

BUSINESS PARTNER PROSPECTUS

Eastern Association of College
and University Business Officers



2026

TABLE OF CONTENTS



PARTNERING WITH EACUBO	3
EACUBO EVENT ATTENDEE PROFILE	5
PROFESSIONAL DEVELOPMENT DAY.....	6
SPONSORSHIP OPPORTUNITIES	7
2026 ANNUAL MEETING	8
PRELIMINARY SCHEDULE	9
EXHIBIT HALL FLOOR PLAN	11
EXHIBITOR OPPORTUNITIES.....	12
CONNECT, RECHARGE, AND ENGAGE	13
BUSINESS PARTNER LEVELS	14
SPONSORSHIP LEVELS	15

WHO WE ARE

EACUBO is a vibrant, energized community. Our mission is to prepare and support financial and administrative leaders as pivotal strategic partners, enabling their academic institutions to thrive. We are an incubator and a network where our members collaboratively tackle some of the most significant challenges and opportunities facing higher education. We understand that developing solutions and learning happen simultaneously and this drives all we do.

EACUBO LEADERSHIP FORUM

The EACUBO Leadership Forum is a new high-engagement program designed to cultivate the next generation of higher-education finance officers. The Forum is a two-day program that offers a more intimate environment focused on strategic leadership, innovation, and institutional transformation.

EACUBO PROFESSIONAL DEVELOPMENT DAYS

EACUBO's Professional Development Days (PDDs) are focused, one-day programs held twice annually for higher education finance and administrative professionals. Designed to deliver timely, practical learning in a more intimate setting, PDDs provide opportunities for meaningful dialogue, peer connection, and engagement with industry partners, without the need for overnight travel.

EACUBO ANNUAL MEETINGS

EACUBO's Annual Meeting is a three day event that provides relevant and quality professional education and networking opportunities for College and University Business Officers in the region! The Annual Meeting usually attracts 400-500 attendees.



Thank You for Your Interest in Partnering with EACUBO

We appreciate your interest in partnering with the Eastern Association of College and University Business Officers (EACUBO). Our sponsorship program offers meaningful opportunities to connect with higher education finance and administrative leaders through high-impact events and year-round engagement. EACUBO partners gain valuable visibility, build relationships with key decision-makers, and align their brands with a trusted association that advances leadership and innovation in higher education.

