

Association for the Assessment
of Learning in Higher Education

AALHE
PROMOTING ASSESSMENT FOR LEARNING

EXHIBITOR & SPONSOR PROSPECTUS



WELCOME



Join us for AALHE's 16th Annual Assessment 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. Leaders in higher education assessment from institutions across the nation will gather **June 14-16, 2027, in Milwaukee, Wisconsin**, to participate in a dynamic learning and networking experience.

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

As the Executive Director of AALHE, I'm thrilled to connect with you! Thank you for your interest in being part of the AALHE community and our 2027 Conference.

We are excited to partner with you and look forward to showcasing your organization and offerings. If you have any questions about exhibiting or sponsorship opportunities, please reach out to Emmy Kelly, ekelly@ahint.com, who will be happy to assist you throughout the process and ensure you have the information and support you need to make the most of this exciting event.

We look forward to partnering with you and appreciate the valuable role you play in creating a meaningful and impactful conference experience for our attendees. We are excited to showcase your organization and offerings while working together to make the 2027 AALHE Conference an engaging, successful, and memorable event for everyone involved.

My best,

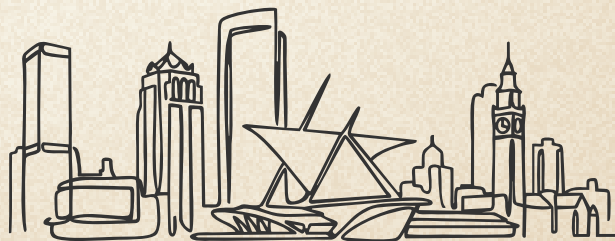
Peggy Moede

Peggy Moede
Executive Director, AALHE

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WHY EXHIBIT?



WHO WILL YOU MEET?

- Institutional Leaders
- Higher Education Administrators
- Faculty
- Practitioners
- Directors of Assessment
- Administrators in Institutional Effectiveness Departments

EXHIBITING BENEFITS

- Maximizes exposure to Assessment Professionals
- Raises awareness of your brand
- Draws your target market to you in one place, at one time
- Provides an opportunity to launch new products

AALHE 2025 By-the-Numbers

257 attendees*

177 unique institutions

7 exhibitors & sponsors

100+ concurrent sessions

For a listing of our Institutional Partners, [click here](#).



AALHE 2027 Anticipated Attendance

250+ total attendees

50+ total sessions & events

*Our 2026 Virtual Conference saw 388 participants!

880+ Active AALHE Members
as of August 2026

WHAT ARE OUR ATTENDEES SAYING

“AALHE is better than other assessment conferences I have attended because there seems to be a lot of highly experienced and highly knowledgeable people attending and presenting.”

“AALHE has the best content related to assessment. It also offers a strong accreditation component outside of meetings offered by accrediting bodies. Overall, a very valuable conference.”

“This conference draws assessment professionals from across the country, which adds to the richness of the experience.”

“AALHE’s conference is consistently the most engaging and friendly assessment conference around!”



HOTEL & TRAVEL



All meeting sessions and exhibits will take place at the historic **Pfister Hotel** in Milwaukee, Wisconsin. Renowned as one of the Midwest's finest hotels, the Pfister seamlessly blends timeless elegance, historic charm, and modern luxury.

Located near Milwaukee's historic Third Ward, the Pfister welcomes you with stunning architecture and a warm, inviting atmosphere. Beyond the hotel, the city offers plenty to explore, from the Milwaukee Art Museum and Harley-Davidson Museum to catching a Brewers game at American Family Field or wandering through the Milwaukee Public Market.

This is where legacy gets remixed, creativity keeps moving, and momentum keeps building.

That's that flavor. And it's only in Milwaukee.

HOTEL

The Pfister Hotel

424 East Wisconsin Avenue
Milwaukee, Wisconsin 53202
414.273.8222

Hotel block reservation link: [CLICK HERE](#)

The Pfister Hotel is offering AALHE conference attendees a special group rate. The exclusive block rate is \$269 per night, not including tax. A limited number of rooms are available in the AALHE room block. Register by **April 28, 2027** to secure the discounted AALHE rate. The above room rate does not include state and local taxes, services fees, or hotel fees, and is subject to availability.

