

KNOWLEDGE DAYS

**30 Years Strong.
20 Years of Knowledge Days.
1 Flight Plan for the Future.**

ACGI Knowledge Days 2027 - *Cleared for Takeoff*

Sponsorship Prospectus



**February 28 - March 2, 2027
Atlanta Airport Marriott Gateway**

Welcome

This year marks a major milestone as ACGI celebrates 30 years of innovation and 20 years of Knowledge Days making 2027 our most meaningful event yet. We invite you to join us at Knowledge Days 2027, our premier in person conference for associations and credentialing organizations using our Association Anywhere® and Certelligence® products.

This three day event brings together leaders, innovators, program managers, and system administrators shaping the future of association management and credentialing operations.

We're thrilled to offer meaningful opportunities for our sponsors to showcase solutions, engage with decision makers, and deepen relationships across our growing community.

We look forward to welcoming you to Atlanta as we celebrate 30 years of innovation, 20 years of Knowledge Days, and prepare for takeoff toward what's next.

The ACGI Team



Event Overview

Knowledge Days 2027 is our premier in-person conference for associations and credentialing bodies using our **Association Anywhere®** and **Certelligence®** platforms. With an anticipated attendance of approximately 100–150 participants, consistent with our historical range of 125–150 attendees, the event brings together system administrators, executives, program managers, and innovators for three days of hands-on learning, product insights, enhancement discussions, and peer-led success stories. This historical range is provided for context and does not represent a guaranteed number of registrations.



Held **Sunday, February 28 - Tuesday, March 2, 2027** at the **Atlanta Airport Marriott Gateway**, Knowledge Days creates a collaborative environment where our user community gains valuable expertise and explores forward-thinking ideas. Designed as a place where ideas take flight, Knowledge Days 2027 brings our community together to celebrate 30 years of innovation while charting the future ahead. The conference gives attendees the opportunity to explore new ideas, deepen their expertise, and elevate their organizations through shared learning. Over the course of the event, participants follow pathways of growth, from foundational best practices to advanced strategies, supported by ACGI experts and the collective insights of our user community.

Sponsors play a critical role in this learning environment. Throughout the event, sponsors will showcase complementary solutions that help associations accelerate efficiency, improve member and candidate satisfaction, strengthen data insights, and achieve credentialing success—all while aligning with our powerful flagship products.

Across three days, attendees engage in immersive training, product enhancement sessions, roadmap insights, and peer-driven innovation—while sponsors highlight technologies and services that extend, enrich, and integrate with our platforms. Together, we create an environment where ideas connect, innovation thrives, and the entire community continues to grow.

Who Attends

Knowledge Days 2027 attracts a diverse group of professionals who are responsible for driving operational excellence, data driven strategy, and credentialing success within associations and certification bodies. Attendees come from organizations of all sizes and represent a wide range of mission driven industries.

Participants typically include:

- **System Administrators**
Power users responsible for daily operations, configuration, data integrity, and process optimization.
- **Program & Credentialing Managers**
Leaders overseeing certification, education, assessments, workflows, and candidate experience.
- **Membership & Engagement Professionals**
Individuals focused on member value, lifecycle management, and community engagement.
- **Executives & Directors**
Decision makers guiding organizational strategy, investment priorities, and digital transformation initiatives.
- **IT & Technology Leaders**
Professionals evaluating integrations, security, data architecture, and ecosystem alignment.
- **Operations & Business Analysts**
Specialists focused on reporting, business intelligence, automation, and efficiency improvements.
- **Finance Leaders & Budget Owners**
Leaders managing financial reporting, budget management, who ensure accurate, compliant operations.



Why Sponsor K-Days?

- **Reach decision makers** actively evaluating operational improvements, integrations, and new technologies.
 - **Showcase your solution** within a community that values trusted vendors and proven tools.
 - **Build relationships** with ACGI product leaders, ACGI Users Group (AUG) members, and power users.
 - **Participate in enhancement conversations** that shape the future of our products.
 - **Brand yourself as an innovator** in association and credentialing technology.
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Industries Represented

Attendees come from a wide spectrum of association and credentialing sectors, including:

- Healthcare & medical credentialing
- Engineering, science, and technical societies
- Trade & professional associations
- Safety, compliance, and regulatory groups
- Education, training, and workforce development organizations
- Certification boards and licensure bodies
- Association Management Companies



