The 2021 Annual Meeting, to be held November 7-9 in Clearwater Beach, FL, will be AASCU’s first in-person event since the onset of the pandemic in March 2020. Annual Meeting offers presidents, chancellors, and senior leaders from AASCU institutions the opportunity to focus on the key issues they face on campus, to discuss solutions, share promising practices, and learn from nationally renowned experts.

The meeting will be conducted in a hybrid format; presidents and chancellors will join us in-person in Florida, and cabinet members will attend virtually. All sponsored sessions will be recorded, livestreamed for both audiences, and posted to AASCU’s on-demand member content library after the event.

Presence at Annual Meeting enables our partners to engage directly with presidents, chancellors, and cabinet-level administrators from public universities; inspire innovation in strategic management; showcase best practices and case studies with clients from peer institutions; generate awareness with key decision-makers; and help public institutions reach their goals in challenging times.

Virtual Exhibit Benefits, Included with All Sponsorship Opportunities

Recognition

➢ Presence is our virtual exhibit hall, the “solutions hub,” promoted throughout the event
➢ Sponsor profiles can include company logo; description; website; contact information; social media accounts; document and PDF attachments; and links to external videos, research, reports, and articles
➢ Customizable scheduling button: Option to link a “Demo Request” or “Contact Us” button directly to your website, a company representative’s email, a scheduling platform, etc.
➢ Corporate logo placement on the conference website and recognition at a major gathering of attendees

Data and Analytics

➢ Post-conference engagement summary, listing the name, title, and institution of attendees who interacted with your company’s materials in the virtual conference platform and/or mobile app

Engagement

➢ Advance information on expected meeting attendees (name, title, and institution); AASCU will provide the list and usage guidelines approximately two weeks prior to the conference
➢ Discussion wall: Option to post a brief (<75 word) message and image on the conference discussion forum
➢ Branded prizes: Option to supply company-branded prizes to be promoted through our event games and contests. All exhibitors will be included in platform gamification
➢ Chat messaging: One-to-one direct messaging capability that permits direct engagement with attendees, and the ability to video chat within that direct message
Thought Leadership Opportunities

50-minute Concurrent Session

Investment: $18,000

➢ Opportunity to conduct a 50-minute educational session, which will be livestreamed for both in-person and virtual attendees, and posted as a recording to both the Annual Meeting conference platform and AASCU's on-demand member content library
➢ Session must feature at least one representative from an AASCU member institution
➢ Two full conference registrations, including access to all sessions and social events
➢ Use of a 6’ exhibit table in the main registration area and presence in the virtual exhibit hall
➢ Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website
➢ Exclusive banner ad on the virtual conference platform and mobile app, which will redirect to the URL of your choice when clicked

Case Study Presentation

Investment: $15,000

This year, to help our members meet the urgent need for innovation in public higher education, we are adding short case study presentations to the program. These sessions are intended to highlight effective, high-impact practices at a single AASCU campus, to share best practices with peer institutions who might benefit from adopting similar solutions.

➢ Opportunity to lead a 30-minute case study presentation to demonstrate promising programs and/or initiatives at a single AASCU member institution.
➢ The session will be livestreamed for both in-person and virtual attendees, and posted as a recording to both the Annual Meeting conference platform and AASCU’s on-demand member content library
➢ AASCU must review and approve session content at least two months in advance of the meeting
➢ AASCU will provide function space, a standard food and beverage menu, and standard A/V
➢ Two full conference registrations, including access to all sessions and social events
➢ Use of a 6’ exhibit table in the main registration area and presence in the virtual exhibit hall
➢ Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website
➢ Exclusive banner ad on the virtual conference platform and mobile app, which will redirect to the URL of your choice when clicked

Focus Group

Investment: $7,500

AASCU can convene focus group sessions at our Annual Meeting, allowing partners to hear directly from AASCU campus presidents and chancellors about their priorities, challenges, and the key questions they would need product and service providers to address. These small group sessions are limited to 15 participants per group and are conducted over lunch or breakfast to facilitate informal, personal connections.

➢ Opportunity to conduct small group sessions for the purpose of gathering information and gaining marketing insights
Visibility and Awareness Opportunities

Plenary Speaker Sponsorship
Investment: $18,000

- Brief introductory remarks or video presentation (three-to-five minutes) at the session, which will be livestreamed for both in-person and virtual attendees, and posted as a recording to both the Annual Meeting conference platform and AASCU’s on-demand member content library.
- Two full conference registrations, including access to all sessions and social events.
- Use of a 6’ exhibit table in the main registration area and presence in the virtual exhibit hall.
- Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website.
- Exclusive banner ad on the virtual conference platform and mobile app, which will redirect to the URL of your choice when clicked.

