



Student Success and All That Jazz

SPONSORSHIP & EXHIBITOR PROSPECTUS

40th Annual Meeting of the
Association of Deans & Directors of
University Colleges and Undergraduate Studies

New Orleans, Louisiana

AD&D

Association of Deans & Directors of
University Colleges & Undergraduate Studies

About the AD&D Annual Meeting

Student Success and All That Jazz brings higher education professionals together in the vibrant city of New Orleans to explore innovative strategies, emerging trends, and collaborative approaches that support student learning, belonging, retention, and success. Inspired by the spirit of jazz—creativity, connection, and collaboration—this “boutique-style” conference offers engaging conversations, shared best practices, and opportunities to build meaningful professional networks while advancing student success initiatives across our campuses.

April 7-10, 2027 | New Orleans, Louisiana

Why Sponsor or Exhibit?

The AD&D Annual Meeting attracts deans, directors, and senior administrators from universities and colleges across the United States who are responsible for undergraduate education, general education, university colleges, and student success initiatives. Sponsoring or exhibiting at this conference provides a unique opportunity to connect directly with decision-makers in higher education.

- Direct access to senior higher education leaders and decision-makers from across the country
- Visibility among professionals who influence purchasing and partnerships
- Networking opportunities during receptions, meals, and breakout sessions
- Brand recognition in conference materials, signage, and communications
- Demonstrate your commitment to student success in higher education
- Engage with attendees in an intimate, collegial conference setting

Our Audience

Attendees include deans of undergraduate studies, directors of general education, associate provosts, directors of first-year experience programs, academic advisors, and other professionals dedicated to enhancing the undergraduate experience. These leaders represent institutions of all sizes and types across the nation.



www.adandd.org

AD&D
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Sponsorship Levels

PLATINUM SPONSOR — \$5,000

Premier recognition as the top-level conference sponsor

- Exclusive naming of a keynote session or major event
- Logo on all conference materials, website, signage, and emails
- Premium exhibit table in high-traffic location
- Three (3) complimentary conference registrations
- 5-minute welcome address at Opening Session
- One email sent to full AD&D database

GOLD SPONSOR — \$3,500

- Named sponsorship of a conference meal
- Logo on conference website, program, and signage
- Exhibit table in prime location
- Two (2) complimentary conference registrations
- One email sent to full AD&D database
- Recognition during opening and closing sessions

SILVER SPONSOR — \$2,000

- Named sponsorship of an Annual Meeting break
- Logo on conference website and program
- Exhibit table
- One (1) complimentary conference registration
- Recognition during Annual Meeting as a Silver Sponsor

BRONZE SPONSOR — \$1,500

- Logo on conference website and program
- One (1) complimentary conference registration
- Recognition during opening session
- Exhibit table

EXHIBITOR TABLE ONLY — \$1,000

- 6-foot exhibit table in conference exhibit area
- Company listing on conference website and in program
- One (1) complimentary conference registration
- Access to all conference networking events

All sponsorship levels are customizable.
Contact us to discuss a package that meets your goals.



Additional Sponsorship Opportunities

ANNUAL BUSINESS MEETING & LUNCH SPONSORSHIP — \$3,000

Enjoy prominent visibility as the Annual Business Meeting & Lunch Sponsor.

- Opportunity to welcome Conference attendees at the Annual Business Meeting & Lunch
- Company logo on all Conference signage
- Signage at the luncheon
- Listing on Conference app
- Mention on marketing materials for the Conference
- Verbal recognition during the Conference

CONFERENCE TOTE BAG SPONSOR — \$2,000

Have your company logo and name on a Conference keepsake that will last for years.

- Company logo on Conference bags
- Listing on Conference web pages
- Listing on Conference app
- Ability to include marketing materials in Conference bags
- Mention on marketing materials for the Conference
- Verbal recognition throughout the Conference

CONFERENCE APP SPONSOR — \$1,500

- Logo on website
- Prominent Company Listing on Conference App
- Verbal recognition throughout the Conference

NAME BADGE SPONSOR — \$500

Promote your company visibly on all attendees' name badges.

- Company logo on all name badges
- Listing on the Conference App
- Listing on conference web page

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Contact us to discuss a package that meets your goals.



Exhibitor Information

Your exhibit space includes a 6-foot skirted table, two chairs, and access to electrical power. Exhibits are located in a high-traffic area adjacent to conference sessions and meal functions, ensuring maximum visibility throughout the event. Setup begins Wednesday morning before the conference opens, and exhibits remain available until 12PM on Saturday.

What to Expect

- Intimate conference setting with high engagement
- Attendees visit exhibits during breaks, meals, and receptions
- Opportunity to demonstrate products and services
- Collect leads from motivated higher education professionals
- Network with attendees at all social events included with your registration

How to Reserve Your Sponsorship or Exhibit Space

Sponsorship and exhibit opportunities are limited and assigned on a first-come, first-served basis. To reserve your space or to discuss a customized sponsorship package, please contact us at the information below.

CONTACT US

Association of Deans & Directors of University Colleges &
Undergraduate Studies
Email: adanddoffice@gmail.com
Phone: (844) 705-3293
Web: www.adandd.org



Reservation Deadline: December 15, 2026



We look forward to partnering with you to
support student success!

www.adandd.org