



2026 SACUBO ANNUAL CONVENTION

Dallas, Texas | April 19-21

Big Ideas, Bigger Boots: Stepping Into a New Frontier

Sponsorship Handbook

Specifications & Deadlines



SACUBO

SOUTHERN ASSOCIATION OF COLLEGE
AND UNIVERSITY BUSINESS OFFICERS

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LOGO - PRINTED MATERIALS

DUE BY: MARCH 5, 2026

Upload your organization's logo for use on printed materials included with your sponsorship.

LOGO SPECS

Resolution: Min. of 300 dpi

File Format: Vector (.ai, .eps, .pdf, .svg)

[LOGO UPLOAD](#)

LOCAL ATTRACTIONS WEBPAGE AD

DUE BY: MARCH 20, 2026

Sponsorship: Diamond (1200x300 px), Platinum (600x500 px), A La Carte (600x500 px OR 400x200 px)

Clickable ad featured on the local attractions webpage.

AD SPECS

Hyperlink: Can be linked to your desired URL

Size: Diamond - 1200x300 pixels

Platinum, A La Carte - 600x500 pixels

A La Carte - 400x200 pixels

File Format: .png

[SUBMIT AD & HYPERLINK](#)

NEWSLETTER AD

DUE BY: MARCH 20, 2026

Sponsorship: Diamond, Platinum

Clickable ad featured in SACUBO's monthly newsletter.

AD SPECS

Quantity: Diamond - 2

Platinum - 1

Size: 700x90 pixels

File Format: .png

[SUBMIT AD & HYPERLINK](#)

SLIDESHOW AD

DUE BY: MARCH 20, 2026

Sponsorship: Diamond

Rotating ad featured in the slideshow played in the general session room during meal periods.

AD SPECS

Size: 16:9 ratio

File Format: .png

[SUBMIT AD](#)

WEBSITE SIDEBAR AD

DUE BY: MARCH 20, 2026

Sponsorship: Diamond

Clickable rotating ad featured in the sidebar of all conference webpages.

AD SPECS

Hyperlink: Can be linked to your desired URL

Size: 875 x 875 pixels

File Format: .png

[SUBMIT AD & HYPERLINK](#)

BOOKMARKS

DUE BY: MARCH 5, 2026

Sponsorship: Book

Custom bookmarks co-branded with SACUBO on one-side and sponsor provided artwork on the other.

ARTWORK SPECS

Size: See template

Resolution: Min. of 300 dpi

File Format: .png

[DOWNLOAD TEMPLATE](#)

[SUBMIT ARTWORK](#)

BUSINESS PARTNER SESSIONS

DUE BY: JANUARY 16, 2026

Sponsorship: Diamond, Platinum, Gold

Submit details for your 60-minute session presentation.

[SUBMIT SESSION INFORMATION](#)

KEY CARDS & HOLDERS

ARTWORK DUE BY: MARCH 5, 2026

PROOF APPROVAL DEADLINE: MARCH 13, 2026

Sponsorship: Key Card

Custom hotel key cards and holders featuring sponsor provided artwork.

KEY CARDS

Artwork Specs: See Template

KEY CARD HOLDERS

Artwork Specs: See Template

[KEY CARD TEMPLATE](#)

[CARD HOLDER TEMPLATE](#)

[SUBMIT ARTWORK](#)

LANYARDS

ARTWORK DUE BY: MARCH 5, 2026

PROOF APPROVAL DEADLINE: MARCH 13, 2026

Sponsorship: Lanyard

Company logo featured on attendee lanyards co-branded with the SACUBO logo.

LOGO SPECS

Layout: Horizontal logo preferred

Color: Full Color & Single Color Option

Resolution: Min. of 300 dpi

File Format: Vector (.ai, .eps, .pdf, .svg)

[LOGO UPLOAD](#)

MOBILE APP - BANNER AD

DUE BY: MARCH 20, 2026

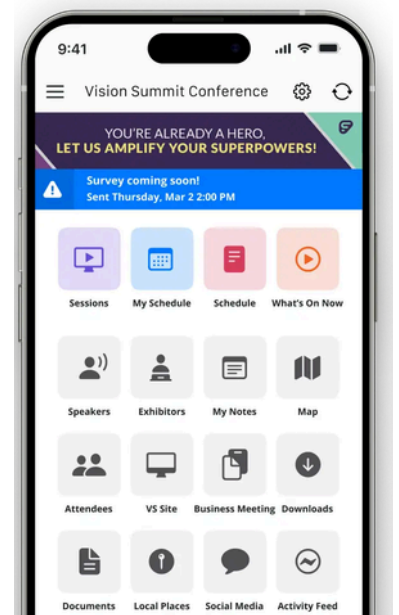
Sponsorship: Diamond

Clickable banner ad that can link to your booth profile or website located at top of mobile app.

