



Association for  
Undergraduate Education  
at Research Universities

# UERU 2026 NATIONAL CONFERENCE

JAN. 21-22, 2026  
WASHINGTON, DC

## Sponsorship Prospectus

# About UERU

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The Association for Undergraduate Education at Research Universities, or UERU (pronounced *you-roo*), is dedicated to achieving excellence and access in undergraduate education by sharing and developing expertise across member institutions (134 public and private R1/2 institutions – and counting) and other higher education organizations. As a member-driven organization, UERU serves as a catalyst for innovation at leading research universities by fostering research, learning, and the sharing of expertise and experience among member institutions

## About the National Conference

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The UERU National Conference attracts leaders and practitioners from all areas of the university who share a common commitment to undergraduate education. The conference provides diverse formats for sharing exemplary work, ample opportunities for networking, and engaging keynote speakers. Our co-location with the American Association of Colleges and Universities (AAC&U) annual conference leverages the shared expertise and commitments of both membership organizations. Typically, around 300 individuals from UERU member and non-member institutions attend the UERU National Conference, along with our partners, supporters, and collaborators.



# Who Attends?

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- Vice Provosts of Undergraduate Education (UVPs) – *UERU's primary constituency*
- Provosts and Chief Academic Officers
- Vice Provosts for Student Affairs and Student Success
- Directors of Advising
- Centers for Teaching and Learning leaders
- Deans, department chairs, and leading faculty
- Higher education policy experts
- Education technology innovators



# SPONSORSHIP OPTIONS

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UERU National Conference sponsorship provides an opportunity to showcase services and engage in meaningful, in-depth conversations with decision-makers in undergraduate education at many of the largest and most influential institutions of higher education.

**GOLD LEVEL**  
**\$10,000**

## Mobile App Sponsor

Banner ad with your company's name and logo in the UERU National Conference mobile app from Eventee. This option also includes your company name and logo in the email sent to registrants with information about downloading the app, acknowledging your sponsorship. At the most recent UERU meeting, the app was downloaded by 94% of meeting attendees. *Only one sponsorship is available for this option.*

## Breakfast Sponsor

Sponsoring a UERU National Conference breakfast provides great brand visibility as well as a warm and welcoming opportunity for networking with attendees. Your company's name and logo will be featured on signage near the breakfast buffet and acknowledged during opening remarks. Sponsors can choose either the Wednesday or Thursday breakfast options.

## Name Badge Lanyards

Every attendee needs a name badge – make sure your logo is on it! High-quality lanyards will be distributed to attendees at registration. For logistical reasons, sponsorship of the lanyards must be secured by October 1, 2025. *Only one sponsorship is available for this option.*

All Gold sponsors will be entitled to:

- An in-person exhibit booth (details below)
- 4 complimentary registrations
- A list of conference registrants (names, titles, and institutions only) 1 week prior to the meeting.



**SILVER LEVEL**  
**\$5,000**

## Networking Breaks

These 15-minute breaks are open to all attendees and provide an excellent opportunity for networking over coffee or tea. Sponsors will be acknowledged with signage near the beverage stations.

There are six breaks to choose from:

- Wednesday at 10am, 11am, 2:45pm, or 3:45pm
- Thursday at 10:30am or 11:30am

## Poster Session Sponsor

The Poster Hall is open for the duration of the UERU National Conference. We'll display your company name and logo, along with brief marketing copy (pending approval) on one of the poster stands. *Only one sponsorship is available for this option.*

All Silver sponsors will be entitled to:

- An in-person exhibit booth (details below)
- 2 complimentary registrations
- A list of conference registrants (names, titles, and institutions only) 48 hours prior to the meeting.



# Exhibit Booth Specifications

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- 2 6x3 foot tables with skirt
- Space for step-and-repeats and signage
- Setup beginning at 8:00am on Wednesday, January 21
- Tear down by 1:00pm on Thursday, January 22

## Next Steps

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We look forward to discussing options with you and creating a custom package that meets your needs. To apply for sponsorship, please contact Julia Michaels, Director of UERU Development and Strategic Partnerships, at [julia.michaels@colostate.edu](mailto:julia.michaels@colostate.edu)



# Terms & Conditions

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UERU is accountable primarily to its members, and member objectives and directives, if they are ever in conflict with sponsor objectives, take precedence. UERU reserves the right to prequalify all sponsorship applicants to ensure alignment with UERU's mission and values. UERU may consult with members on an as-needed basis for their feedback on potential sponsors. Similarly, UERU maintains complete editorial control over all materials published in connection with sponsorship and does not endorse any individual sponsor's products or services.

Sponsorship contracts will include the following terms and conditions:

1. **Use of logo.** By entering into a sponsorship agreement, sponsors consent to UERU's use of their company name and logo in connection with meeting promotion and materials. Sponsors agree to provide UERU with appropriate high-resolution logo files by November 1, 2025.
2. **Payments and cancellations.** Sponsors will submit payment in full upon execution of a contract and receipt of an invoice from UERU. Refunds may only be provided upon receipt of written notice no later than December 1, 2025. After that date, no refunds will be given. In the event the meeting is canceled by UERU, sponsorship fees will be returned minus any related expenses already incurred by UERU.
3. **Distribution of materials.** All sponsors are permitted to distribute materials of nominal value. Cash prizes or cash equivalents, however, are prohibited.
4. **Privacy policy.** UERU is committed to the protection and security of attendee data. Event attendance lists with names, titles, and organizations are provided for networking purposes only. No unsolicited email messages may be sent to attendees by sponsors.
5. **Consent to use photographic images.** Registration and attendance at, or participation in, or sponsorship of UERU meetings and other activities constitutes an agreement by all participants for UERU's use and distribution (both now and in the future) of images or voices in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.
6. **Meeting policies and conduct.** All sponsors are subject to the same meeting policies and standards of conduct as attendees. Discrimination and harassment are categorically prohibited at all UERU events.





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