



Deans Conference

20–22 February 2024

Barcelona, Spain

Sponsorship Prospectus



About AACSB

Established in 1916, AACSB is the world's largest business education network. With a presence in over 100 countries and territories, AACSB fosters engagement, accelerates innovation, and amplifies impact in business education.

With over 1,900 business and educational member organizations and impacting over 4 million enrolled students, AACSB reaches a diverse community of business practitioners, educators, and learners from around the world.



Mission

To foster engagement, accelerate innovation, and amplify impact in business education.



Vision

To transform business education globally for positive societal impact.



Values

Quality • Diversity, Equity, Inclusion, and Belonging • Global Mindset • Ethics
• Social Responsibility • Community



**Our presence,
around the world**

3
global
offices

70+
employees

20+
languages
spoken

150+
learning &
development
opportunities
annually



Deans Conference

Come together with over 700 business school leaders from around the world at the Deans Conference—AACSB’s largest event designed exclusively for deans and heads of business units. This year’s conference will explore the most pressing issues for business school leaders: we will discuss how artificial intelligence is changing the dean’s role, share ideas to embrace and progress digital transformation across school activities, how business schools are addressing global challenges together, and much more.

Designed to foster meaningful connections, the conference provides a platform for participants to engage with longtime friends and forge new and valuable relationships with colleagues from across the globe. Enjoy collaborative dialogue and participant-led discussions as you expand your network of forward-thinking peers.

Delve into topics top of mind for the most innovative business school leaders, like:

- Exploring AI’s impact on admissions, curricula, culture, and more
- Opportunities for improvement to the traditional b-school model
- Building and empowering a team around you
- Fostering inclusivity and social impact
- Technological innovations to improve the student experience
- Reflecting on the results of the recent surveys collecting feedback and sentiments from business school leaders.



Attendee Profile

This event is exclusively for deans and heads of higher education business units (the highest academic authority or official of the business unit), and AACSB business members in leadership roles.



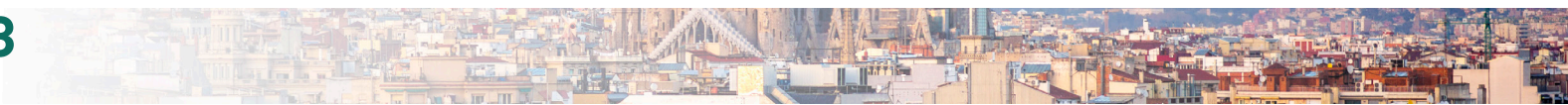
Expected Geographical Representation

40% Europe, Middle East, and Africa
40% Americas
20% Asia Pacific

(based on ICAM 2019 in Edinburgh)

Sustainability Efforts

In our continuous commitment to sustainability and to align with our global standards for societal impact, we are actively taking steps to reduce waste and minimize our environmental impact throughout our events. This includes digitizing promotional materials and using sustainable and reusable giveaway items. Please note that some of our sponsorship packages will require materials to be pre-approved by AACSB. These sponsorships are noted with “pre-approved” in the sponsor benefits on the following pages. Read about our sustainability sponsorship opportunity on page 9!



Sponsorship Opportunities

Keynote I

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo recognition on signage during the keynote.
- Table provided prior to the keynote for the distribution of pre-approved materials or placement of pre-approved materials at attendee seats.
- 30-second video to play prior to keynote presentation.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

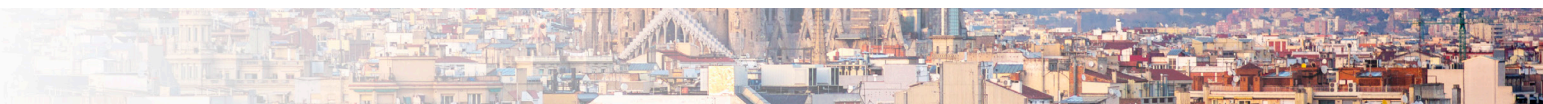
Investment
30,000 USD

Wednesday Networking Luncheon

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo recognition on signage during the luncheon.
- Table provided prior to the luncheon for the distribution of pre-approved materials or placement of pre-approved materials at attendee seats.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
25,000 USD



