

ASSESSMENT IN ACTION

REAL WORK, REAL COMMUNITY

AALHE 2026

2026 Conference and Year-Round Sponsorship Prospectus



ASSESSMENT IN ACTION REAL WORK, REAL COMMUNITY

AALHE 2026



ONLINE CONFERENCE • JUNE 9-10, 2026

Sponsor Prospectus

Join us for AALHE's 2026 Virtual Conference.

The Association for the Assessment of Learning in Higher Education (AALHE) strives (through its mission) 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 2026 Conference will bring together communities of higher education assessment through a dynamic learning experience. Leaders in higher education assessment from institutions across the nation will gather virtually on **June 9-10, 2026**.

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

As the Exhibitor and Sponsorship Coordinator for AALHE, I'm Emmy Kelly, and I'm thrilled to connect with you! I am here to ensure your experience as an exhibitor is seamless and successful. Whether you have questions or need assistance, I'm dedicated to providing the support you need to showcase your offerings and make the most of this exciting event.

We value your important contribution to the AALHE community, and we invite you to reach out to AALHE at ekelly@ahint.com with any questions about exhibiting and/or sponsoring our 2026 AALHE Annual Conference.

My best,

Peggy Moede

Peggy Moede
AALHE Executive Director

Sponsorship Opportunities

Website Recognition | \$250

Get your company front and center with logo recognition during the online conference and on the AALHE website. Attendees can easily see your company sponsor tile in the Vendor Hall. Your tile will feature a logo graphic and include a direct link to your website, giving you prime visibility and a seamless way for attendees to connect with your brand.

Logo Spec:

- logo graphic (EPS, PNG, JPG)

Website Recognition, One Email Blast, and the Vendor Hall | \$500

In addition to having logo recognition during the online conference and on the AALHE website, attendees can easily see your company sponsor tile in the Vendor Hall. Your tile will feature a logo graphic and include a direct link to your website, and the ability to offer handouts, three images or PDF documents for attendees to download. This sponsorship also leverages our email list of 950+ members, sending one custom-designed e-blast to communicate to our entire membership.

Logo Spec:

- logo graphic (EPS, PNG, JPG)

Attachment Specs:

- Images: 1080px x 1920px (JPG)
- Documents: (PDF) no larger than 3MB

Email Specs:

- Emails may not contain attachments, should be less than 1 MB, and must be in HTML format that does not contain absolute positioning or javascript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- The HTML file is due ten days prior to deployment in order to ensure the proper time to upload, test, and proof
- Provide subject line and pre-header copy. Character count is limited to 100, including spaces
- Provide your desired deployment date as early as possible as slots fill up fast surrounding the conference, since only one e-blast may go out per day

Website Recognition, Two Email Blasts, and the Vendor Hall | \$650

In addition to having logo recognition during the online conference and on the AALHE website, attendees can easily see your company sponsor tile in the Vendor Hall. Your tile will feature a logo graphic and include a direct link to your website, and the ability to offer handouts, three images or PDF documents for attendees to download. This sponsorship also leverages our email list of 950+ members, sending two of your custom-designed e-blast to communicate to our entire membership.

Logo Spec:

- logo graphic (EPS, PNG, JPG)

Attachment Specs:

- Images: 1080px x 1920px (JPG)
- Documents: (PDF) no larger than 3MB

Email Specs:

- Emails may not contain attachments, should be less than 1 MB, and must be in HTML format that does not contain absolute positioning or javascript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- The HTML file is due ten days prior to deployment in order to ensure the proper time to upload, test, and proof
- Provide subject line and pre-header copy. Character count is limited to 100, including spaces
- Provide your desired deployment date as early as possible as slots fill up fast surrounding the conference, since only one e-blast may go out per day



Year-Round Webinar Sponsorship Opportunities

Conference Sponsors can add the below opportunities to get year-round recognition with AALHE.

AALHE webinars, led by seasoned industry experts, deliver actionable insights and hands-on skills tailored for assessment professionals. Designed to strengthen and expand your professional toolkit, AALHE Professional Development empowers you to work smarter and assess more effectively. Through these engaging webinars, participants learn to leverage new tools that boost efficiency and elevate assessment practices. **These opportunities will be available after the annual conference, but at a higher price, so purchase these sponsorships now!**

INCLUDED BENEFITS

Logo on registration page
Thank you mention from AALHE on social media after each event
Recognition on AALHE's Newsletter before and after each event
Verbal recognition in the intro/welcome announcement
Logo hyperlinked on the homepage of the AALHE website
Provide social media content for one post per webinar on AALHE's various platforms using our "Sponsored Content" context
Provide broadcast email content for an email per webinar to AALHE's members and contacts using our "Sponsored Content" context

PRICE

Single Webinar	Year of Webinars
✓	✓
✓	✓
	✓
✓	✓
	✓
✓	✓
✓	✓
\$250	\$1,000

Additional Opportunities

Additional À la carte opportunities are available for conference and other AALHE programming. Please contact us for more information about the additional opportunities.

Contract Form

Completed forms may be emailed or mailed to: Emmy Kelly • ekelly@ahint.com • 262 West Main Street, Wales, WI 53183.

Company Name: _____ Date: _____

Address: _____ City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Company URL: _____

Company Name As It Should Appear For Promotional Purposes: _____

Contact Name: _____ Contact Email: _____

Conference Sponsorships

Select the item(s) you want to purchase by entering the cost in the "Amount" line.

Website Recognition

Website Recognition,
One Email Blast, and Vendor Hall

Website Recognition,
Two Email Blasts, and Vendor Hall

Price	Amount
\$250	\$ _____
\$500	\$ _____
\$650	\$ _____

Year-Round Webinars

Select the item(s) you want to purchase by entering the cost in the "Amount" line.

Single Webinar

Year of Webinars

Price	Amount
\$250	\$ _____
\$1,000	\$ _____

Sponsorships Total Amount

\$ _____

Payment

Total \$ _____

- ☐ Invoice me for payment by check
☐ Invoice me for payment by ACH
☐ Invoice me for payment by credit card

Signature _____

After you submit your application to Emmy Kelly (ekelly@ahint.com) you will receive an invoice within (5) business days.

Payment Policies and Requirements

1. Exhibit/sponsorship and/or advertising will not be fulfilled without upfront payment in full.
2. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to AALHE and in accordance with the NET terms indicated on the invoice sent to the primary contact indicated on this application.
3. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount of 50% of the total fee.
4. Cancellations must be made in writing and submitted to Emmy Kelly (ekelly@ahint.com). A refund, less a 50% cancellation fee for the cancelled space is available until April 1, 2026. After April 1, 2026 there are no refunds. All purchases after April 1, 2026 are non-refundable and non-transferrable. No refund will be due after one or more deliverables have been received.
5. Exhibitors/sponsors and/or advertisers are responsible for ensuring the accuracy of all advertising content. AALHE is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
6. Advertisers assume liability for all content of published advertising and assume responsibility for all claims against AALHE resulting from their advertising.