Upcoming EACUBO Events

Annual Meeting | October 12–15 | Buffalo, NY



Business Partnership Sponsorship Levels

Platinum Partner: \$20,000+

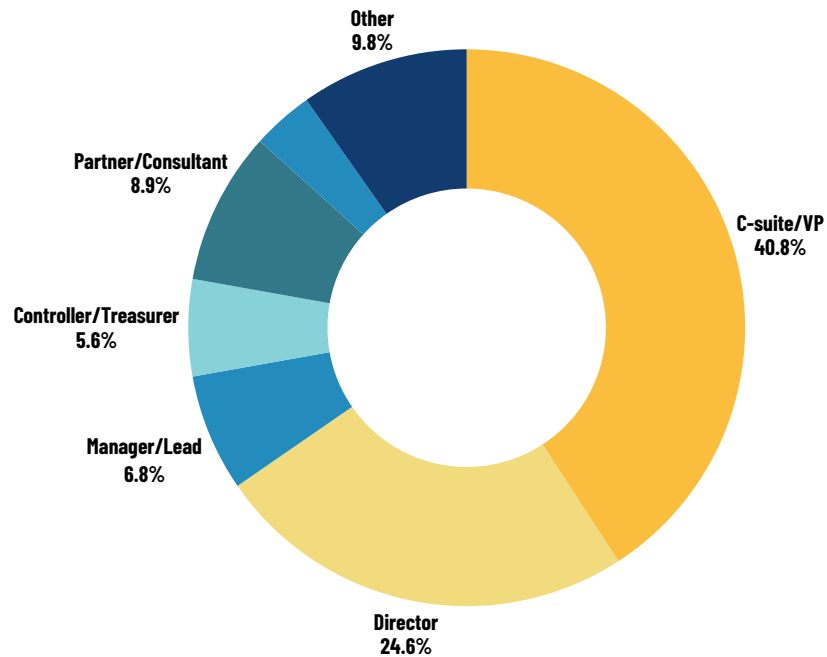
Gold Partner: \$10,000+

Silver Partner: \$5,000+

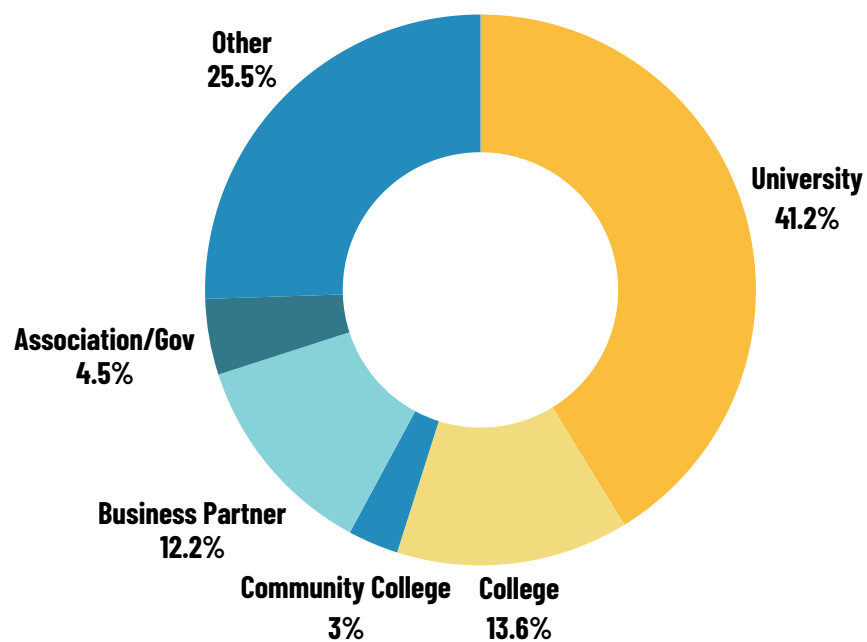
Bronze Partner: \$3,000+

Each level offers enhanced opportunities for engagement, recognition, and strategic alignment with EACUBO's mission and programs.

Title of Attendees



Institution Type





EACUBO 2026

Professional Development Days

EACUBO's Professional Development Days (PDDs) are focused, one-day programs held twice annually for higher education finance and administrative professionals. These events bring together institutional leaders and industry partners for timely, practical discussions addressing the most pressing challenges facing higher education today.

Structured to deliver high-impact learning in a single day, PDDs offer a unique opportunity for meaningful dialogue, peer connection, and actionable insights, without the need for overnight travel.

2026 Spring Professional Development Day hosted by Aramark



To secure your partnership, visit https://exhibits.eacubo.org/2026/non_exh_sponsor_sales.cfm

Please note, benefits will be implemented once payment has been received. In order to receive the full benefits package of your partnership, registration and payment in full must be received by February 13, 2025. Register and pay today to make the most of your partnership!

Please contact info@eacubo.com if you have any questions.

Professional Development Day (PDD) Hosting

Each year, EACUBO hosts two Professional Development Days, creating limited opportunities for institutions and business partners to shape the conversation, engage directly with attendees, and position their organizations as thought leaders in a highly interactive setting.

Hosting a PDD Provides a Unique Opportunity to:

- Engage directly with higher education decision-makers in an intimate setting
- Position your organization as a thought leader alongside institutional peers
- Showcase your organization's expertise, space, and services in a meaningful way
- Build relationships through extended, in-person interaction beyond the exhibit hall

PDD hosting opportunities are limited and offered as part of select sponsorship packages. Availability is restricted to a small number of events annually.



[Click here for Exhibitor Opportunities](#)

EACUBO 2026 ANNUAL MEETING

October 12-15, 2026 | Buffalo, NY

BUILDING MOMENTUM FOR THE FUTURE OF HIGHER EDUCATION

EACUBO's Annual Meeting is our largest professional development event of the year, bringing together college and university business officers for three days of high-impact education, collaboration, and networking. Attendees engage with leading speakers and subject matter experts who deliver timely insights and practical tools to address the evolving financial and administrative challenges facing higher education.



To secure your partnership, visit https://exhibits.eacubo.org/2026/non_exh_sponsor_sales.cfm

Please note, benefits will be implemented once payment has been received. In order to receive the full benefits package of your partnership, registration and payment in full must be received by February 13, 2025. Register and pay today to make the most of your partnership!

Please contact info@eacubo.com if you have any questions.