What Attendees Value

- Hands on learning and practical takeaways
 - Peer led case studies and success stories
 - Access to product experts and ACGI leadership
 - Guidance on best practices, enhancements, and roadmap direction
 - Opportunities to explore high-value partner solutions, cutting-edge integrations, and innovative technologies
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Flight Plan Sponsorship Packages

Benefits	Business Class \$4,750 Limited to 5	Main Cabin \$3,500 Unlimited	In-Flight Visibility \$1,750 Unlimited
Website logo	✓	✓	✓
Logo on event marketing	✓	✓	✓
Post-event registration list	✓	✓	✓
Full registrations	2	1	0
Pre-event registration list	✓	✓	
Exhibitor table	Standard 6-ft table	Standard cocktail table	
Newsletter standard inclusion	✓	✓	
SWAG insert sheet included in conference bag	✓		
30-minute talk or panel	✓		

Add to Your Carry-On

Branding Add-Ons

- \$500 — SWAG Insert Item
- \$1,500 — Lanyards
- \$2,750 — Conference Bag

Experience Add-Ons

- \$2,000 — Raffle
- \$2,500 — Coffee Breaks
- \$2,500 — Hydration Station
- \$2,500 — Photo Booth at Happy Hour
- \$3,000 — Attendee Breakfasts
- \$3,000 — Happy Hour & Karaoke
- \$5,000 — Build-A-Bike Charity Event

Sponsorship Package Benefits

Business Class Sponsor

\$4,750

- **Website logo**
Year-round placement of your logo on the ACGI main website Partnerships page and K-Days event website with a link to your company page.
- **Logo on event marketing + website**
Consistent visibility across promotional marketing (emails, in-app announcements, social posts etc.), event website, and event signage.
- **Post-event registration list**
Access to names, emails, and organizations of attendees who have opted in to share their contact details.
- **2 full registrations**
Full access for two representatives, including all general sessions, breakout sessions, meals, and networking events.
- **Pre-event registration list**
Access to names, emails, and organizations of registrants who have opted in to share their contact details sent ahead of the event.
- **Standard exhibitor table**
A 6-ft exhibitor table in the sponsor area, including one tablecloth and two chairs.
- **Newsletter standard inclusion**
Inclusion in pre-event marketing campaigns to highlight sponsor participation.
- **SWAG insert sheet included**
A branded one-page insert placed in every attendee's conference bag.
- **30-minute talk or panel**
Opportunity to present a focused topic or participate in a panel discussion.

Sponsorship Package Benefits

Main Cabin Sponsor

\$3,500

- **Website logo**

Year-round placement of your logo on the ACGI main website Partnerships page and K-Days event website with a link to your company page.

- **Logo on event marketing + website**

Consistent visibility across promotional marketing (emails, in-app announcements, social posts etc.), event website, and event signage.

- **Post-event registration list**

Access to names, emails, and organizations of attendees who have opted in to share their contact details.

- **1 full registration**

Full access for one representative, including all general sessions, breakout sessions, meals, and networking events.

- **Pre-event registration list**

Access to names, emails, and organizations of registrants who have opted in to share their contact details sent ahead of the event.

- **Standard exhibitor table**

A cocktail table in the sponsor area, including one tablecloth and two high-top chairs.

- **Newsletter standard inclusion**

Inclusion in pre-event marketing campaigns to highlight sponsor participation.



Sponsorship Package Benefits

In-Flight Visibility Sponsor \$1,750

- **Website logo**

Year-round placement of your logo on the ACGI main website Partnerships page and K-Days event website with a link to your company page.

- **Logo on event marketing + website**

Consistent visibility across promotional marketing (emails, in-app announcements, social posts etc.), event website, and event signage.

- **Post-event registration list**

Access to names, emails, and organizations of attendees who have opted in to share their contact details.



Add to Your Carry-On

Sponsorship Opportunities & Benefits

Branding Add-Ons

- **SWAG Insert Item — \$500 (*Limit 5*)**

Your branded insert item included in every attendee conference bag, ideal for promotions, product highlights, or calls to action.

Example Items:

- *Water Bottle*
- *YETI Coffee Tumbler*
- *Charging pads*

- **Lanyards — \$1,500 (*Limit 1*)**

Your logo printed on every attendee lanyard, assisting with constant brand visibility throughout the entire event. As the lanyard sponsor, you will supply three lanyard colors—one for sponsors, one for registrants, and one for ACGI staff hosts. This ensures clear attendee identification while maximizing your brand's exposure.

