

NACUBO Annual Meeting Looking Back...

Leading Forward

NACUBO at *50*

Exhibitor Prospectus



Washington, DC July 28-31, 2012

Welcome to the NACUBO 2012 Annual Meeting & Expo

About NACUBO

The National Association of College and University Business Officers (NACUBO) serves a membership of more than 2,500 colleges, universities, and higher education service providers across the country. NACUBO represents chief administrative and financial officers through a collaboration of knowledge and professional development, advocacy, and community. Our vision: to define excellence in higher education business and financial management.

Established in 1962, NACUBO succeeded a federation of associations for business officers that had given the profession a framework since 1951. Located in Washington, D.C., NACUBO represents more than two-thirds of the higher education institutions in the United States. We take pride in offering our membership first-rate resources, advocacy, and professional-development programs in higher education business and financial administration.

About the NACUBO Annual Meeting

In 2012, NACUBO will celebrate its 50th Anniversary and host its 42nd Annual Meeting. The theme of the 2012 Annual Meeting is "Looking Back...Leading Forward."

The NACUBO 2012 Annual Meeting will be held at the beautiful Gaylord National Hotel Resort & Convention Center, located at National Harbor, Md., just minutes from downtown Washington, D.C. The Gaylord is the cornerstone of National Harbor, a new 300-acre waterfront community on the banks of the Potomac River. Located just south of the Woodrow Wilson Bridge, National Harbor offers stunning views of Old Town Alexandria, Va., along with world-class dining and shopping, outdoor concerts, interactive art, and many other signature events.

2012

www.nacuboannualmeeting.org

Attendee Statistics:

Nearly 800 colleges and universities represented*

70% of all attendees hold director-level positions or higher

48% hold vice-president level positions or higher

85% are directly involved in business finance or operations

Five-Year Annual Meeting Total Attendance

2011 – Tampa – TBD

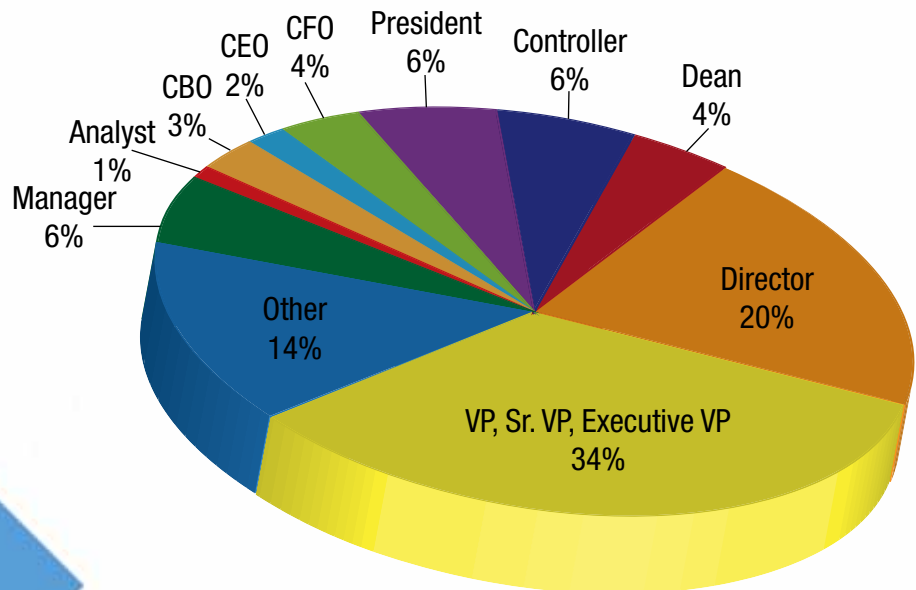
2010 – San Francisco – Total Attendance: 2,625; 1937 Meeting Attendees & 688 Exhibitors

2009 – Boston – Total Attendance: 2,447; 1707 Meeting Attendees & 740 Exhibitors

2008 – Chicago – Total Attendance: 2,903; 2,024 Meeting Attendees & 879 Exhibitors

2007 – New Orleans – Total Attendance: 2,470; 1,645 Meeting Attendees & 825 Exhibitors

Attendees by Title*



* based on 2010 data

Why Should You Exhibit?

