



# ACE<sup>®</sup> Experience 2025

## Engagement Prospectus



# CHANGE HAPPENS HERE

The ACE Experience 2025 (ACEx2025) brings together visionary leaders to network and confront the most pressing challenges of our time through thoughtful discussions and engagement. As we strive to restore public trust in higher education and its ability to provide social and economic mobility, innovating the future of higher education has never been more vital.

Join us as we delve into the intersection of societal issues and the future of higher education. Together, we will engage in transformative dialogue to develop key takeaways that will empower campus leaders to move forward with foresight and resilience. Seize this opportunity to help shape the future of higher education.

# SPONSORSHIP OPPORTUNITIES

## Sponsorship Level: Champion

**4 Available | \$100,000**

### Benefits include:

Speaking opportunity

- Remarks must be shared in advance with ACE for review and alignment
- Five minutes for one executive-level representative to deliver noncommercial remarks on one of the following topics:
  - » Public trust (value of higher education, democracy, and accountability)
  - » Social and economic mobility (demographic trends, workforce trends, and military learners)
  - » Innovation (business models, mental health, and artificial intelligence)

Demo space/private lounge

- Private meeting space for the duration of the event
- Opportunity to work directly with the hotel on all food, beverage, and audiovisual needs

Underwriter of mainstage speakers

- Prominent acknowledgment on signage throughout the venue

Recognition on the event website

- Exclusive sponsor recognition for one week alongside other champion-level contributors if committed before the launch of attendee registration in September

Customized email

- Sponsor will work in conjunction with ACE's marketing team to create a marketing message to amplify Champion-level sponsorship

Four complimentary full registrations

## Sponsorship Level: Ally

**4 Available | \$50,000**

### Benefits include:

Co-sponsored welcome reception hosted at the Washington Hilton on February 11, 2025

- Recognition as co-sponsors of the reception through prominent signage
- Opportunity to provide collateral for display during the reception
- Acknowledgment in the welcome letter distributed to all attendees upon check-in at the Washington Hilton and The Mayflower Hotel

Prerecorded commercial

- Opportunity to submit a 30-second commercial with audio
- Commercial will be played on a loop via monitors displayed in the exhibit area on the first day of the event

Exhibit booth

- Booth selection on a first-come, first-served basis, with five prime locations held for sponsors at this level
- Two exhibit area-only passes

Mobile app push notification

- Sponsor will receive one app push notification to amplify their presence at the conference or to showcase a product or service

Three complimentary full registrations



## Sponsorship Level: Collaborator

**3 Available | \$25,000**

### Benefits include:

Co-sponsored lunch at The John F. Kennedy Center for the Performing Arts on February 12, 2025

- Recognition as co-sponsors of the lunch through prominent signage
- Opportunity to provide collateral to be included in the registration bag (maximum size of 8.5" x 11"; maximum weight of three ounces); item must be provided by the sponsor and arrive at ACE headquarters no later than January 6, 2025

Mobile app digital collateral upload

- Opportunity to upload digital collateral connected to the session through the mobile app

Exhibit booth

- Booth selection on a first-come, first-served basis, with seven prime locations held for sponsors at this level
- Two exhibit-only passes

Prerecorded commercial

- Opportunity to submit 30-second commercial with audio
- Commercial will be played on a loop via monitors displayed in the exhibit area during the second day of the event

Two complimentary full registrations

## Sponsorship Level: Supporter

**5 Available | \$10,000**

### Benefits include:

Concurrent session sponsorship

- Concurrent session format of your choice (fireside chat, case study, dotEU podcast episode, or forum)—please note that this is not a presentation opportunity but a chance for an executive from your organization to deliver a two-minute, noncommercial opening address that introduces the session's speakers; submit the executive's name, title, and email address to [advancement@acenet.edu](mailto:advancement@acenet.edu) no later than **January 3, 2025**
- Recognition onsite and in the session schedule

Mobile app digital collateral upload

- Opportunity to upload digital collateral connected to the sponsored session through the mobile app