- **Conference Bag — \$2,750 (*Limit 1*)**

Your brand on the event conference bag along with the ACGI logo. This sponsorship includes a SWAG insert: a branded one page sheet placed in every attendee's bag. Sponsor must provide the printed insert sheet.



Add to Your Carry-On

Sponsorship Opportunities & Benefits

Experience Add-Ons

- **Raffle — \$2,000 (Limit 1)**

Your brand featured as an official sponsor of our conference raffle, including logo placement on raffle tickets, dedicated signage at the prize display, verbal recognition during the drawing, and the opportunity for a representative to announce the winner on stage. Includes recognition in post event winner communications.

Example Raffle Items:

- Noise-canceling headphones
- Smart watch
- Travel gear set

- **Coffee Breaks — \$2,500 (Limit 2)**

Your brand displayed on signage during a dedicated coffee break.

- **Hydration Station — \$2,500 (Limit 1)**

Your brand displayed on signage during all dedicated water breaks.

- **Photo Booth at Happy Hour Sponsor — \$2,500 (Limit 1)**

Includes branded signage at the Happy Hour networking reception.

- **Attendee Breakfasts — \$3,000 (Limit 1)**

Your brand highlighted at the opening breakfasts on Monday, March 1, 2027, and Tuesday, March 2, 2027 with signage and verbal recognition.

- **Happy Hour & Karaoke — \$3,000 (Limit 1)**

Includes branded signage, and shout-outs during the Happy Hour networking reception.

- **Build-A-Bike Charity Event — \$5,000 (Limit 1)**

Your brand highlighted at the charity event on Sunday, February 28, 2027 with signage and verbal recognition.

About the Charity: Brought to you by The Leaders Institute®, this team building event brings teams together to solve challenges to earn bike parts. Bikes and helmets are assembled which are then donated to children in cities all over the world. For more information, please visit <https://www.leadersinstitute.com/team-building/bicycle-team-building/>.

Sponsor Responsibilities & Policies

Logistics

To support a smooth and successful onsite experience, the following logistics apply to all sponsors exhibiting at Knowledge Days 2027:

- **Exhibit Space & Furnishings** Each sponsor will receive one (1) table, one (1) tablecloth, and two (2) chairs within the designated sponsor area. *Standard table size is 6 ft (72" x 30") or cocktail-style depending on sponsorship level.*
- **Set-Up Hours** Sponsor set up will be available during designated hours on February 28, 2027. Exact times will be provided closer to the event.
- **Breakdown Hours** Breakdown may not begin until the conference has officially concluded. Early teardown is not permitted. Sponsors are responsible for removing all materials from their exhibit space.
- **Staffing Expectations** Each exhibit table must be staffed during all posted sponsor interaction times. Sponsors are responsible for ensuring their representatives are present, prepared, and adhering to event guidelines.
- **Audio Visual (AV) Access** Basic AV equipment, including monitors or screens, may be rented through the venue's preferred AV provider. Power access will be available at each table unless otherwise noted.
- **Floorplan** A layout of the sponsor exhibit area is provided on the bottom-right of this page within the Prefunction space.



Registrations

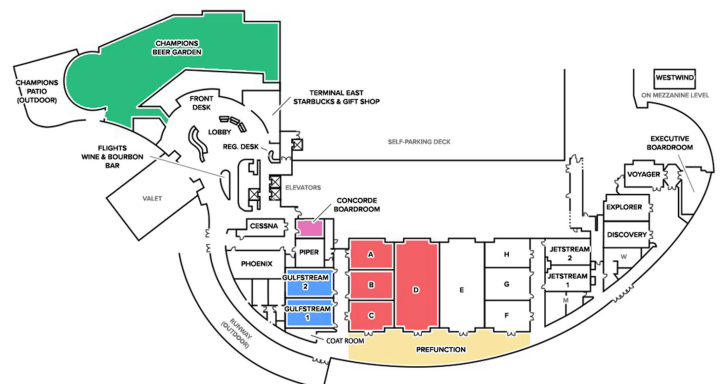
Sponsors will be requested to provide name and email addresses for all included and additional registration(s) according to sponsorship level and sponsorship application.

Logos & Marketing Materials

Sponsors will receive instructions to provide profile information after finalizing commitment for sponsorship. Sponsors must provide a high-resolution, transparent PNG or SVG logo no later than 14 days after agreement execution.