The NACUBO annual meeting attracts more than 1,600 attendees, making it the largest gathering of business officers in the United States. Showcasing products and services specific to higher education, NACUBO's annual meeting Expo is the perfect venue for companies targeting this select market.

Studies have shown that exhibiting at conferences and meeting potential clients face-to-face far exceeds many other client-building efforts.

Current research reveals that:

- Face-to-face meetings build trust and relationships.
- Education and training are more successful in a live setting.
- Live meetings save time and money.
- Live meetings facilitate problem solving through a more effective exchange of ideas.
- Face-to-face meetings provide the human connection that powers business and relationships.
- Face-to-face meetings create jobs and power the economy.

As the premier Expo for higher education professionals, the NACUBO 2010 annual meeting attracted more than 190 companies exhibiting in 250 booths. Currently, for the 2011 Annual Meeting, there are 170 companies exhibiting in 223 booths.*

*data as of 5/31/11



List of 2011 Exhibitors (as of 5/31/11)

ABM Industries, Inc.	Citi Global Transaction Services	Fidelity Investments
Adirondack Solutions, Inc.	Clean Energy	Finrock Design-Manufacture-Construct, Inc.
ADP	Clements International	First Transit
Akademus, Inc.	The College Network, Inc.	Fitch Ratings
Allsteel	College Planning & Management	Follett Higher Education Group
Ambling University Development Group	Collegiate Companies	GCA Services Group, Inc.
American Appraisal	Collegiate Housing Foundation	George K. Baum & Company
American Campus Communities	Commerce Bank	Grainger
American Express FXIP	Comverge	Grant Thornton LLP
American Student Assistance	Consolidated Health Plans and Nationwide	Graystone Consulting
ARAMARK Higher Education	Co-ordinated Benefit Plans, LLC	Hanbury Evans Wright Vlattas + Company
Axiom Valuation	Cornerstone OnDemand	Hastings & Chivetta Architects, Inc.
Baker Tilly Virchow Krause, LLP	CORT	HD Supply
Bank of America Merrill Lynch	Crowe Horwath LLP	Heartland Campus Solutions
Barnes & Noble College Booksellers	CulinArt, Inc.	Heery International
BBL Campus Facilities	Datatel	Higher Ed Jobs
Berry, Dunn, McNeil & Parker	Diversified Investment Advisors	Higher One
BKD, LLP	Dynamic Campus	HOAR Program Management
Blackboard Inc.	E&I Cooperative Purchasing	ING
Blue Stone International	Edfinancial Services	Ingersoll Rand Security Technologies
BookRenter.com	Education Realty Trust, Inc.	Inside Higher Ed
Brailsford & Dunlavey	Educators Serving Educators, a Division of Excelsior College	Internal Revenue Service TE/GE
Bright Horizons Family Solutions	Embanet—Compass Knowledge Group	ISS Facility Services, Inc.
The Budd Group	Emeriti Retirement Health Solutions	J.P. Morgan
Campus Bookstore Consulting Corporation	EMPOWER Student Information System	Jenzabar Inc.
Campus Living Villages	Ernst & Young, LLP	JKMilne Asset Management
Capstone Development Corp.	ESM Solutions	Johnson Controls, Inc.
CB Richard Ellis, Inc.	eThority, Inc.	Jones Lang Lasalle
The CBORD Group, Inc.	Evisions, Inc.	Jules and Associates, Inc.
CENTERS, LLC	Exeter Group, Inc.	Juneau Construction Company
Chartwells Higher Education Dining Services	EYP Architecture & Engineering	Kronos
Ciber Enterprise Solutions		LarsonAllen LLP
		Laserfiche

