

2020 EXHIBITOR AND SPONSOR PROSPECTUS

AALHE 2020 CONFERENCE

NEW ORLEANS, LA
JUNE 8 - JUNE 11, 2020



Association for the Assessment
of Learning in Higher Education

AALHE
PROMOTING ASSESSMENT FOR LEARNING



Dear Conference Partner;

On behalf of the Association for the Assessment of Learning in Higher Education (AALHE), I am pleased to invite you to become a sponsor and exhibitor at the AALHE Tenth Annual Conference June 8-11, 2020 at the Sheraton New Orleans.

This decennial celebration of the AALHE Annual Conference promises to bring together our largest ever group of attendees. We anticipate over 500 registrants, from novice to advanced assessment practitioners.

The 2019 AALHE Annual Conference featured more than 25 exhibitors and sponsors representing innovations in areas including assessment, test development and administration, data collection, measurement, analysis and reporting.

The continued growth of the AALHE Conference demonstrates the quality of the program's sessions and the many opportunities for networking and collaboration. The sponsor exhibits have proven to be highly valuable to the attending assessment office decision-makers.

It is clear that our sponsors are an integral part of making this a high value conference. We have listened to the needs of our sponsors and this year have expanded the opportunities to tailor packages to meet your specific goals while still working within your budget. We invite you to review this prospectus to learn how your company can be involved and provide vital support to this lively conference.

We look forward to you partnering with us in New Orleans June 2020 to make this an exceptional 10th anniversary AALHE conference.

Sincerely,

A handwritten signature in blue ink, reading "Jane Marie Souza".

Jane Marie Souza, PhD
President and Chief
Executive Officer



AALHE NINTH ANNUAL CONFERENCE 2019 KEYNOTE

Why AALHE 2020?

FOR SPONSORS AND EXHIBITORS

Are you looking to gain visibility, establish vital relationships and position your products and services effectively?

The Association for the Assessment of Learning in Higher Education's Tenth Anniversary Conference offers a wide range of opportunities to fit your budget.

AALHE 2020 is among the best opportunities to deliver your message to key decision-makers within the higher education assessment community.

What we offer:

EXHIBITOR OPPORTUNITIES

Get access to key stakeholders and decision-makers from the AALHE member boards, our associate members, and professionals from across the nation. AALHE members include administrators, faculty, and other higher education professionals deeply invested in the practice of assessment.

SPONSORSHIP OPPORTUNITIES

Connect with attendees at the price point that fits your marketing budget, while getting maximum exposure from one-of-a-kind offerings. Choose from our new a la carte options, elect for our premier or elite packages, or sponsor our brand new conference app. Contact us for a custom package that suits your needs.



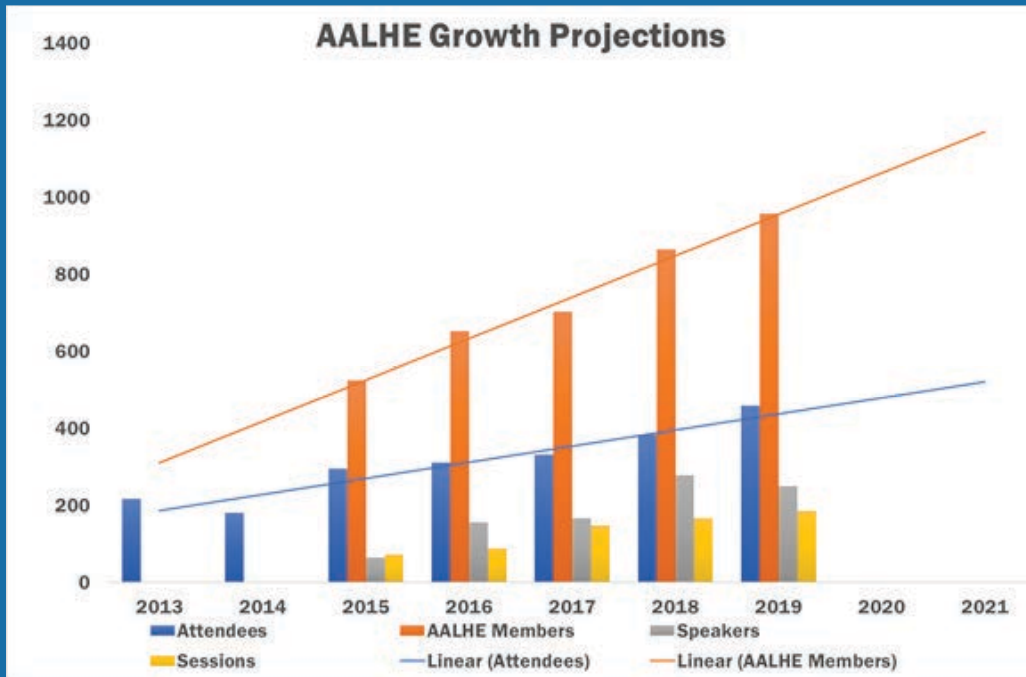
NEW ORLEANS' HISTORIC FRENCH QUARTER

Questions about AALHE 2020?

