

# AALHE 2022

## ASSESSMENT CONFERENCE

***COMMUNITIES OF ASSESSMENT:  
REENGAGING & LEARNING TOGETHER***



**JUNE 6 - 9, 2022**  
**PROVIDENCE, RHODE ISLAND**  
**& ONLINE**

**Purchase an exhibitor or sponsor package today!**  
**[aalhe.org/2022-sponsorship-form](https://aalhe.org/2022-sponsorship-form)**

# Welcome to our community of assessment practitioners



**AALHE's mission** is to develop and support a community of educators and inform assessment practices in higher education to foster and improve student learning and institutional quality.

**The AALHE 2022 Conference - *Communities of Assessment: Reengaging & Learning Together*** will bring together communities of higher education assessment through a dynamic hybrid learning experience. Leaders in higher education assessment from institutions across the nation will gather June 6-9, 2022 with in-person learning in Providence, Rhode Island and online learning on the Whova platform available June 6-July 9, 2022.

**AALHE conference attendees** include administrators, faculty, and other higher education professionals deeply invested in the practice of assessment as well as exhibitors and sponsors who provide services, solutions, and tools to support the assessment of learning.

**Exhibitors and sponsors** can choose to join us both in community in-person in Providence, Rhode Island and online, or online only! No matter how you engage, AALHE 2022 will connect you with community as we reengage and learn together to support the assessment of student learning.

**We value your important contribution** to the AALHE community and we invite you to reach out to Angela Hoffman-Cooper, Executive Director of AALHE at [ahcooper@aalhe.org](mailto:ahcooper@aalhe.org) with any questions about exhibiting and sponsoring with AALHE 2022.

# Our History

AALHE has hosted an Annual Assessment Conference since 2011 and has proudly delivered an exemplary in-person conference experience for attendees and sponsors for many years.

**AALHE 2019, our last in-person conference included:**

**471** *attendees*

**293** *unique institutions*

**15** *exhibitors & sponsors*

**125** *concurrent sessions*

**13** *networking events*



## Comments from AALHE 2019 In-Person Attendees



Very well done - great presenters, presentations, vendors/exhibitors, etc. Thank you!

Many excellent concurrent sessions and great colleagues. I came away with lots of ideas and new connections.

The pool of knowledge gave me a voice of authority to bring back to my campus. I am extremely excited and impressed about the collaborative manner in which AALHE is approaching the establishment of a definition for assessment which can be applied and implemented worldwide.



In 2020 and 2021 AALHE successfully hosted the Annual Conference as a fully virtual experience for our community.

## AALHE 2021 built community on the Whova platform through:

**101,636** *sponsor impressions*

**2,500** *discussion board posts*

**1,200** *messages between attendees, speakers & sponsors*

**400+** *hours of content viewed by attendees*

**135** *interest articles shared*

## AALHE 2021 Online included:

**483** *attendees*

**300** *unique institutions*

**11** *exhibitors & sponsors*

**66** *concurrent sessions*

**10** *networking events*

**100** *virtual discussion topics*

### Comments from AALHE 2021 Online Attendees

“

I was very impressed with the logistics of this conference. AALHE did a great job of making a virtual conference still feel social. Whova was a great platform and I hope AALHE sticks with it even in the return to in-person.

This conference was well organized, and one of the best virtual conferences I've attended this year. It was the perfect length and the degree of engagement was invigorating!

”

# Our Future

We are thrilled to continue providing an exemplary conference experience both in-person and online by offering attendees and our sponsors both options for engaging at the 2022 Conference.

**AALHE 2022  
anticipated  
attendance:**

**400+** *total attendees*

**200+** *online on Whova platform*

**200+** *in-person in Providence,  
Rhode Island*

At AALHE 2022, our sponsor partners can expect to connect with AALHE Board Members, institutional leaders and administrators, faculty, and practitioners including directors of assessment, administrators in institutional effectiveness departments, as well as experts in curricular and co-curricular student learning and assessment.



# Our Membership

AALHE members include higher education administrators, faculty, and practitioners involved in various aspects of the assessment of learning in higher education.

**800+** *Active AALHE members as of December 2021*

**3200+** *ASSESS Listserve Members*

**Make new connections!**

**200+** *Members were new to AALHE in 2021*

*Our members come from institutions including:*

American Public University System  
Asheville-Buncombe Technical Community College  
Arizona State University\*  
Bowling Green State University  
Bucknell University  
California State University, Long Beach  
Clemson University  
College University of New York  
Community College of Baltimore County  
DePaul University  
Drexel University\*  
Embry Riddle Aeronautical University\*  
Excelsior College  
George Mason University  
Gallaudet University\*  
Howard University  
James Madison University  
Johns Hopkins University  
Kansas State University  
Kent State University  
Lamar University  
Louisiana State University\*  
Marine Corps University\*  
Marshall University  
Massachusetts College of Liberal Arts  
National Louis University  
Northeast Community College  
Northeastern University  
Oregon Health and Science University  
Pace University\*

Purdue University Polytechnic Institute  
Rosalind Franklin University  
Rutgers University  
Southern California University of Health Sciences  
St. John's University\*  
Temple University\*  
Tennessee State University  
Texas A&M University, Corpus Christi\*  
Texas Southmost College\*  
The Culinary Institute of America  
United States Air Force Academy\*  
United States Naval Academy  
University of California, Davis  
University of California, San Diego  
University of Colorado  
University of Florida\*  
University of Hawai'i at Mānoa\*  
University of Iowa  
University of Kentucky  
University of Maryland  
University of Massachusetts  
University of Minnesota  
University of North Carolina, Charlotte  
University of Rhode Island  
University of Rochester  
University of Wisconsin-Madison  
Washington State University\*  
Waubensee Community College\*  
West Chester University of Pennsylvania  
...And many more!