Lean University
 Manning & Napier Advisors, Inc.
 Marcis & Associates, Inc.
 MAXIMUS
 MGT of America, Inc.
 Moody's Investors Service
 NACUBO Central
 NACUBO International Resource Center—High Street
 National Association of College Stores
 National Education
 National Management Resources Corporation
 Navigant Capital Advisors
 Nelnet Business Solutions
 NORESCO
 NSLP
 Nuesoft Technologies
 Official Payments Corporation
 Onity, Inc.
 Oracle
 PE Systems, LLC
 peerTransfer Education
 Plante & Moran, PLLC
 PNC Equipment Finance
 Porter Khouw Consulting, Inc.
 Poseidon Technologies Inc.

Preferred University Rx Purchasing Coalition
 Provista
 Questica
 RBC Capital Markets
 Rearden Commerce
 RightNow Technologies
 Royall & Company
 Sallie Mae Campus Solutions
 The Scion Group LLC
 SciQuest, Inc.
 Sibson Consulting, A Division of Segal
 Siemens
 Sightlines, LLC
 Signature Announcements, Inc
 SocialSci, Inc.
 Sodexo
 SSC Service Solutions
 Standard & Poor's Corporation
 Standard Parking Corporation
 SunGard Higher Education
 Teibel Inc.
 TIAA-CREF
 Touchnet
 Trane
 Travelex
 Tremco, Inc.

Tuition Management Systems
 U.S. Bank Institutional Trust & Custody
 UGL Services
 Unimarket, Inc.
 UNIT4 Business Software
 UnitedHealthcare
 University Business Magazine
 University Housing Services, Inc.
 UniversityLease
 UPS
 Validis Resources, a Division of Nebraska Book Company
 Verint Video Intelligence Solutions
 VISA
 Vivature Health, LLC
 Wells Fargo
 WEPA
 WFF Facility Services
 The Whiting-Turner Contracting Company
 Winklevoss Technologies
 Workday, Inc.
 WTC Consulting, Inc.



