mid-career positions who aspire to further advance their roles in higher education are encouraged to attend this professional development forum. Meet with successful leaders in higher education and participate in activities designed to build the skills necessary to continue career advancement.

Business Partner Sponsorship Opportunities	PLATINUM \$8,000	GOLD \$5,000	SILVER \$3,500
Sponsorship of Keynote Speaker and Welcome Happy Hour Reception	✓		
Sponsorship of Preconference Workshop			✓
Moderate a General Session Panel		✓	
Host a networking snack break			✓
Host Tuesday evening networking dinner with up to 10 WACUBO attendees (3 Available)			✓
Provide a Business Partner Session (2 Available)		✓	
Monday Morning Tai-Chi			✓
Rotating Banner on WACUBO Website	✓	✓	✓
Conference Attendee List, Branding/Logos in Marketing Materials and Communications; Event Signage and Printed Materials	✓	✓	✓

Conference Schedule

MONDAY – JANUARY 25, 2027

- Preconference Workshop
- Welcome Reception

TUESDAY – JANUARY 26, 2027

- Welcome and Keynote
- Sessions 1, 2, 3, 4 and 5
- Networking Dinners

WEDNESDAY – JANUARY 27, 2027

- Sessions 6 and 7
- Forum Closeout