PARKING & TRANSPORT

Self Parking: \$38 per night

Valet Parking: \$49 per night

The hotel is 8 miles from Milwaukee Mitchell International Airport, with several public transportation options available. Visit mitchellairport.com for more information.



TRAVEL GRANT DONATION

AALHE offers a limited number of grants to support members who wish to attend the Annual Conferences but may be experiencing financial hardship.

We invite our conference sponsors and vendors to join us in this mission by contributing to our conference grant initiative. Together, let's make the AALHE Annual Conference an enriching experience for all.

EXHIBIT INFO



SCHEDULE*

Monday, June 14

7:00AM – 4:00PM	Exhibits Set-Up
6:00PM – 8:00PM	Exhibits Open & Welcome Reception

Tuesday, June 15

7:00AM – 5:30PM	Exhibits Open
4:15PM – 5:30PM	Dedicated Exhibitor Time

Wednesday, June 16

8:00AM – 5:00PM	Exhibits Open
5:00PM – 9:00PM	Exhibitor Tear-Down

*Schedule subject to change.

EXHIBIT PACKAGE

EARLY BIRD

THROUGH 3/1/2027

\$1,000

STANDARD

AFTER 3/1/2027

\$1,400

Inclusions:

- 6' linen draped table with two chairs
- One complimentary conference registration
- Logo on AALHE website at aalhe.org
- Logo in conference app

REGISTRATION

All individuals attending the conference must be registered. After your exhibit application has been processed, the primary contact will receive a conference registration link and a promotional code valid for one (1) complimentary conference registration, which is included with each exhibit package. The complimentary registrant must use this code when registering for the conference.

Any additional exhibitor attendees must be purchased separately. Additional exhibitor registrations may be purchased through May 31, 2027, for \$475 per person.

EXHIBITOR SERVICE KIT

Two months prior to the conference, exhibitors will receive an Exhibitor Service Kit that will contain information on exhibit display specifics for electrical hook-up, rules and regulations, displays and more.

To sign up for an exhibit space, and to secure your sponsorship items, use the form on [Page 12](#).



SPONSORSHIP LEVELS

Invest your resources strategically to maximize exposure before, during, and after the conference. Sponsorship levels are awarded based on your combined spend on **exhibit packages** and **sponsorship opportunities**.

All creative is due **May 1, 2027**, and all sponsorships must be utilized and fulfilled by **March 1, 2028**. Sponsorship and/or advertising will not be fulfilled without upfront payment in full.

BENEFITS INCLUDE:

Verbal Recognition & Acknowledgment
at Opening Reception

Inclusion in Conference Signage

Registration Grant

Complimentary Conference Registration

Banner Ad Inclusion in Conference Email

60-Minute Educational Session

Broadcast Email to AALHE Members

SILVER

✓

✓

1

GOLD

✓

✓

1

1

PLATINUM

✓

✓

2

2

✓

✓

✓

Price

\$3,500

\$5,000

\$7,000+

For questions, please contact
Emmy Kelly at ekelly@ahint.com.

THANK YOU TO OUR 2026 VIRTUAL CONFERENCE SPONSORS



SPONSORSHIP OPPORTUNITIES

All creative is due **May 1, 2027**, and all sponsorships must be utilized and fulfilled by **March 1, 2028**.

Why Sponsor the AALHE Annual Conference?

- Targeted Audience: Gain exposure to higher education professionals who are invested in the future of assessment and learning.
- Increased Brand Recognition: Your company will be front and center during key moments of the conference, making a lasting impression on decision-makers and industry leaders.
- Networking Opportunities: Connect with hundreds of attendees, speakers, and experts in the field, expanding your professional network.

NETWORKING EVENTS

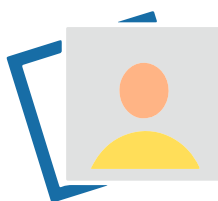
Opening Reception Sponsor \$4,000

Join us at the Opening Reception on Monday night where your company will be provided with a three-minute window to present during the welcoming remarks. In addition to your presentation, you will be the drink sponsor for the event. Each attendee will receive one of your customizable drink tickets that will be inserted into the attendee lanyard holder for the event.



Photo Booth at Opening Reception • \$2,500

Create something fun and memorable for our attendees by sponsoring an open air photo booth. Feel free to bring custom props that showcase your brand; we can also include your logo on the photo's template. Attendees will be able to print unlimited amounts of the traditional 2"x6" strips, and all photos can be shared digitally. This photo booth comes with an expert operator to keep the line running smoothly.