EACUBO 2026 Annual Meeting, Buffalo, NY

Preliminary Program Schedule

Monday, October 12

12:00 - 5:00 PM	Registration - Set Up
1:00 - 5:00 PM	Exhibit Hall - Set Up
1:00 - 2:00 PM	PM Symposium Session 1
2:10 - 3:00 PM	PM Symposium Session 2
3:10 - 4:00 PM	PM Symposium Session 3
4:10 - 5:00 PM	PM Symposium Session 4
3:30 - 5:30 PM	Mentoring Fall Session*
5:30 - 6:30 PM	Mentoring Program Reception*
6:00 - 6:30 PM	First-Time Attendee Reception*
6:30 - 8:30 PM	Welcome Reception

Tuesday, October 13

7:00 AM - 5:00 PM	Registration
7:30 - 8:30 AM	CFO Breakfast*
7:30 - 8:30 AM	Networking Breakfast in Exhibit Hall
8:30 - 9:45 AM	Opening Keynote Address
10:00 - 11:00 AM	Concurrent Session I
11:00 AM - 12:00 PM	Break in the Exhibit Hall
12:00 - 1:00 PM	Concurrent Session II
1:15 - 2:15 PM	Networking Lunch
2:30 - 3:30 PM	Concurrent Sessions III
3:30 - 4:30 PM	Dessert and Networking Options in the Exhibit Hall
4:30 - 5:30 PM	General Session
5:30 - 6:30 PM	Happy Hour in the Exhibit Hall

*by invitation

EACUBO 2026 Annual Meeting, Buffalo, NY

Preliminary Program Schedule Continued

Wednesday, October 14

7:30 - 5:00 PM	Registration
7:30 - 8:30 AM	Chair's Business Partner Appreciation Breakfast*
7:30 - 8:30 AM	Networking Breakfast in Exhibit Hall
8:30 - 9:30 AM	General Session
9:30 - 10:00 AM	EACUBO Annual Business Meeting
10:15 - 11:15 AM	Break in the Exhibit Hall
11:15 AM-12:15 PM	Concurrent Sessions IV
12:30 - 1:30 PM	Birds of a Feather Networking Lunch
1:45 - 2:45 PM	Concurrent Sessions V
2:45 - 4:00 PM	Ice Cream Social in the Exhibit Hall
3:15 - 6:00 PM	Breakdown of Exhibit Hall
4:00 - 5:00 PM	Concurrent Sessions VI
5:15 - 7:30 PM	Cheers! Reception