Contact Jamie Wigand,
Executive Director
jwigand@aalhe.org

AALHE 2020: Exploring Equity, Diversity, and Fairness in Higher Education Assessment.

859-388-0855 | 60 TERRA COTTA AVE, SUITE B #307, CRYSTAL LAKE, IL 60014



GROWTH OF AALHE CONFERENCE ATTENDANCE SINCE 2013

Conference Profile

500 ATTENDEES EXPECTED

- AALHE board members
- Institutional leaders and academics
- Directors of Assessment
- Administrators within Institutional Effectiveness departments
- Experts in:
 - Student learning and assessment
 - Assessment systems
 - Higher education systems



AALHE 2019 KEYNOTE DISCUSSION

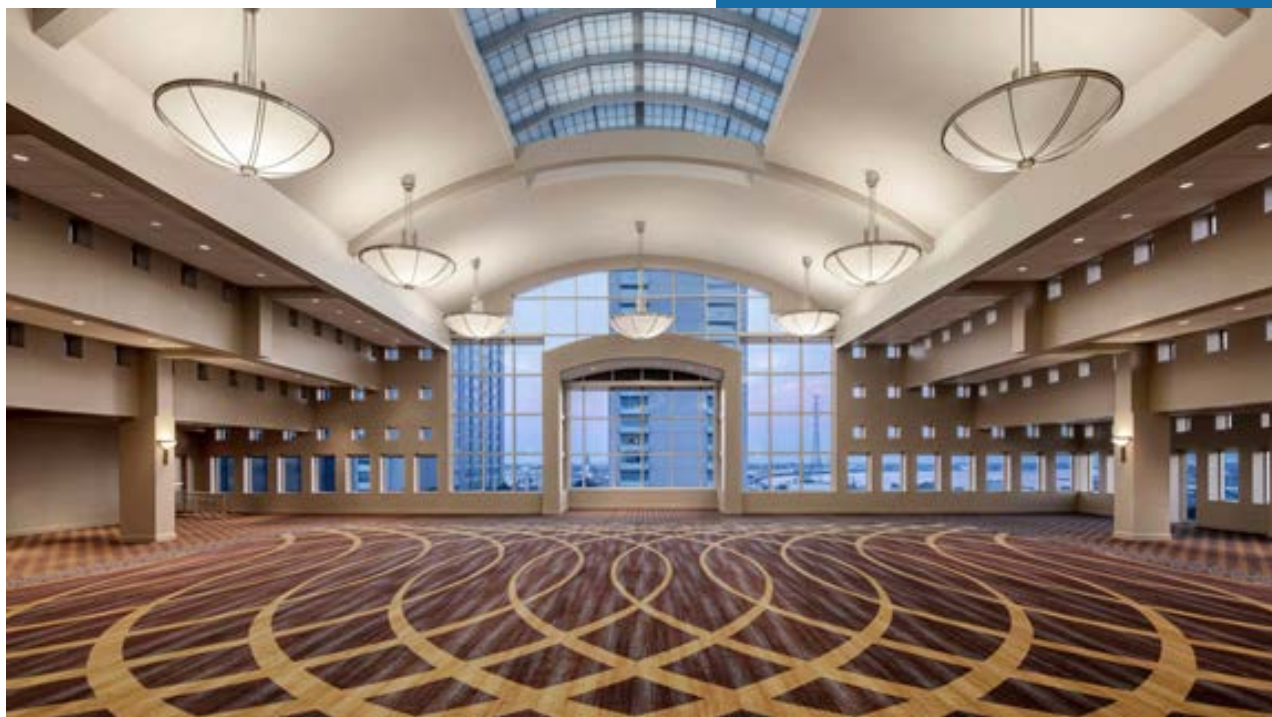
Conference Profile

MEET ATTENDEES FROM INSTITUTIONS ACROSS THE NATION - AND THE WORLD!

College University of New York
DePaul University
Drexel University
Excelsior College
Georgia Southern University
Indiana State University
Iowa State University
James Madison University
Louisiana State University
Mississippi State University
Missouri Southern State University
Osaka University, Japan
Purdue Polytechnic Institute
Rutgers
Temple University
Tennessee State University
Texas A&M University
Texas Southmost College
Texas State University
United States Air Force Academy

United States Naval Academy
University of North Carolina at Charlotte
University of Botswana-Gaborone
University of California, Santa Barbara
University of California, Los Angeles
University of California, Davis
University of Colorado
University of Florida
University of Hawai'i-West O'ahu
University of Hawai'i at Manoa
University of Illinois at Urbana-Champaign
University of Iowa
University of Kentucky
University of Louisiana
University of Maryland
University of Massachusetts
University of Minnesota
University of North Texas

University of Rhode Island
University of Rochester
University of San Diego
University of South Carolina Upstate
University of South Dakota
University of St. Thomas
University of Tennessee, Knoxville
University of Texas at Dallas
University of Utah
University of Washington
University of West Georgia
University of Wisconsin-La Crosse
University of Wisconsin-Madison
University of Wisconsin-Whitewater
University of Wyoming
Washington State University
And many, many more!