Presenting Sponsorship of the Presidents-to-Presidents Lecture and Luncheon
Tuesday, November 9 | 12-1 pm ET | Investment: $18,000
A tradition at the AASCU Annual Meeting for more than 30 years, the President-to-Presidents lecture is a signal honor bestowed by the AASCU Board of Directors on one of their colleagues. The president chosen generally addresses peers on leadership lessons learned from their experience.

- Brief introductory remarks (two-to-three minutes) at the luncheon.
- Opportunity to provide marketing collateral (e.g. brochure, white paper, research) on tables during the luncheon.
- Two full conference registrations, including access to all sessions and social events.
- Use of a 6’ exhibit table in the main registration area and presence in the virtual exhibit hall.
- Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website.
- Exclusive banner ad on the virtual conference platform and mobile app, which will redirect to the URL of your choice when clicked.

Presenting Sponsorship of Excellence & Innovation Awards and Panel Discussions
Investment: $30,000 (entire program) or $5,000 per award
The AASCU Excellence & Innovation Awards program honors member institutions that demonstrate unique, cutting-edge approaches to achieving student success, regional and economic development, international education, teacher education, and leadership development and diversity. As an awards sponsor, your organization can build brand awareness among our membership and demonstrate commitment to and investment in our community of trailblazing leaders. The awards categories are as follows:
❖ Christa McAuliffe Excellence in Teacher Education
❖ Civic Learning and Community Engagement
❖ International Education
❖ Leadership Development and Diversity
❖ Regional and Economic Development
❖ Student Success and College Completion
❖ Sustainability and Sustainable Development
❖ Campus Pandemic Response

**Benefit Outline:**

➢ Participation in the awards ceremony through brief remarks and/or recognition in the video presentation that highlights each award winners’ work
➢ Recognition as the presenting sponsor of the awards ceremony program and two concurrent sessions featuring a panel discussion with E&I winners, in AASCU member newsletters, in AASCU social media, and on the AASCU website
➢ The ceremony and sessions will be livestreamed for both in-person and virtual attendees, and session recordings will be posted to both the Annual Meeting conference platform and AASCU’s on-demand member content library
➢ Opportunity to provide marketing collateral (e.g. brochure, white paper, research) on tables during the awards ceremony
➢ Two full conference registrations, including access to all sessions and social events
➢ Use of a 6’ exhibit table in the main registration area and presence in the virtual exhibit hall
➢ Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website
➢ Exclusive banner ad on the virtual conference platform and mobile app, which will redirect to the URL of your choice when clicked

**Hosted Evening Reception**

*Investment: $15,000 plus food & beverage costs*

➢ Opportunity to host a reception on one evening during the conference
➢ Opportunity to provide branded materials (napkins, cups, etc.) for the reception and to display a freestanding banner in the reception space
➢ Two full conference registrations, including access to all sessions and social events

**Virtual Platform and Mobile App Sponsorship**

*Investment: $10,000*

➢ Exclusive company icon in the conference virtual platform and mobile app, which can include linked resources and marketing materials
➢ Exclusive banner ad on the virtual conference platform and mobile app, which will redirect to the URL of your choice when clicked
➢ Use of a 6’ exhibit table in the main registration area and presence in the virtual exhibit hall
➢ Two full conference registrations, including access to all sessions and social events
➢ Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website
Networking Lounge/Charging Station Sponsorship

Investment: $12,000

➢ Company logo on mobile device charging stations located in the networking lounge
➢ Opportunity to provide branded resources, materials, and collateral items in the networking lounge
➢ Use of a 6’ exhibit table in the main registration area and presence in the virtual exhibit hall
➢ Two full conference registrations, including access to all sessions and social events
➢ Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website

Visibility, Exhibiting, and Networking Sponsorship

Investment: $10,000

➢ Use of a 6’ exhibit table in the main registration area and presence in the virtual exhibit hall
➢ Two full conference registrations, including access to all sessions and social events
➢ Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website

Visibility and Networking Sponsorship

Investment: $7,500

➢ Two full conference registrations, including access to all sessions and social events
➢ Recognition during a prominent point in the meeting program, on print and electronic signage, in the meeting’s mobile app, and on the AASCU Annual Meeting website

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