One complimentary full registration

*All sponsors will receive prominent recognition on signage within the exhibit area. Sponsors and exhibitors will receive a list of registered attendees (physical mailing addresses only), distributed twice before ACEx2025 and once after.*





## Virtual Solutions Hub Exhibit Booths

**40 Available | \$2,500 (\$2,000 for ACE Affiliate Members)**

If you can't make it to Washington, DC but still want to connect with presidents, provosts, and other senior leaders in higher education, elevate your brand with our fully interactive virtual exhibit booth option. Our platform provider, vFairs, enables your company to create an interactive, immersive presence that will capture the attention of all attendees who download the mobile app. Whether you're launching a new product, educating potential clients, or networking with industry professionals, our virtual booth offers the tools and features to ensure maximum visibility and interaction.

Booth package includes:

- An interactive 3D booth design to customize your booth layout with interactive elements such as videos, product demos, digital brochures, and live chat. Create an engaging experience for attendees that simulates the energy of an in-person event.
- Live chat interaction to connect with visitors in real time through text and to offer personalized interactions, live Q&A sessions, and consultations. Connect directly with prospects or partners for immediate feedback and inquiries.
- Analytics to track booth traffic, attendee interactions, and engagement metrics. Measure the effectiveness of your booth and optimize for future events.
- Custom branding opportunities that display your company logo, brand colors, and marketing materials throughout the booth to ensure strong brand recognition and consistency.

*The ACE Experience 2025 is an external rental presented in coordination with the Kennedy Center Campus Rentals Office and is not produced by the Kennedy Center.*

## Solutions Hub Exhibit Booths **SOLD**

**0 Available | \$4,500 (\$3,500 for ACE Affiliate Members)**

The ACEx2025 Solutions Hub, located at the REACH Plaza of the Kennedy Center, will be open on Wednesday, February 12 from 9:30 a.m. to 5:00 p.m. and Thursday, February 13 from 9:00 a.m. to 11:00 a.m. Solutions Hub hours have been scheduled to provide maximum interaction between ACEx2025 attendees and exhibitors.

**Booth package includes:**

- One complimentary full registration per contracted 10' x 10' space
- Two complimentary exhibit-only passes per contracted 10' x 10' space
- Pipe railing, 8' high curtain back wall, and 3' high curtain side rails
- Exhibit booth sign with company name and booth number
- Two basic chairs, one 6' skirted table, and one wastebasket
- Pre- and post-event use of attendee list (physical mailing addresses only)
- Company name, booth number, hyperlink, contact information, 100-word description, and primary product category listed on the ACEx2025 website and mobile app
- General 24-hour security guard service for the exhibit area

*Contracted exhibit booth space does not include shipping, material handling, labor, sign hanging, specialty furniture, specialty carpet and draping, equipment rental, lead retrieval, booth cleaning, booth electricity, utilities, or internet service. These services may be ordered through the Exhibitor Service Kit, which is provided by ACE's official service contractor.*

# ADVERTISE AT ACEx2025

## PRINT ADVERTISEMENTS

### Registration Bag Items

Attendees use their official registration bag to carry important documents and handouts from session to session. All gifts and inserts must have prior approval from ACE's Advancement department.

### Promotional Gift

**1 Available | \$2,000**

- Provide a nonedible item to be placed directly into the registration bag (e.g., phone chargers, USB)
- Item must be provided by sponsor and arrive at ACE no later than January 24, 2025

### Brochure Inserts **SOLD**

**0 Available | \$1,000**

- Limited and high-profile opportunity to place your brochure into the registration bag (maximum size = 8.5" x 11"; maximum weight = three ounces)
- Item must be provided by sponsor and arrive at ACE no later than January 24, 2025

## DIGITAL ADVERTISEMENTS

### Day-Of Conference Emails **SOLD**

**0 Available | \$3,000**

Your exclusive static banner ad (660px W x 185px H), with hyperlink, will be included in the two day-of conference emails sent to ACEx2025 attendees.

