



IACBE

International Accreditation Council for Business Education

PARTNERSHIP PROSPECTUS

*Be Seen.
Be Heard.
Be Connected.*



MAKE INROADS TO YOUR TARGET AUDIENCE

The IACBE is the leader in mission-driven and outcomes-based programmatic accreditation in business and management education for colleges, universities, community colleges, and other higher education institutions throughout the world. Our mission is to advance academic quality in business programs through evidence-based accreditation that encourages institutions to build unique educational models to reflect their mission and vision.

We accredit over 1,950 programs in hundreds of institutions and campuses in the United States, Europe, Africa, Asia, the Middle East, Central America, and South America.

Members of the IACBE gather at both the global Annual Conference & Assembly Meeting (ACAM) and more intimate regional conferences. As an IACBE partner, your conference sponsorships and exhibits are inroads to your target audience: faculty representatives, program directors, and business deans and chairs from colleges and universities from around the world.

Our members are active year-round and highly engaged with the content and information they receive from us. In fact:



**MONTHLY,
3,400**

visitors, including deans, program administrators, chairs, and faculty engage with the IACBE to learn about our programs, opportunities, and partners.



The IACBE's emails boast an average open rate of

40%

This is well above industry standard engagement, proving our sponsors' messages are seen and read.



70%

of visitors engage with the IACBE content from their desktops while in their offices, giving them the ability to follow sponsor links and explore offers.



Be Seen. Be Heard. Be Connected.

Sponsoring or exhibiting at the IACBE's ACAM (Annual Conference & Assembly Meeting) lets you enhance your organization's visibility, build brand awareness, and promote your products, programs, and services to your target audience.

The IACBE is organized into 12 Regional Assemblies that are regional associations of the IACBE's membership. While ACAM is our largest annual event, members of our Regional Assemblies also meet locally each year for professional development and to share best practices in business education.

ACCESS TO OUR MEMBERS

Your company or organization is prominently represented in our conference publications and on the IACBE's website. Prior to and during the conference, you're gaining brand recognition. With many other sponsorship or exhibitor opportunities, the value ends with the single event—not if you're an IACBE partner. Of course, your company or organization gains significant exposure by being present at the IACBE events, and the exposure continues well beyond as you're prominently represented year-round in our various publications and on our website.

A Partnership That Matches Your Business Goals and Budget

Reach a Global Audience at the ACAM

Showcase your organization in a high-traffic break area for maximum exposure to conference participants. The IACBE proactively creates opportunities for attendees to engage with you, regardless of how you choose to partner with us.

2020 Annual Conference and Assembly Meeting

*The Westin Galleria,
Dallas, Texas, U.S.A.*

MARCH 31-APRIL 2

BASIC EXHIBITOR PACKAGE (\$1,750) – MULTIPLE SPOTS AVAILABLE

- One person from your team can attend
- Conference meals/breaks for one person
- Six-foot skirted table and chairs
- Power source to exhibit table
- Listing with link on the IACBE website
- Listing with company logo in the ACAM mobile app

PREMIUM EXHIBITOR PACKAGE (\$2,500) – MULTIPLE SPOTS AVAILABLE

- Two people from your team can attend
- Conference meals/breaks for two people
- Six-foot skirted table and chairs
- Power source to each exhibit table
- Preferential location in exhibit area
- Listing with link on the IACBE website
- Listing with company logo in the ACAM mobile app
- + Sponsorship signage with company logo at the Welcome Reception
- + Sponsorship announcement at general assembly meeting at ACAM
- + Space for special focus group meeting at ACAM
- + Up to two emails sent to all the IACBE members on your behalf



**PRESIDENT'S CIRCLE / TITLE SPONSOR
(\$20,000) – NEXT AVAILABLE 2021**

- Six people from your team can attend
- Conference meals/breaks for six people
- Two six-foot skirted tables and chairs
- Power source to each exhibit table
- Preferential location in exhibit area
- Listing with link on the IACBE website
- Listing with company logo in the ACAM mobile app
- Sponsorship announcement at general assembly meeting at ACAM
- Sponsorship signage with company logo at the Welcome Reception
- Space for special focus group meeting at ACAM
- + Sponsorship signage at registration desk throughout ACAM
- + Sponsorship signage at ACAM banquet
- + Opportunity to present an ACAM concurrent session
- + Up to 12 emails sent to all the IACBE members on your behalf throughout the year
- + Listing with company logo in each issue of the IACBE NewsBriefs newsletter (fall, winter, spring)





Additional Sponsorship Opportunities

Any of these opportunities can be added to a package on previous pages.

◆ **SPONSOR ACAM MOBILE APP (\$875) - 3 AVAILABLE**

- Rotating ads with all three sponsors throughout the conference
- Listing with link on the IACBE website
- Listing with company logo in the ACAM mobile app

◆ **SPONSOR NAME TAGS AND/OR LANYARDS (\$1,000) - 1 AVAILABLE**

- Logo recognition in rotation throughout the conference (1 color)
- Listing with link on the IACBE website

◆ **SPONSOR BUSINESS FACULTY OF THE YEAR AWARD (\$1,000) - 1 AVAILABLE**

Sponsor the Business Faculty of the Year Award to recognize excellence in teaching business and a commitment to the IACBE mission to advance academic quality in business education.

◆ **SPONSOR ACCOUNTING FACULTY OF THE YEAR AWARD (\$1,000) - 1 AVAILABLE**

Sponsor the Accounting Faculty of the Year Award to recognize excellence in teaching accounting and a commitment to the IACBE mission to advance academic quality in business education.

◆ **SPONSOR WIFI - 1 AVAILABLE**

Get name recognition for providing something as valuable as oxygen these days – WiFi.

Contact IACBE for more information.
(913) 631-3009 iacbe@iacbe.org

◆ **PROMOTIONAL MAILINGS TO IACBE MEMBERS (\$250 EA.) - MULTIPLE SPOTS AVAILABLE**

Present your organization's solutions to the problems our attendees face. Promotional messages must meet the IACBE guidelines and are presented as advertisements or articles in the IACBE's weekly promotional mailings. Partnership spaces for each individual email are limited and are available on a first-come, first-served basis.

REGIONAL ASSEMBLY CONFERENCES

Regional conferences offer a more intimate setting to increase your visibility. Depending on your partnership goals with the IACBE, regional conferences could be how you engage with prospects on a smaller scale since attendance numbers vary region to region. Regional conferences are an excellent way to emphasize your presence in an area or test expansion into another. Subject to the IACBE approval.

Contact IACBE for more information.
(913) 631-3009
iacbe@iacbe.org

Become an IACBE Partner

We are available to answer your questions and sign up your organization to take advantage year-round. **Contact IACBE for more information.**
(913) 631-3009 iacbe@iacbe.org

The IACBE is a nonprofit that values support from vendors that align with our mission and goals as an organization to make education more impactful at leading business institutions around the world. Thank you for taking the time to review our available sponsorship packages. We look forward to partnering with you!