Poster/Closing Reception Sponsor • \$4,000

As the Poster Sponsor, your company's branding will be prominently displayed throughout the venue on the event signage. Attendees will see your logo on all digital signage, promotional materials, and an exclusive digital poster placed in high-traffic areas of the conference venue. As the Closing Session Sponsor, you will have a dedicated three-minute window to introduce your company, share key messages, and engage with the conference audience. This is a great opportunity to directly communicate with attendees and raise awareness about your products and services. Your company will also be the official drink sponsor for the event. Each attendee will receive one drink ticket, which will be inserted into their event lanyard/nametag holder.



REGISTRATION

Registration Grant • \$400each

These registration grants will be provided to individuals who have applied for a grant with AALHE to help them afford the cost to attend the conference. Grant recipients will be introduced to their sponsor via email prior to the conference.

SPONSORSHIP OPPORTUNITIES CONTINUED

All creative is due **May 1, 2027**, and all sponsorships like emails or social media posts, must be fulfilled by **March 1, 2028**.

BRANDING

Conference Tote Bag • \$1,250

See your company name on each attendee's arm as they carry meeting essentials throughout the conference.

Benefits Include:

- Your company logo co-branded with the AALHE logo
- Tote Bag Insert
- Banner ad tag in registration-related conference emails

Tote Bag Insert • \$250

Give attendees something to remember. You supply the materials, and we'll do the stuffing. Sponsors may provide one (1) promotional piece to be inserted into each conference tote bag. Promotional pieces must be either a single-sheet flyer or one small branded giveaway item that fits comfortably in one hand.

Lanyards • \$2,000

Attendee lanyards are required for entry into every conference function and are an effective way to have your company's brand seen by all conference participants throughout the duration of the event.

Soft-Bound Journals \$2,500

Brand this soft-bound leatherette journal, an item that will prove to be useful during and after the event. Journals will be inserted into each attendee bag for the event. These journals can be embossed or stamped with your logo.



DIGITAL

Social Media

Create an interesting and dynamic communication portal between your business and our AALHE social media followers. You provide the content; we'll create the posts.

One Post: \$300

Two Posts: \$500

Post Specs:

- Each post will go to Facebook and LinkedIn
- Provide a short text message with image
- Recommended image size: 628px x 1200px wide
- Minimum width and height is 600px
- Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with a link
- Recommended image formats are JPG and PNG
- All posts are due a week prior to deployment



E-Blast • \$800

Reach our 880+ assessment members with your custom-designed e-blast to communicate to our entire membership list.



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

SPONSORSHIP OPPORTUNITIES CONTINUED

All creative is due **May 1, 2027**, and all sponsorships like emails or social media posts, must be fulfilled by **March 1, 2028**.

Push Notification • \$400

Sponsor a push notification to attendees to promote your educational session, exhibit, or anything else of importance to highlight your company during the conference. These should be short text messages. Please provide the desired date and time of deployment when you submit your text.

Mobile App Banner Ad • \$550

Banner ads play an important role in today's marketing mix. Place your ad on our mobile app for constant exposure to every attendee.

Marketing Campaign Bundle • \$1,500

SAVE \$350!

Combine multiple key marketing tactics into one bundle to cross-promote your company at the annual conference. A savings of **\$350!**

Benefits Include:

- One broadcast email
- Two social media posts
- Mobile app banner ad

EDUCATION

Educational Session • \$875

These sessions should be relevant to assessment and should be factual presentations that offer new solutions to existing problems. These sessions will provide you an ideal atmosphere to share your expertise, demonstrate techniques, and distinguish your company's products and services from those of competitors.

These sessions need to be reserved by 12/11/26 to secure a room.

Non-Profit Partnership Session • \$438

These partnerships would allow non-profit organizations to attend the conference at 50% OFF, plus an MOU, offering either a panel discussion or workshop.

These sessions need to be approved by 12/11/26 to secure a room.

FOOD/BREAKS

Networking Break • \$600

Sponsor a break or coffee break with either branded napkins or coffee cups that will be placed out for the event. Looking to leverage this a bit more? Sponsor a beverage or snack. Choose the dollar amount that works for you, and we'll work with you to arrange the date, time, and offering.

