



# ACE<sup>®</sup> Experience 2025

## Sponsorship Opportunities



## 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 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

**5 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

**7 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

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

### Benefits include:

Concurrent session sponsorship

- Concurrent session format of your choice (fireside chat, case study, dotEU podcast episode, or forum)
- 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.*



## Solutions Hub Exhibit Booths

**10 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. 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.*

*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.*