Thursday, October 15

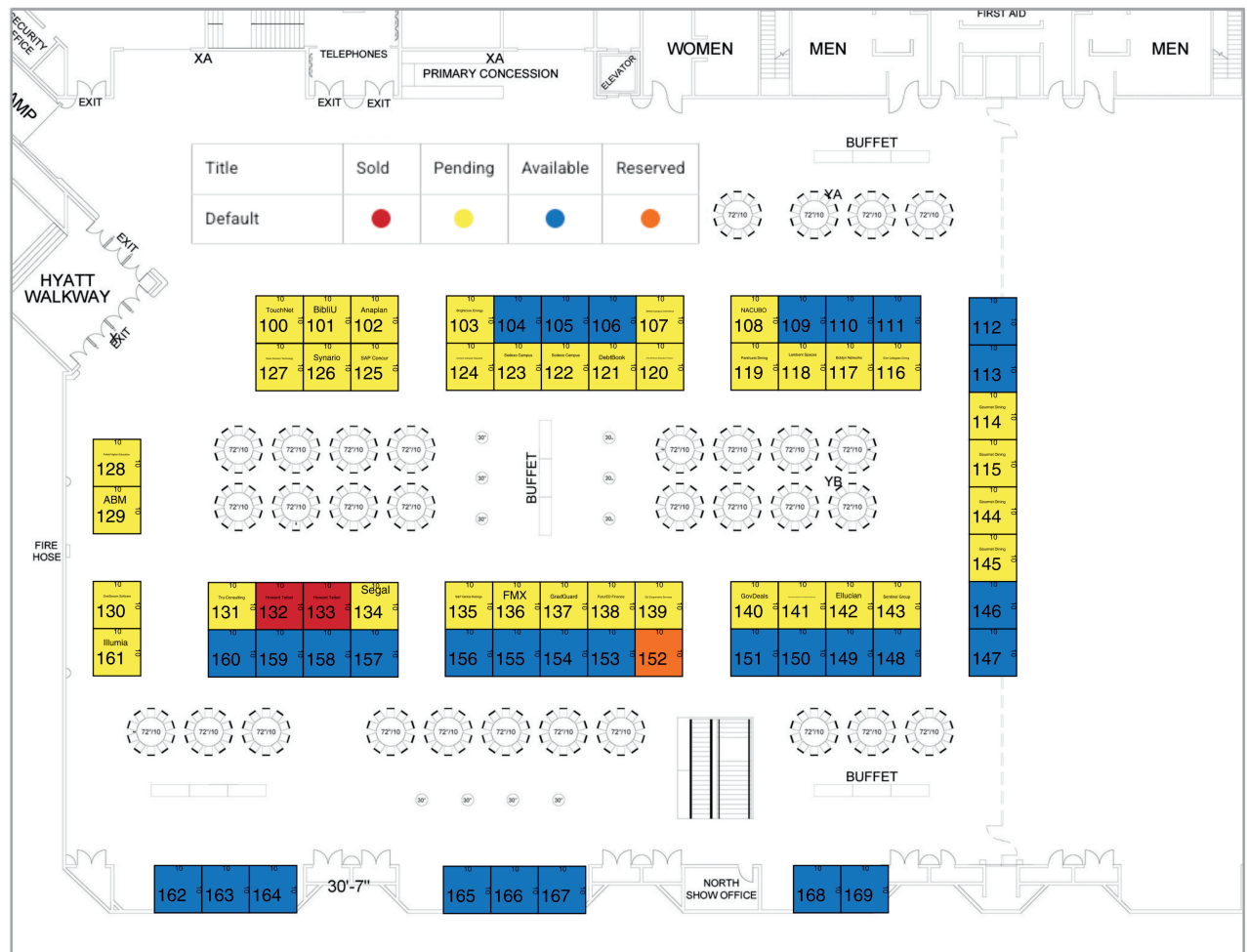
8:00 - 11:30 AM	Registration
8:00 - 9:00 AM	Networking Breakfast
9:00 - 10:00 AM	Closing Keynote Address
10:15 - 11:15 AM	Concurrent Sessions IV
11:15 - 11:30 AM	Break
11:30 AM - 12:30 PM	Concurrent Sessions V

*by invitation

EXPLORE THE 2026 EXHIBIT HALL FLOOR PLAN

The Exhibit Hall is where conversations happen, connections are built, and partnerships come to life. View the 2026 Exhibit Hall floor plan to explore booth locations and secure your place among leading organizations serving higher education business and finance professionals.

Select your space and start planning your EACUBO 2026 experience.



[Click here for Exhibitor Opportunities](#)

EXHIBIT BOOTH - MEMBER: \$3,600 | NON-MEMBER: \$3,900

The EACUBO 2025 Annual Meeting hopes to attract attendees representing more than 350 institutions from the Eastern region of the United States. Most of those who attend hold the titles of Vice President, CFO, Treasurer, Controller, Director and Manager of Finance. Our attendees regularly tell us of their desire for new and innovative solutions, as well as the need to identify strong business partners for their campuses. What better place for valuable face-to-face time and to display your newest line of products and/or services to these higher education decision makers!

EXHIBITOR BENEFITS

- Reach over 400 attendees
- A piped and draped 10x10 or 10x20 exhibit booth
- One full complimentary Annual Meeting registration
- One booth ID sign
- 24-hour security
- On-line company listing on the EACUBO website
- Company listing in the Annual Meeting mobile app
- A roster of registrants pre- and post-Annual Meeting

EXHIBITOR ADD-ONS

ADDITIONAL BOOTH REPRESENTATIVES – \$810 / EACH*

NEW! Lead Retrieval Services Provided by American Tradeshow Services



[Click here for Exhibitor Opportunities](#)

High-traffic lounge activations offer business partners prime opportunities to connect with attendees and generate leads.



HEADSHOT LOUNGE

Professional. Polished. Purposeful

A popular attendee favorite, the Headshot Lounge offers participants the opportunity to refresh their professional image with complimentary, high-quality headshots. This space consistently draws strong traffic and engagement while supporting attendees' personal and professional branding.

DOG BARK LOUNGE

Pause. Play. Recharge.

The Dog Bark Lounge offers attendees a welcoming space to relax and recharge with certified therapy dogs. This feel-good activation promotes wellness, sparks connection, and creates a memorable moment of calm during the conference experience.