For questions, please contact Emmy Kelly at ekelly@ahint.com.

RESERVE YOUR SPONSORSHIPS

To sign up for an exhibit space, and secure your sponsorship items, use the form on [Page 12](#).

Last Updated: 7/23/26

YEAR-ROUND VIRTUAL EVENT SPONSORSHIPS

Sponsors can maximize their visibility and engagement with AALHE by adding year-round recognition opportunities that connect their brand with assessment professionals throughout the 2026–2027 program year. These opportunities provide sponsors with meaningful touch points across AALHE’s professional development, publications, and signature events, helping build sustained brand awareness and demonstrate support for the assessment community. Sponsors may select individual opportunities or combine multiple opportunities to create a customized year-round visibility package.

All sponsor creative must be submitted no later than two weeks prior to the sponsored event or publication.

BENEFITS INCLUDE:

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 event on AALHE’s various platforms using our “Sponsored Content” context
Provide broadcast email content for an email per event to AALHE’s members and contacts using our “Sponsored Content” context

SINGLE EVENT

✓

✓

✓

✓

✓

SET OF FIVE EVENTS

✓

✓

✓

✓

✓

Price

\$250^{EA}
\$1,000

UPCOMING EVENTS

Events/Dates subject to change.

September 2026

SPARK Book Club
Publication of 2026
Conference Proceedings
ALE Session

October 2026

SPARK Book Club
PASS Workshop
Publication of Intersection Special
Issue on GenAI and Assessment

November 2026

SPARK Book Club
PASS Workshop

December 2026

PASS Workshop

January 2027

Online Symposium

April 2027

AALHE-Affiliated National Assessment
Week Event Sessions

June 2027

Pre-Conference Workshop
2027 Conference
ALE Session

26-27 CONTRACT FORM

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

Company Name: _____

Company Name As It Should Appear For Promotional Purposes: _____

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

Phone: _____ Company Website: _____

Contact Name: _____ Contact Email: _____

BOOTH PRICING

Booth Package

EARLY BIRD
Before 3/1/27

☐ \$1,000

STANDARD
After 3/1/27

☐ \$1,400

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.

CANCELLATION & PAYMENT TERMS

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, 2027. After April 1, 2027 there are no refunds. All purchases after April 1, 2027 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.

SPONSORSHIPS

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

Opening Reception

PRICE

AMOUNT

\$4,000

\$ _____

Photo Booth

\$2,500

\$ _____

Poster/Closing Reception

\$4,000

\$ _____

Registration Grant

\$400ea

\$ _____

Conference Tote Bags

\$1,250

\$ _____

Tote Bag Insert

\$250

\$ _____

Lanyards

\$2,000

\$ _____

Soft-Bound Journal

\$2,500

\$ _____

- Additional Journal Wrap

\$1,500

\$ _____

Social Media

- One Post
- Two Posts

\$300

\$ _____

\$500

\$ _____

Broadcast Email

\$800

\$ _____

Push Notifications

\$400

\$ _____

Mobile App Banner Ad

\$550

\$ _____

Marketing Campaign Bundle

\$1,500

\$ _____

Educational Session

\$875

\$ _____

Non-Profit Partnership Session

\$438

\$ _____

Networking Break

\$600

\$ _____

YEAR-ROUND VIRTUAL EVENTS

Single Event

\$250ea

\$ _____

Set of 5 Events

\$1,000

\$ _____

Sponsorships Total Amount

\$ _____

SPONSORSHIP LEVELS

Sponsorship levels are awarded based on your combined spend on booths and sponsorships. Check which category you fall into:

☐ **Silver** (\$3,500-\$4,999)

☐ **Gold** (\$5,000-6,999)

☐ **Platinum** (\$7,000 and above)

TERMS & CONDITIONS

Cancellations and Refunds

Exhibitor and sponsor packages are non-refundable, with the exception that AALHE may cancel or postpone the Conference due to unforeseen circumstances. In the case of such unforeseen circumstances, the fees will be fully refunded to the registrant in the form of the original payment method, or the registrant may choose to apply the funds to a future exhibit or sponsorship opportunity for a future event; however, AALHE will not be responsible for other additional costs, charges or expenses, including cancellation/change fees assessed by airlines and/or travel agencies.