NACUBO 2012 Expo Floorplan

Gaylord National Convention Center

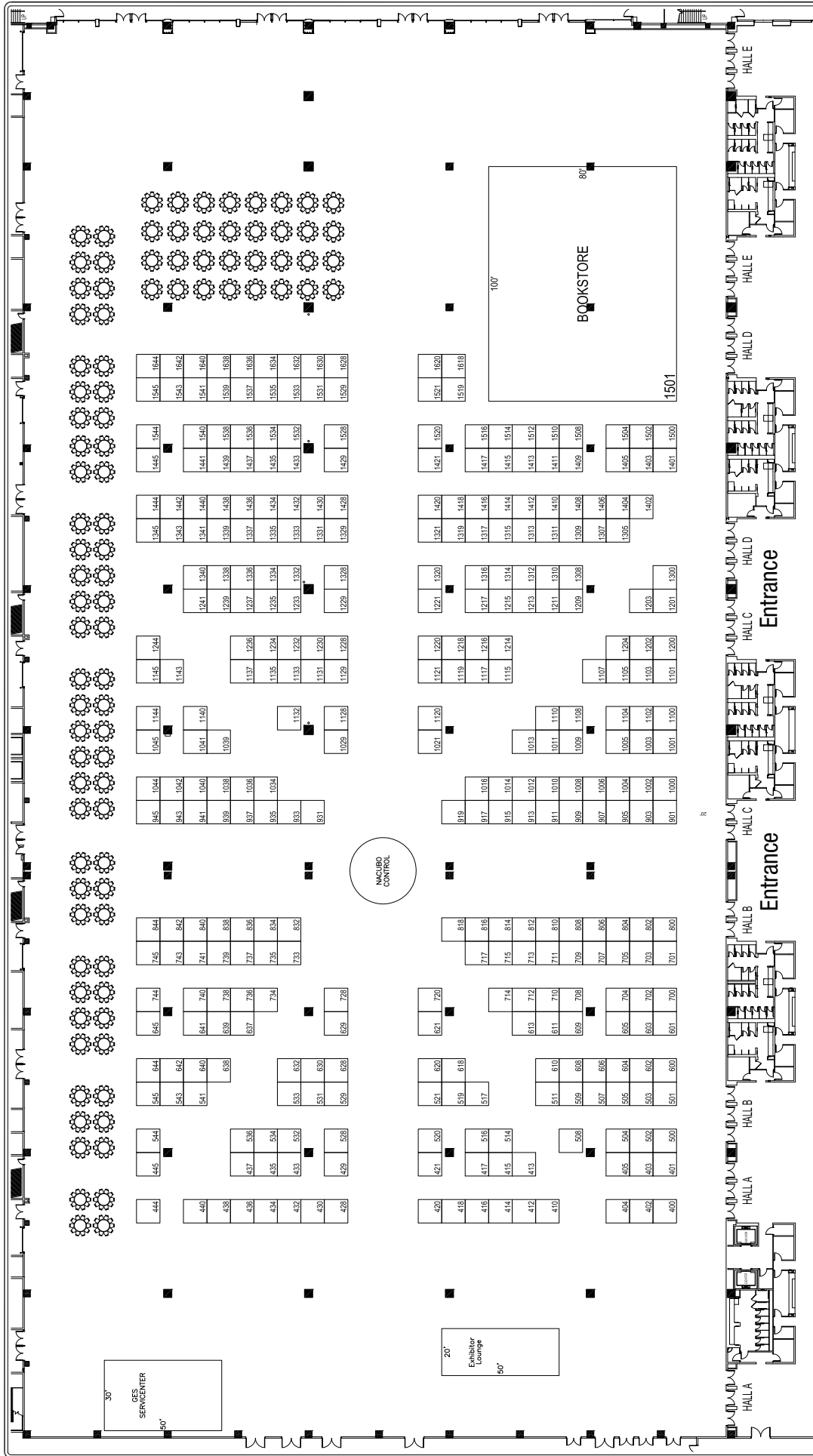


Exhibit Assignments and the Priority Period

All non-annual meeting sponsorships and advertising contributions are included in NACUBO's priority-point structures. We recognize all of our corporate partners for their support throughout the year. Priority points are accrued annually and are based on your level of sponsorship and advertising contributions throughout the calendar year. The exhibitor with the highest number of priority points shall select their 2012 booth first, the 2nd highest number of priority points will select 2nd, and so on. If you have questions regarding the priority-point system, please contact Gloria Nehemiah, Exhibits Manager, at gnehemiah@nacubo.org or 202.861.2555.

Starting June 1, 2011, NACUBO will implement a priority-period booth-selection process. During the priority period, all current exhibitors and NACUBO members will have the opportunity to purchase an exhibit booth for the 2012 meeting at 2011 prices. To be eligible for the priority-period discount, you must be a 2011 exhibitor, or NACUBO business partner in good standing, and have purchased your booth with a 50% deposit made no later than July 31, 2011.

Booth space will be assigned based on priority points from June 1 through July 31, 2011. After July 31, booths will be assigned on a first-come, first-served basis. Applications will be accepted until space is sold out. See fee schedule below for booth rates.

REMINDER: To be eligible for the priority-period discount, a 50% deposit must be received no later than July 31, 2011.

General Exhibitor Information

Booth requests must be submitted online. To apply for exhibit space, please go to www.nacuboannualmeeting.org. If you have any questions or require additional information. Please contact Gloria Nehemiah, exhibits manager, at gnehemiah@nacubo.org.

Booths, Payments and Exhibit Hall Logistics

Exhibit space is available in 10-foot increments. Pricing is listed below.