MESSAGE LOUNGE

Share Your Voice. Shape the Experience

The Message Lounge invites attendees to pause, reflect, and contribute their perspectives through interactive prompts and visual engagement. This space fosters community, creativity, and shared insight, capturing the collective voice of the EACUBO community.

VIDEO 360° LOUNGE

Step In. Stand Out. Share Instantly.

Deliver an immersive 360° video guest experience, including slow-motion videos, animated GIFs, and boomerang effects. Guests remain stationary on our Video platform while our camera rotates 360 degrees, capturing them and your entire event environment.



HANGOUT WELLNESS LOUNGE

Relax. Recharge. Reset.

The Hangout Wellness Lounge offers attendees a quiet, comfortable space to pause and unwind during the conference. Featuring relaxed swing seating and a modern, open design, this lounge creates a calming environment reminiscent of informal backyard gatherings—reimagined for a professional setting.

GUMBALL POLLING LOUNGE

Poll, Pop, Enjoy.

Everyone loves gumballs, we all grew up with these at our local supermarket. Gumball Polling offers a larger-than-life branded gumball machine. Guests select the gumball chute of their choice; each choice represents a poll.



BUSINESS PARTNER LEVELS

	Platinum \$20,000+	Gold \$10,000+	Silver \$5,000+	Bronze \$3,000+
Logo with Hyperlink to Business Partner Webpage and Mobile App	✓	✓	✓	✓
Logo on Event Signage	✓	✓	✓	✓
Recognition with Hyperlink in Event Emails	Logo	Name	Name	Name
Complimentary Full Conference Registrations	5	3	2	1
Pre- and Post-Annual Meeting Attendee List	✓	✓	✓	✓
Mobile App Push Notifications	2	1	1	
Logo Included on Mobile App Sponsor Banner	✓	✓		
Sponsorship Recognition at Keynote/General Session	✓			
Scrolling Hyperlinked Logo in Sidebar of Conference Website	✓			
Deliver presentation in the Monday Symposium Series*	✓			
Sponsorship Package Add-Ons*	✓	✓	✓	✓

*These items have limited availability and are granted on a first come, first serve basis. The Symposium Series is comprised of 50-minute sessions that will be held between 1:00 PM and 5:00 PM on Monday, October 12.



CREATE YOUR OWN PACKAGE

Meeting Support

Lanyard SOLD-OUT	\$7,500
Mobile App (2 opportunities) 1 SOLD	\$7,000
Wifi	\$7,000

Education Sponsorships

Opening Keynote (Tuesday Morning) SOLD-OUT	\$15,000
General Session I (Tuesday Afternoon) SOLD-OUT	\$15,000
General Session II (Wednesday Morning)	\$15,000
General Session III (Wednesday Afternoon)	\$15,000
Closing Keynote (Thursday Morning)	\$15,000

Dinners and Receptions

Chair's Dinner (2 opportunities) SOLD-OUT	\$10,500
Chair's Reception (2 opportunities) SOLD-OUT	\$7,000
Welcome Reception (2 opportunities) 1 SOLD	\$15,000
Welcome Reception Bar (2 opportunities) 1 SOLD	\$7,500
Happy Hour in Exhibit Hall (2 opportunities) SOLD OUT	\$6,000
Cheers! Reception (2 opportunities) 1 SOLD	\$10,000

Events/Functions

Massage Break Lounge	\$15,000
Dog Lounge	\$10,000
Hangout Wellness Lounge (2 opportunities)	\$7,500
Video 360° Lounge	\$10,000
Headshot Lounge	\$10,000
Gumball Machine	\$7,000
Momentum Passport Adventure	\$5,000

Events/Functions (cont)

Tuesday Breakfast in the Exhibit Hall	SOLD OUT	\$5,000
Tuesday Morning Break	SOLD OUT	\$3,000
Tuesday Lunch	SOLD OUT	\$5,000
CFO Breakfast	SOLD OUT	\$7,000
Tuesday Dessert in the Exhibit Hall	SOLD OUT	\$5,000
Wednesday Morning Break	SOLD OUT	\$3,000
Wednesday Lunch	SOLD OUT	\$5,000
Wednesday Dessert in the Exhibit Hall	SOLD OUT	\$5,000
Wednesday Breakfast in the Exhibit Hall	SOLD OUT	\$5,000
Thursday Networking Breakfast	SOLD OUT	\$4,000