AD SPECS

Size: 600 x 80 pixels

File Format: .png



[SUBMIT AD & HYPERLINK](#)

MOBILE APP - NOTIFICATION MESSAGE

DUE BY: APRIL 1, 2026

Sponsorship: Diamond, A La Carte

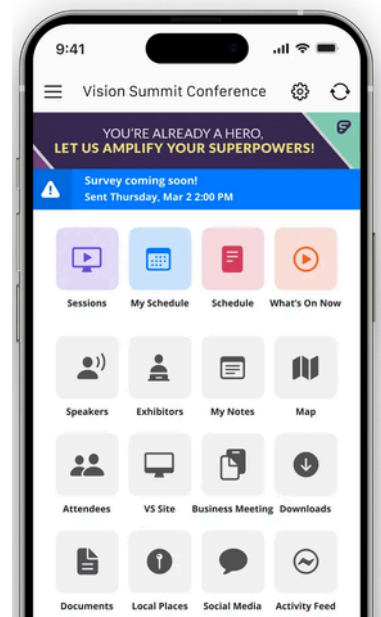
Custom message sent through the conference mobile app to all users.

MESSAGE SPECS

Qty: Diamond - 1

A La Carte - # Purchased

Content: See template



[DOWNLOAD TEMPLATE](#)

[SUBMIT NOTIFICATION](#)

NETWORKING LOUNGE

DUE BY: MARCH 5, 2026

Custom decals on table tops located in the exhibit hall Networking Lounge.

ARTWORK SPECS

Size: See template

File Format: .pdf

[DOWNLOAD TEMPLATE](#)

[SUBMIT ARTWORK](#)

PRIVATE MEETING ROOM

DUE BY: MARCH 20, 2026

Sponsorship: Diamond, A La Carte

Private meeting room arrangements must be made in advance by contacting the SACUBO office at info@sacubo.org.

[RESERVE MEETING SPACE](#)

PODIUM REMARKS

DUE BY: APRIL 1, 2026

Sponsorship: Keynote, Lunch

Email your speakers name, title, and headshot to the SACUBO office at info@sacubo.org.

[SPEAKER DETAILS](#)

RECHARGE STATION

DUE BY: MARCH 5, 2026

Custom decals on table tops located in the exhibit hall Networking Lounge.

ARTWORK SPECS

Size: See template

File Format: .pdf

[DOWNLOAD TEMPLATE](#)

[SUBMIT ARTWORK](#)

SPOTLIGHT EMAIL - PRE & POST CONFERENCE

DUE BY: MARCH 20, 2026

Sponsorship: Diamond

Pre-conference email featuring your provided content sent to all registered attendees 1-2 weeks before the Annual Convention.

EMAIL SPECS

Message Content: Preferred text length is between 250-300 words. Any images should be at least 600 pixels wide. You will be provided a proof of the email for review and approval prior to it being sent.

File Format: Provide html code of message content in a Word Document.

[SUBMIT EMAIL CONTENT](#)

TOTE BAGS

ARTWORK DUE BY: MARCH 5, 2026

PROOF APPROVAL DEADLINE: MARCH 13, 2026

Company logo or other provided graphic featured on attendee tote bags co-branded with the SACUBO logo.

ARTWORK SPECS

Imprint Color: TBD

Bag Color: TBD

Logo Size: TBD

Resolution: Min. of 300 dpi

File Format: Vector (.ai, .eps, .pdf, .svg)

[SUBMIT LOGO OR ARTWORK](#)

VENUE BRANDING

ARTWORK FILES DUE BY: MARCH 5, 2026

ARTWORK SPECS

Resolution: Min. of 300 dpi

File Format: .pdf

[ARTWORK GUIDELINES](#)

[UPLOAD DECAL ARTWORK](#)

EXHIBIT HALL

WELCOME WALL

Size: 166" W x 103" H

COLUMN WRAP

Size: 80" W x 164" H

ENTRANCE FLOOR DECALS

Size: 36" W x 36" H

WALKWAY FLOOR DECALS

Size: 24" W x 24" H

REGISTRATION & GENERAL SESSION FOYER

RIGHT TOWER WRAP

Size: 194" W x 342" H

LEFT TOWER WRAP

Size: 141.5" W x 342" H

SQUARE COLUMNS

Size: 60" W x 147" H (front & back)

WINDOW DECALS

Size: 74.75" W x 46" H

WIFI

DUE BY: MARCH 5, 2026

Ability to customize Wi-Fi password.

PASSWORD SPECS

Password: Minimum of 8 characters in length, letters and numbers only, no special characters.

SUBMIT PASSWORD