Thursday Networking Luncheon

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo recognition on signage during the luncheon.
- Table provided prior to the luncheon for the distribution of pre-approved materials.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
20,000 USD

Industry Session

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- 20-minute session to take place during breaks in conference programming. Topic and presenter(s) to be chosen and delivered by the sponsor.
- AACSB-branded PowerPoint template provided for the session.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

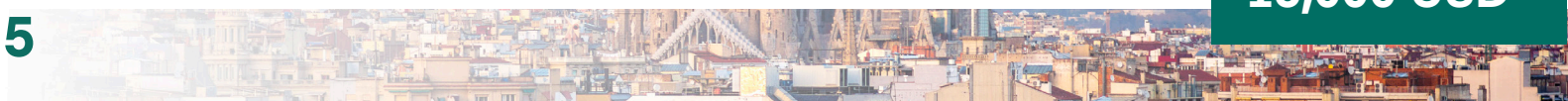
Reserved

Conference Wi-Fi

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo recognition on signage throughout the conference.
- Customization of the conference Wi-Fi password and redirect page.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
15,000 USD



Conference Badges

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo recognition printed in grayscale on the front of all attendee badges.
- Logo recognition on the kiosks where attendees check in and print their badges.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Reserved

Reusable Water Bottles

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s logo featured on reusable water bottles given to conference attendees.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
15,000 USD

Networking Community Meetings

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo recognition on signage during the networking community meetings on Tuesday, 20 February 2024.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
10,000 USD

Wednesday Morning Refreshment Break

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo recognition on signage during the sponsored refreshment break.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
10,000 USD

Wednesday or Thursday Welcome Refreshments

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo recognition on signage during the sponsored welcome refreshments.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
10,000 USD



Conference Photographer

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s logo on photos distributed to attendees after the conference.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
10,000 USD

General Conference Support

Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and in the conference journal.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Table-top display for the distribution of materials throughout the conference. The table must be staffed during the conference.

Investment
10,000 USD

Custom Wall Branding

Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition in the Deans Conference journal.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor’s custom branding on the wall in a high-traffic area of the conference.

Investment
9,000 USD



Custom Cube Display

Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition in the Deans Conference journal.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor's custom branding on a large, four-sided cube placed in a high-traffic area of the conference.

Investment
9,000 USD

Sustainability Sponsor

Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition in the Deans Conference journal.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Logo recognition on signage placed near recycling stations throughout the conference.

Investment
8,000 USD

Hydration Stations

Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition in the Deans Conference journal.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Logo featured on the branded hydration stations placed throughout the conference.

Investment
8,000 USD



Care Station

Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition in the Deans Conference journal.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Logo recognition on signage placed near the Care Station, an area where attendees can access items that may be needed during the conference.

Investment
8,000 USD

Custom Column Branding

Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition in the Deans Conference journal.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor's custom branding on a column in a high-traffic area of the conference.

Investment
7,500 USD

Digital Advertisement

Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition in the Deans Conference journal.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor's custom advertisement to display on rolling screens throughout the conference.

Investment
5,000 USD

Sponsorship Opportunities in Conjunction with the Deans Conference

Innovations that Inspire Sponsorship

The Innovations That Inspire initiative invites all AACSB member schools to share their effective and forward-looking practices that positively impact the communities they serve. The initiative embraces a new theme annually. Now in its ninth year, Innovations That Inspire will recognize the unique ways business schools are creating value for their stakeholders.

Submissions from schools will demonstrate innovative activities that drive new value for learners, businesses, and society. Schools are encouraged to reflect on the six key value drivers identified in AACSB's recently launched [Let's Lead Boldly](#) position paper but may also align with other areas that are unique to their mission and context:

1. Equitable access to high-quality business education and networks.
2. Empowerment of problem-solvers to innovate and transform business.
3. Timely curricula and credentials that respond to the speed of business.
4. Deployment of learning methods and delivery that adapt to learner needs.
5. Knowledge creation with impact on business and society.
6. Development of societal impact leaders for positive change.