Use of Space

No exhibitor shall assign, sublet or share their physical exhibit space allotted with another business or firm unless approval has been obtained in writing by AALHE. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display; parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation of demonstration of an exhibitor's display, identification of such article shall be limited to the usual or regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the virtual or physical exhibit space.

Operation of Exhibits

AALHE reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, displays or provides unsuitable material, or is determined by AALHE to be objectionable to the successful conduct of the exposition as a whole. All demonstrations or other promotional activities must be confined in the exhibit space.

Sales. Exhibitors are solely responsible for collecting and paying all related taxes, compliance with local laws, acquiring all necessary licenses, security of property including cash and credit cards. Aggressive solicitation of products in the exhibit space is strictly prohibited.

Contests and Lotteries. All unusual promotional activities must be approved in writing by AALHE no later than sixty (60) days prior to the opening of the exposition.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered.

Social Activities

Any social function or special event planned by an exhibiting company, to take place during the Show, must be pre-approved by AALHE. Exhibitors agree to withhold sponsoring functions during official conference and exposition activities, including exhibit hours, social functions, educational seminars, and any other related activity scheduled by AALHE.

Exhibitor/Sponsor Responsibilities and Liabilities

The safety of personnel and exhibit materials from theft, damage, accident, fire, or other such causes are the exhibitor/sponsor's responsibility for insuring. Exhibitors who wish to carry insurance must do so at their own expense. Neither the host property nor AALHE maintains insurance covering the exhibitor/sponsor's property.

It is expected that the Exhibitor will comply with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. All measures shall be taken by exhibitor/sponsor to prevent personal injury to spectators. No flammable or hazardous materials should be used in displays.

Exhibitor/sponsor agrees not to affix items to walls, floors, or other parts of the building or furniture. An exhibitor/sponsor who does not comply with this request will be responsible for damages to the host property.

Exhibitor/sponsor is responsible and will defend AALHE and the host property and their respective employees and agents against any claims, damages, or expenses arising out of exhibitor/sponsor's use of the premises.

TERMS & CONDITIONS CONTINUED

Indemnification

Exhibitor/sponsor agrees that it will indemnify and hold and save AALHE, whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against AALHE on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor/sponsor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express of implied invitation or permission of Exhibitor/sponsor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of the AALHE by Exhibitor/sponsor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of AALHE. Exhibitor/sponsor covenants and agrees that in case AALHE shall be made a party to any litigation commenced by or against Exhibitor/sponsor or relating to this lease or the Premises leased hereunder, then Exhibitor/sponsor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon AALHE by virtue of any such litigation.

Other Regulations

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of AALHE. AALHE shall have full power to interpret, amend, and enforce these rules and regulations, provided by amendments, which when made, are brought to the notice of exhibitors/sponsors. Each exhibitor/sponsor and their agents, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the proceeding sentence.

Mailing Lists

AALHE will provide an attendee list (the "List") of the AALHE 2027 Conference to a sponsor/exhibitor as described in the exhibitor and sponsor packages and subject to the terms and conditions of this Policy. AALHE is the sole owner of the List, and all the information contained on the List is the sole and exclusive property of AALHE. AALHE will provide the List to a sponsor/exhibitor to promote their participation in the AALHE 2027 Conference. To protect the privacy of our attendee's personal information, mailing lists will only include information from those who have consented to share their information with exhibitors and sponsors. An exhibitor and sponsor must: (i) not copy or electronically reproduce the List, or sell, lease, or otherwise distribute it; (ii) not reference AALHE or use any AALHE trademark, logo or slogan in any way in sponsor's communications with those on the List, without AALHE's prior written consent; (iii) not make any representation, overt or implied, that AALHE endorses or guarantees an exhibitor/sponsor's goods or services; (iv) comply with all applicable laws in connection with an exhibitor/sponsor's use of the List, including, but not limited to, the U.S. CAN-SPAM Act and other anti-spam laws. Failure by an exhibitor/sponsor to adhere to this Policy shall be cause for, at a minimum, permanent disqualification of the exhibitor/sponsor from attending any AALHE event in the future and using any AALHE attendee or membership list in the future. Violation of this Policy may also be grounds for legal action against the exhibitor/sponsor.

**Association for the Assessment
of Learning in Higher Education**

AALHE
PROMOTING ASSESSMENT FOR LEARNING