Booth Rates: Per 10' x 10' exhibit space

	Member	Non-member
Priority Period (thru 7/31/11)	\$3,940	\$4,730
Early Rates (thru 12/31/11)	\$4,020	\$4,825
Regular Rates (beginning 1/1/12)	\$4,100	\$4,920

Exhibit Package

The exhibit package includes:

- a 10' x 10' pipe and drape booth
- one (1) complimentary, full registration
- three (3) exhibit badges per booth
- an ID sign
- 24-hour security
- a listing in the conference program
- a listing on the annual meeting website
- a list of pre-registered attendees in Excel format for pre-meeting marketing

All exhibitors must follow the "IAEE Guidelines for Display Rules and Regulations." To view the guidelines, please visit the IAEE Web site at www.iaee.com.

The exhibit hall is not carpeted. To maintain a professional environment, NACUBO requires that all booths be fully carpeted. Furniture and carpeting can be supplied by the exhibitor or ordered from the service contractor.

Payment

A 50% nonrefundable deposit must accompany the online application/contract. In no case will a booth be assigned without the deposit. Checks will be accepted. The remaining amount will be invoiced and due no later than 90 days prior to the start of the NACUBO 2012 Annual Meeting, or April 15, 2012.

Make checks payable to NACUBO.

NACUBO accepts credit card payments (Visa, MasterCard, Amex, and Diners Club).

Confirmation Letter

Upon acceptance of the application/contract and payment, exhibiting companies will receive a confirmation letter, via e-mail, with their booth assignment. All other confirmation material, including the decorator service kit, will be accessible through a password-protected Web site.

Exhibitor Service Center (ESC)

The ESC will provide all the information you need to check the status of your exhibit, including verifying your booth location, reviewing your account, paying your outstanding booth balance, and updating your company profile for the “Annual Meeting Program Guide.” We encourage you to take time to review the exhibitor information provided.

Registration

As previously noted, each exhibitor is entitled to one (1) complimentary, full registration and three (3) exhibit badges for each 10' x 10' booth purchased. In the event an exhibitor requires additional badges, please refer to the following badge types and fees.

Expo-Only Passes

These passes allow the badge holder access to the exhibit hall throughout the week. Once you have reached your complimentary allotment, additional expo-only passes can be purchased for \$200 each.

Exhibitor Full-Registration Passes

These registrations allow the badge holder access to all areas of the annual meeting, including the exhibit hall, throughout the week. This does not include events for which participants must purchase tickets. Once you have reached your complimentary allotment, additional exhibitor full-registration passes can be purchased for the following rates.

	Early*	Advance *	Onsite*
Member	\$775	\$895	\$1,005
Nonmember	\$990	\$1,105	\$1,225

*2011 registration fees—subject to change

Not a Member?

Contact NACUBO member services at 202.861.2560 for information on how to become a member before you apply for exhibit space. Save money and access a year's worth of member benefits by joining today. Exhibitor fees are contingent upon membership status at the time of application.