Sponsorship Benefits

The ideal sponsor for this spotlight program will have a desire to align their brand with influential and innovative business schools and business leaders.

- Sponsor logo may be included on the award submission platform.
- Sponsor logo recognition will be included on the 2024 Innovations that Inspire webpage.
- Sponsor recognition will be included in associated communications and initiatives at the 2024 Deans Conference in February. Opportunities may include:
 - The sponsor may formally introduce the Innovations That Inspire program at the beginning of a keynote session.
 - Sponsor recognition by the moderator at the beginning of a roundtable session influenced by this year's Innovations That Inspire program.
 - Sponsor's logo included in the AACSB Events app for the roundtable session.
 - Poster displays in high-traffic areas of the conference.
 - A tabletop display to distribute sponsor's materials throughout the conference. The table may be staffed by two representatives.
- Sponsor recognition will be included in the following promotional activities associated with the initiative:
 - Posts on AACSB's social media platforms.
 - Recognition in AACSB's global press release.
 - Other communications that may be developed.

Investment
20,000 USD



Deans Survey Report Sponsorship

AACSB recently launched its triennial Deans Survey and Senior Business Administrator Survey, which explore demographic trends and characteristics of business school leadership, including their priorities, challenges, and future outlook. The survey results will be presented in a web-based report with interactive data charts, multimedia commentary, and insights from deans, along with a companion PDF overview report. The report will be released at the Deans Conference and distributed to AACSB's global audience of business school leaders.

Sponsorship Benefits

- Sponsor's logo featured at the top of the web-based report and the companion PDF overview report.
- A dedicated 'about the sponsor' page at the end of the web-based report.
- Sponsor will receive a list of those who access the report and opt into receiving sponsor communications in compliance with GDPR.
- Sponsor logo displayed on relevant webpages and other marketing communications related to the report.
- Sponsor recognition will be included in associated communications at the 2024 Deans Conference. Opportunities may include:
 - The sponsor may formally introduce the report at the beginning of the session "Deans Share: What I Wish I Knew"
 - Sponsor's logo included in promotional materials related to the report. These may include presentation slides, conference signage, within the event app, and others.
 - A tabletop display to distribute sponsor's materials throughout the conference. The table may be staffed by two representatives from the sponsoring organization.
- AACSB will promote the report through the following channels (sponsor recognition included):
 - Included in one issue of AACSB LINK
 - Social media sharing on LinkedIn and Twitter
 - Promotional email to the AACSB Business Education Alliance

Investment
25,000 USD

Additional Visibility Opportunity

For maximum exposure, the report sponsorship can be combined with a sponsored webinar, complementing the report for a total investment of **35,000 USD**. The webinar will focus on the report findings and will be promoted to AACSB's global audience. Sponsorship of the webinar will include the opportunity for brand awareness, lead generation, and visibility among AACSB business school deans.

New Deans Seminar Sponsorship

The New Deans Seminar is a “must-attend” event that provides insightful advice on how to handle the first few years as well as interactive discussions regarding expectations, career path, strategic planning, and AACSB Accreditation. Participants will have the opportunity to talk one-on-one with experienced deans who have been through the process as well as make life-long colleagues.

Learning Objectives:

- Understand the dean’s role within the University and learn how to be the voice of the business school.
- Recognize best practices in strategic, financial, and succession planning.
- Establish a close-knit community with deans from around the world.
- Identify strategies and opportunities.
- Learn how to build internal and external communities of advocates.

Who Will Attend: New, interim, and acting deans of three years or less.

Sponsorship Benefits

- Logo recognition on the seminar website.
- Logo included in the “Know Before You Go” email sent to seminar participants.
- Logo recognition in the Learning Management System (LMS) accessed by seminar participants.
- Logo on signage placed during sponsored event.
- Sponsor recognition from the podium as appropriate.
- Placement of pre-approved sponsor materials at participants’ seats.

<i>Offerings</i>	<i>Investment</i>
Sunday Networking Reception	6,000 USD
Sunday or Monday Networking Lunch	5,000 USD
Sunday or Monday Refreshments	3,000 USD



Interested in Sponsoring? Please contact:



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