### Mobile App Banner Ad

**8 Available | \$1,500**

Your static banner ad, with hyperlink, will be prominently featured throughout the conference mobile app on a rotating basis.

### Mobile App Overall Supporter **SOLD**

**0 Available | \$11,000**

Place your brand front and center with this exclusive opportunity. Incorporate your organization name and logo into the ACEx2025 mobile app splash screen, displayed every time the app is opened.

- Logo incorporated into the mobile app splash screen
- Logo incorporated into ACEx2025 mobile app marketing materials
- One mobile app banner ad



### Wi-Fi at the Kennedy Center **SOLD**

**0 Available | \$10,500**

Free internet access is the item most requested by meeting attendees. This exclusive opportunity is certain to garner positive attention. Your company will be recognized as the exclusive sponsor of Wi-Fi access at the Kennedy Center.

- ACEx2025-branded splash page will include sponsor's logo when attendees log in to the internet
- Wi-Fi access code will be created with sponsor
- After attendees enter the Wi-Fi access code, they will be redirected to sponsor's website
- Recognition everywhere the Wi-Fi access code is provided (e.g., mobile app, signage, walk-in plenary slides, and website)

### Wi-Fi at the Washington Hilton

**1 Available | \$7,500**

Free internet access is the item most requested by meeting attendees. This exclusive opportunity is certain to garner positive attention. Your company will be recognized as the exclusive sponsor of Wi-Fi at the Washington Hilton.

- ACEx2025-branded splash page will include sponsor's logo when attendees log in to the internet
- Wi-Fi access code will be created with sponsor
- After attendees enter the Wi-Fi access code, they will be redirected to sponsor's website
- Recognition everywhere the Wi-Fi access code is provided (e.g., mobile app, signage, walk-in plenary slides, and website)

### Wi-Fi at The Mayflower Hotel

**1 Available | \$7,500**

Free internet access is the item most requested by meeting attendees. This exclusive opportunity is certain to garner positive attention, especially by those attending the Council of Fellows Gathering and the ACE Women's Network Leadership Conference. Your company will be recognized as the exclusive sponsor of Wi-Fi at The Mayflower Hotel.

- ACEx2025-branded splash page will include sponsor's logo when attendees log in to the internet
- Wi-Fi access code will be created with sponsor
- After attendees enter the Wi-Fi access code, they will be redirected to sponsor's website
- Recognition everywhere the Wi-Fi access code is provided (e.g., mobile app, signage, walk-in plenary slides, and website)

### Power Pax

**3 Available | \$1,500**

Prominently feature your branding where attendees can charge their devices and on portable chargers that attendees can borrow and take to their next session.

- Custom-branded docking station
- Custom-branded portable charger





## Attendee Items

### Conference Notepads and Pens **SOLD**

**0 Available | \$7,500**

Have your company name and logo imprinted on the conference notepads and pens that will be placed in the registration bags provided to all ACEx2025 attendees.

- Logo included on the conference notepads and pens alongside the ACEx2025 logo
- Opportunity to provide a brochure insert in the registration bag (maximum size = 8.5" x 11"; maximum weight = three ounces); all gifts and inserts must have prior approval from ACE's Advancement department

### Hotel Key Cards **SOLD**

**0 Available | \$10,500**

Place your company's logo and message in attendees' hands with branded key cards provided to all ACEx2025 guests staying at the Washington Hilton and The Mayflower Hotel. Your messaging will appear on the front side of the card, and ACE branding will appear on the back.

### Registration Bags **SOLD**

**0 Available | \$15,000**

Feature your brand alongside the ACE logo on these bags that attendees will carry throughout the conference and take home.

- Logo included on the registration bag alongside the ACEx2025 logo
- Opportunity to provide a branded gift or brochure insert in the registration bag (maximum size = 8.5" x 11"; maximum weight = three ounces); all gifts and inserts must have prior approval from ACE's Advancement department