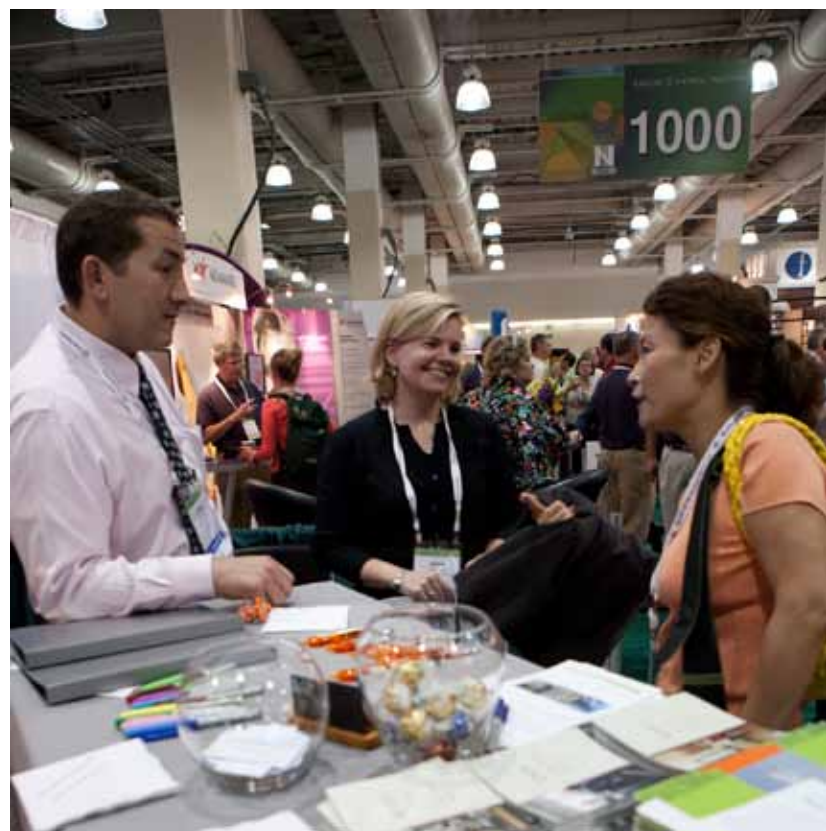
Decorator Services

NACUBO has selected GES (Global Experience Specialists) as the official service contractor. Electrical services, drapage, furniture, lighting, floral services, labor to set up and tear down, and other special requirements must be arranged through the service contractor.

Service contractor information and order forms will be available to confirmed exhibitors no later than 90 days prior to the conference. Should you need to contact GES in the meantime, please call the company's National Service Center at 800.475.2098.

Registration and Housing

Information on registration and housing will be sent to registered exhibitors by Feb. 1, 2012. Please register your booth personnel and obtain your housing as soon as possible. The headquarter hotels fill up quickly, and housing is reserved on a first-come, first-served basis.



Cancellation

Cancellation of exhibit space must be made in writing to NACUBO, via e-mail, to gnehemiah@nacubo.org or faxed to 866.342.0217. Telephone cancellations will not be accepted. Please see Exhibitor Terms and Conditions for complete cancellation policy.

Please note: 50% of the total booth fee is nonrefundable. NACUBO will refund the remainder of the total booth fee, if the cancellation request is postmarked or received by e-mail or fax on or before 90 days prior to the start of the annual meeting, or April 15, 2012 and if the exhibit hall sells out. All fees are forfeited and no refunds will be made for any cancellation request after April 15, 2012. The NACUBO exhibits manager will confirm receipt of all written cancellation notices. NACUBO will honor only confirmed cancellations.

Insurance

Exhibitors are required to obtain insurance for: (1) \$1 million commercial general liability, with products and completed operations liability in the same amount. NACUBO and the Gaylord National Hotel Resort & Convention Center shall be listed as additional insureds, and aggregate limits also shall be \$1 million; (2) Workers' Compensation Insurance. Please see Exhibitor Terms and Conditions for complete cancellation policy

Hospitality Suites

NACUBO invites requests from exhibitors to host hospitality suites at the 2012 annual meeting.

Participants who want to host hospitality suites must apply to NACUBO for authorization and agree that the hospitality suite will not conflict with scheduled NACUBO events. All arrangements must be made directly between the hotels and the exhibitor/sponsor. NACUBO will not be responsible for any costs associated with hospitality suites.

All requests for space must be accompanied by the Space Request form. Hospitality suites must be clearly announced and open to all registered NACUBO attendees and guests. Please e-mail your written hospitality suite request to NACUBO at adavis@nacubo.org or fax to 202.449.1247.

Exhibitors hosting a dinner, reception, or any off-site event (meaning not at the Gaylord National Hotel Resort & Convention Center or one of NACUBO's contracted hotels) must notify NACUBO of their event, in advance. Event notification must include organizing-company name and contact person, date, time, and location of the event, and sent to adavis@nacubo.org.