Sessions & Panel Presentations

Sponsors presenting a session or panel discussion must provide ACGI a session title, a 2-3 sentence session or panel discussion description, Speaker name(s) + titles, and Headshot(s) by October 2, 2026. If the presenter is unable to participate, an alternate presenter will be provided by the Sponsor.



Key Dates — Your Sponsorship Journey

Immediately Upon Commitment

Transparent Logo Due within 2 weeks of signing

Sponsors must provide a high-resolution, transparent PNG or SVG logo no later than 14 days after agreement execution.



October 2, 2026

Sponsor Session Details Due

Sponsors presenting a session or panel discussion must provide:

- Session title
- 2-3 sentence description
- Speaker name(s) + titles
- Headshot(s)



November 13, 2026

Premium Sponsor — Spotlight Content Deadline

All “feature article” spotlight content is due by November 13, 2026 to ensure inclusion in pre-event promotions.



February 20, 2027

Pre-Event Registration List who have opted in to share their contact details sent to eligible sponsors via email.



February 28 - March 2, 2027

Knowledge Days 2027 — Event Dates

Atlanta Airport Marriott Gateway

Three days of sessions, sponsor engagement, and community networking.

Sponsorship Interest Form

Thank you for choosing to sponsor Knowledge Days 2027. Your support helps us create a meaningful, high-impact experience for our user community. We're grateful to have you as part of the event and look forward to showcasing your organization at our in-person conference. Please return the completed form to **kdays@acgisoftware.com**. After your completed form is received, a sponsorship contract will be provided for your review and signature.

Organization: _____

Primary Contact Name: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Selected Sponsorship Level: _____

Add-On Options

Please select any additional branding or experience items you intend to sponsor and note that some add-ons are limited and offered on a first-come, first-served basis.

Branding Add-Ons:

- ☐ \$500 – SWAG Insert Item
- ☐ \$1,500 – Lanyards
- ☐ \$2,750 – Conference Bag

Experience Add-Ons:

- ☐ \$2,000 – Raffle
- ☐ \$2,500 – Coffee Breaks
- ☐ \$2,500 – Hydration Station
- ☐ \$2,500 – Photo Booth at Happy Hour
- ☐ \$3,000 – Attendee Breakfasts
- ☐ \$3,000 – Happy Hour & Karaoke
- ☐ \$5,000 – Build-A-Bike Charity Event

Your selected sponsorship level includes a set number of complimentary registrations. Please complete the **Attendee Information** section for those included. *To register additional attendees beyond your included allotment, please complete the **Additional Registrants** section below.*

For questions about sponsorship opportunities, benefits, or contract details, please contact our Knowledge Days team at **kdays@acgisoftware.com**. We are happy to assist with selecting the right sponsorship level, clarifying deliverables, and supporting your organization throughout the partnership process.



Attendee Information Interest Form

Please provide the details for each representative who will be attending the event as part of the sponsorship package you are interested in. Completing this information ensures these representatives will be properly registered and receive all event communications, badges, and on-site materials. The number of complimentary registrations you may enter below depends on the sponsorship level selected on the Sponsorship Interest Form:

- **Business Class** – 2 included registrations
- **Main Cabin** – 1 included registration
- **In-Flight Visibility** – 0 included registrations

Please enter attendee details according to the number included with your sponsorship.

*If you need additional registrations beyond those included, please complete the **Additional Registrants** section below.*

Organization: _____

First Name: _____ Last Name: _____

Email: _____

Organization: _____

First Name: _____ Last Name: _____

Email: _____

Please return the completed form to **kdays@acgisoftware.com**. After your completed form is received, a sponsorship contract will be provided for your review and signature.



Additional Registrants Interest Form

Sponsors may register additional attendees from their own organization beyond those included in their sponsorship level at the **discounted Sponsor rate of \$495 per attendee**.

To add extra participants, please complete the fields below for each additional registrant. This information ensures proper processing, registration, and delivery of conference communications.

Organization: _____

First Name: _____ Last Name: _____

Email: _____

Organization: _____

First Name: _____ Last Name: _____

Email: _____

Organization: _____

First Name: _____ Last Name: _____

Email: _____

Organization: _____

First Name: _____ Last Name: _____

Email: _____

Please return the completed form to **kdays@acgsoftware.com**. After your completed form is received, a sponsorship contract will be provided for your review and signature.