*\*Indicates an Institutional Member with 3 or more member seats*

# The Conference Experience

The theme of AALHE 2022 is *Communities of Assessment: Reengaging & Learning Together* will inspire and connect attendees, sponsors, and exhibitors.



## Hybrid Conference Delivery

- **In-person at the Omni Hotel** in Providence, Rhode Island with live sessions and networking June 6-9, 2022
- **Online on the Whova Platform** with on-demand sessions, virtual networking, and discussion boards available during the conference and 30 days following, June 6-9, 2022
- The Whova Platform will serve as the conference schedule app and will be the site of virtual engagement opportunities for all attendees

## Highlights include:

- Keynote speaker presentations
- 75+ live in-person and on-demand online sessions
- Dedicated in-person and online sponsorship time
- Conversations with Accreditors Featured Panel
- Networking Events
- Virtual Discussion Boards
- 30 days access to on-demand sessions, virtual discussion boards, networking meetups, text-based chat, and exhibitor and sponsor engagement on the Whova platform

# Sponsor & Exhibitor Packages

Share your products and services with attendees from across the nation as an exhibitor and connect with attendees get maximum exposure as a sponsor.

Purchase an exhibitor or sponsor package today!  
[aalhe.org/2022-sponsorship-form](http://aalhe.org/2022-sponsorship-form)

## Premier Plus

in person and online  
\$12,000

Get top priority for your brand with all benefits and top placement at conference reception

## Premier

in person and online  
\$8,000

Show your commitment to today's assessment professionals

## Elite

in person and online  
\$6,000

Join the community of assessment professionals

## Exhibitor Plus

in person and online  
\$2,500

Prominently showcase your brand with more ways to connect

## Exhibitor

in person and online  
\$1,000

Promote your products and services

## Exhibitor Lite

online only  
\$500

Get your logo in front of attendees



# Package Details

	Sponsors			Exhibitors		
	Premier Plus \$12,000	Premier \$8,000	Elite \$6,000	Exhibit Plus \$2,500	Exhibit \$1,000	Exhibit Lite \$500
Sponsored Opening and Reception	<input checked="" type="checkbox"/>					
Sponsored Breakfast		<input checked="" type="checkbox"/>				
Social media promotion; one per platform	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Present a 60 min conference session	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Sponsored Snack Break			<input checked="" type="checkbox"/>			
Verbal recognition in welcome remarks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
One push notification about your services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Sponsor ribbons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Banner logo on Whova	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Registration grant for AALHE member	2	2	1	1		
Logo in pre- and post-attendee email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo in pre-keynote slideshow	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
8' x 8' in-person exhibitor booth & access to QR code badge scanning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo on AALHE website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attendee opt-in list	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Online Only
Virtual booth and profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary Conference Registration	3	3	2	1	1	1 Online Only
Priority logo listing and booth position	Highest Priority	High Priority	Mid Priority	Mid Priority	Standard Priority	Standard Priority

# A la Carte Offerings

Add-on to your existing sponsor or exhibitor package and get your brand involved in a cost-effective and highly targeted way

## Keynote Sponsor - \$7,000

(2 available)

- Sponsor acknowledgement on in-person signage and online platform
- Option to provide a 60-second promotional video immediately before or after presentation

## Health & Safety Sponsor - \$4,000

(2 available)

- Includes hand sanitizer and/or masks branded with your logo along with the AALHE logo for in-person attendees

## Conference Notebook Sponsor - \$4,000

(1 available)

- Notebook distributed to all in-person attendees with your logo along with the AALHE logo

## Name Badge Sponsor - \$3,000

(1 available)

- Canvas wallet name badge distributed to all in-person attendees with your logo along with the AALHE logo

## Wi-Fi Sponsor - \$3,000

(4 available)

- Sponsored Wi-Fi for in-person attendees with your logo listed in the attendee daily announcement for the selected day

## Registration Grant Sponsor - \$600

(multiple may be purchased by a sponsor)

- Registration grant for an AALHE member who has applied for an in-person or online grant with AALHE
- Grant recipients will be introduced to their sponsors by AALHE by email before the conference

## Social Media Promotion - \$400

(opportunity for 1 per sponsor)

- One AALHE approved post about your products or services to AALHE's Facebook, Instagram, LinkedIn, and Twitter

# AALHE 2022

## THANK YOU FOR YOUR INVOLVEMENT!

**AALHE is committed to rewarding connections** among stakeholders throughout the assessment field and we value you as part of the AALHE community.

**Have questions or need more information?** Contact Angela Hoffman-Cooper, Executive Director of AALHE at [ahcooper@aalhe.org](mailto:ahcooper@aalhe.org).

**Purchase an exhibitor or sponsor package today!**  
[aalhe.org/2022-sponsorship-form](https://aalhe.org/2022-sponsorship-form)

In-person or online, we are excited to connect with you in June at AALHE 2022! Be sure to tell your Facebook, Instagram, LinkedIn, and Twitter followers you'll see them at **#AALHEconf!**