Marketing and Advertising

The NACUBO 2012 Annual Meeting offers many opportunities for companies to maximize their exposure to prospective clients. Exhibitors can increase their visibility by supporting courses and events, or through numerous sponsorship and advertising options that enhance the value and experience for meeting attendees. Keep your company's name in front of the higher education market. A full menu of sponsorship and advertising opportunities will be available on the NACUBO Annual Meeting website at www.nacuboannualmeeting.org.

Questions?

For information and inquiries regarding exhibiting:

Gloria Nehemiah
Exhibits Manager
202.861.2555
gnehemiah@nacubo.org

Exhibitor Terms and Conditions

1. NACUBO reserves the right to exercise its sole discretion in the acceptance or refusal of all applications.
2. The NACUBO Exposition is designed to provide a showcase for products and services either specifically designed for or customarily used in higher education administration. The program is held strictly as a means of information exchange. Applicants may not make sales or take orders in the exhibit area or within other annual meeting facilities provided. This provision will be rigorously and strictly enforced.
3. The applicant agrees that NACUBO shall have the right to make such rules and regulations or changes in arrangements as it deems necessary and to amend them from time to time. NACUBO shall have the final determination and enforcement of all rules, regulations and conditions.
4. No part of an exhibit shall be dismantled nor materials removed until the exhibit hall closes on the final day of the show without specific permission from NACUBO. All space must be vacated by 8 p.m. the same day. If spaces are not vacated by that time, NACUBO reserves the right to remove materials and charge the expense to the applicant. NACUBO will not be liable for any damage or loss as a result of such removal.
5. Selection of exhibit booth location(s) from among available space is the sole responsibility of the applicant. Subsequent reservations by other applicants from among then available space may result in the applicant's competitors locating nearby on the exhibit floor. NACUBO is not responsible for booth selection/location. In the event that the applicant wishes to relocate subsequent to another applicant's booth location choice, the applicant may contact NACUBO and request relocation to any available space(s).
6. The applicant agrees to pay all fees, charges and/or expenses covered in the contract on demand. In the event that NACUBO is forced to seek legal remedy to collect amounts due from the applicant, all charges related to the collection of unpaid amounts will become the sole responsibility of the applicant. If an exhibitor fails to make payments when they are due, the space assignment is subject to cancellation or reassignment at the option of NACUBO without obligation for refund. Applicants may not assign or sublet any space allotted to them, and may not advertise or display goods other than those manufactured or sold by them in the regular course of business without authorization by NACUBO. If any rented booth space remains unoccupied, or display materials unset, two hours prior to show opening, NACUBO reserves the right to either remove all materials from the show floor or require the service contractor to set the booth. The exhibitor will be liable for all costs incurred. Booths may not be shared with another company.
7. 50% of the total booth fee is due upon registration and is nonrefundable. The remaining balance is due no later than 90 days prior to the first day of the annual meeting.
8. Request for cancellation of space must be directed in writing to NACUBO. Telephone cancellations will not be accepted. The remainder of the booth fee will be refunded if the cancellation is postmarked or received by fax/e-mail 90 days prior to the first day of the annual meeting and if the exhibit hall sells out. Exhibitors canceling later than 90 days prior to the start of the annual meeting are financially liable for the full fee. NACUBO's exhibit manager will confirm receipt of all cancellations, and refunds, if any, will only be made for confirmed cancellations.
9. NACUBO conforms to IAEE guidelines for exhibit display specifications. A complete description is available online at www.nacuboannualmeeting.org. In addition, empty containers or boxes must not be visible from the aisles or walkways. They must be stored out of sight, under the table or with the service contractor. The reverse side of any wing panel extending from the back wall of the display must be finished or draped in order to avoid a raw exposure to a neighboring participant. Exhibitor signage is restricted to the assigned exhibit space. No signs may protrude or be placed in any area of the annual conference space other than the applicant's assigned booth space except those produced and placed by NACUBO. These guidelines will be enforced by NACUBO. Violations of guidelines not corrected two (2) hours before opening may be corrected at the direction of NACUBO by the official decorator at exhibitor expense.
10. Neither NACUBO, nor the Gaylord National Hotel Resort & Convention Center, nor any of their officers or staff will be responsible for the safety or property of the applicant from theft, damage by fire, accident or other causes. Applicants are advised to consult their insurance broker for proper coverage on display material from the time it leaves their premises until its return. Neither NACUBO nor the Gaylord National nor any of their officers, agents, employees or representatives shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees, or other representatives, resulting from theft, fire, or other causes. Neither NACUBO nor the Gaylord National will obtain insurance against any such damage, loss, harm or injury.
11. Applicant hereby agrees to indemnify and hold harmless NACUBO and the Gaylord National from any and all claims, demands, suits and liability for any damage, loss, harm or injury to any person or any property of the applicant or any of its officers, agents, employees or other representatives. The applicant assumes responsibility and agrees to indemnify, defend and hold harmless NACUBO and the Gaylord National and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises, including, but not limited to, any cost incurred as a result of alleged violations of copyright arising out of the use of mechanically or electronically reproduced music. The applicant understands that neither NACUBO nor the Gaylord National maintain insurance covering the applicant's persons or property and it is the sole responsibility of the applicant to obtain such insurance.