ARMSTRONG BALLROOM AT CONFERENCE VENUE,
SHERATON NEW ORLEANS

Exhibitor Opportunities

SHOWCASE YOUR ORGANIZATION

Exhibitor Booth Package

\$1,000

- 8' x 8' booth space that includes one 6-foot table, two chairs, basic power and internet
- One complimentary conference registration
- Exhibitor logo, promotional statement, and website link posted on the conference website
- Listing on the conference mobile app
- Conference attendee list*
- Inserts for the conference bag given to attendees at registration
- Direct involvement with attendees during our popular Resource Fair event
- Access to virtual business cards via QR codes on attendees' name badges
- Your logo featured in a continuously running slideshow and during opening/closing sessions

*Attendees may opt-in or opt-out for inclusion on this solicitation list. Maximum of two outreach emails are allowed.



Premier Sponsorship Opportunity

PREMIER SPONSOR PACKAGE

OPENING RECEPTION

\$15,000

One available

At the opening reception, a signature event of the AALHE Conference, you will receive star billing! This package includes:

- **All Exhibitor Booth Package benefits**
- Two additional conference registrations
- 60-minute conference session
- Exclusive signage at the opening reception for your brand
- Verbal recognition in opening session's welcoming remarks
- Prominent recognition on the conference website and mobile app plus two push notifications
- Premier Supporter ribbons for your team
- And all the high fives you can handle!

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Elite Sponsorship Opportunities

ELITE SPONSOR PACKAGE

When you sponsor one of the meals, you will reach an audience hungry for your attention! This package also includes:

- **All Exhibitor Booth Package benefits**
- One additional conference registration
- 60-minute conference session
- Verbal recognition in welcoming remarks
- Prominent recognition on conference website and conference app plus one push notification on the mobile app.
- Elite Supporter ribbons for your team
- All the high fives you can handle!

VOLUNTEER LUNCHEON
MOVIE SCREENING, OR
POSTER SESSION

\$10,000

Three available

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More Opportunities

UNIQUE A LA CARTE SPONSORSHIP

AALHE AMBASSADOR

\$6,000 EACH



Get brand recognition with these high profile offerings:

Photobooth

Gain the best photo op of the conference by hosting the wildly popular photobooth.



Charging Station

Host this highly-sought after conference feature and keep attendees charged up and posting to social media throughout the conference.

Student Attendee

Enable a deserving graduate student in assessment-related fields to attend the conference.

Refreshment Breaks

Give attendees a taste of something special with your logo on signage sponsoring refreshments.

Coffee/Beverage Station

Boost your company's visibility with your logo on signage in this popular area.

Elevator/Pillar Clings

Your branding will be displayed on select elevators. These clings will be visible to all attendees during the Conference.

Available on a first-come, first-served basis

Additional a la carte opportunities

AALHE ASSOCIATE

\$4,000 EACH



More options to increase your brand's visibility and impact:

Volunteer T-shirt

During the Tenth Annual Conference, 100+ AALHE volunteers will be specially honored. Join in the celebration by sponsoring the volunteer recognition t-shirt.



Water Bottle

Hydration is key to our health-conscious attendees. Your logo and the AALHE Conference logo will embellish an eco-friendly water bottle.

Conference Bag

Printed on the bag, your logo and the AALHE Conference logo will go everywhere--to the conference and beyond!

Conference Notebook

For helpful note-taking at the conference, put your logo along with the AALHE Conference logo on a stylish notebook.

Bag Inserts - \$250

Send your logo and information home with conference attendees with this cost-effective option! Included in exhibitor, premier, and elite sponsorship packages. Multiple sponsorships available.

Available on a first-come, first-served basis



KEYNOTE SPEAKER AALHE 2019, MINNEAPOLIS-ST. PAUL

New for 2020:

Sponsor the Conference App!

\$7,500

One Available

For the first time ever, we are offering the opportunity to sponsor our all-new Conference App. As the sole sponsor of the conference app, you'll have top billing and up to two push notifications.

The Primer and Elite sponsorship packages also include a limited number of push notifications.

App Banner Ad

A banner ad provides you with a dynamic way to reach attendees. Banner ads appear at the top of the home screen.

App Push Notification

Push notifications help you instantly reach attendees with important information or encourage attendees to take action such as visiting your booth.

AALHE 2020 CONFERENCE

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Build partnerships and create trust with stakeholders and potential clients at AALHE 2020.

We are ready to help you put together the best package for your organization. Please contact:

Jamie Wigand | jwigand@aalhe.org

Tell your Facebook, LinkedIn and Twitter followers you'll see them at #AALHEconf!