12. Exhibitor/sponsor participant agrees to acquire insurance for: (1) \$1 million commercial general liability, with products and completed operations liability in the same amount. NACUBO and the Gaylord National shall be listed as additional insureds and aggregate limits also shall be \$1 million; (2) Workers' Compensation Insurance.

13. Applicants or their agents may not allow any article to be brought into the Gaylord National or any act on the premises that will invalidate the insurance or increase the premiums on the policies held by the Gaylord National, nor permit anything to be done by their employees through which the property or equipment of other exhibitors will be damaged. No sign or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such manner as to damage them. All space is rented subject to these restrictions. The applicant will be held liable for any damage resulting from such violations.

14. Extremely loud noises such as bells, sirens, buzzers, etc., will not be permitted in order to maintain a business-like atmosphere.

15. Promotional activity is limited to the confines of space assigned by NACUBO. "Working" the aisles, general/public areas or spaces assigned to others is prohibited.

16. Applicants may not schedule other events such as breakfasts, luncheons, dinners, receptions, or sessions during official NACUBO program hours or while the exhibit hall is open, unless specific permission is granted in writing by NACUBO.

17. Included with the booth space are pipe and drape, ID sign, and 24-hour security, a listing in the annual meeting program, and a one-time pre-conference attendee list. Booth furnishings and fixtures may be supplied by the exhibitor or ordered from the official service contractor. Booth carpeting is required to maintain the professional appearance of the hall and is not provided in the Gaylord National.

18. Exhibitor agrees to restrict their booth giveaways to the following NACUBO guidelines: Maximum cost of booth items given away to any attendee should not exceed \$20.00; Maximum cost of an item awarded by an attendee through a random drawing should not exceed \$200.

19. This document and its attachments represent the entire agreement between the applicant and NACUBO and may not be altered unless mutually agreed upon in writing.

20. In the event that any provision of the agreement or the application of any provision to either NACUBO or the applicant is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of this agreement will remain in full force and effect.

21. In the event that the NACUBO Annual Meeting and Exposition is cancelled due to fire, strikes, government regulations, acts of God, or other causes beyond their control, NACUBO shall not be held liable for failure to hold the annual meeting and exposition as scheduled. In such events, NACUBO, at its sole discretion, may refund part or all of the exhibit fees received by NACUBO. Refunds will be limited to a maximum of the amount paid by the applicant to NACUBO. In no event will NACUBO or the Gaylord National be liable for any direct, indirect, actual, special or consequential damages of any nature whatsoever, including, but not limited to, lost profits, business interruptions or other economic loss to the applicant due to cancellation of the annual meeting and exposition as scheduled.