

# REVOLUTIONIZING

HIGHER  
EDUCATION  
AFTER  
COVID-19

AAC&U VIRTUAL  
ANNUAL MEETING

JANUARY 20-23, 2021



*Association  
of American  
Colleges and  
Universities*

Sponsor and Exhibitor Prospectus

# REVOLUTIONIZING

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## ABOUT AAC&U



AAC&U is the leading national higher education association concerned with the quality, vitality, and public standing of undergraduate liberal education. Its members are committed to extending the advantages of a liberal education to all students, regardless of background, enrollment path, academic specialization, or intended career. AAC&U now comprises more than 1,200 member institutions representing all sectors of higher education— including public and private colleges, community colleges, comprehensive institutions, and research universities of every type and size.

## AAC&U MEMBERSHIP PROFILE

### 1,200+ members

Located in all **50** states, the District of Columbia, and **3** US Territories

Our members enroll over **50%** of all US undergraduates

International members are in **25** countries



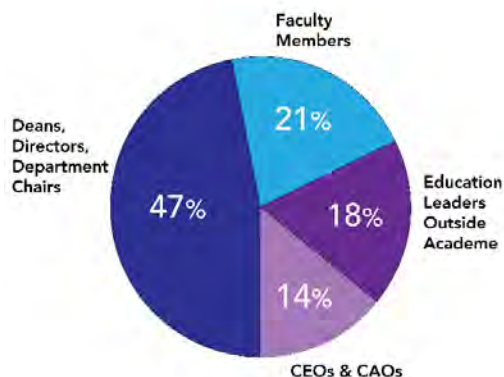
### Of the 1,200+ members

- **18%** are Doctoral degree-granting
  - **29%** are Master's degree-granting
  - **22%** are Bachelor's degree-granting
  - **9%** are Associate's degree-granting
  - **22%** are Other\*
- \* specialized schools, state systems and agencies and international affiliates

## WHO ATTENDS THE AAC&U ANNUAL MEETING?

AAC&U's Annual Meeting drew more than 2,000 participants in 2020. The AAC&U Annual Meeting is one of the most diverse and largest gatherings of senior higher education leaders.

### Member Attendees at the 2020 Annual Meeting included:



### Non-Member Attendees at the 2020 Annual Meeting included:

- Foundation Representatives
- Higher Education Association Representatives
- Higher Education Media
- Start-up Company Representatives
- Corporate/Business Representatives

## ABOUT THE ANNUAL MEETING

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The 2021 AAC&U Annual Meeting will be an entirely virtual event. While we had hoped to be able to hold the meeting in Seattle as initially planned, it has become clear that the ongoing global health crisis will not be sufficiently resolved by January to ensure the health and safety of meeting participants, our staff, and the public.

In addition to the full program, the virtual meeting experience will be designed to provide opportunities for the engagement that the AAC&U community has come to expect from our annual meetings. We look forward to seeing you online in January!

## WHAT SHOULD YOU EXPECT FROM A VIRTUAL MEETING?

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The “live” virtual meeting will be held from January 20 - 22, with pre- and post-meeting events but the online platform will be available for an additional 3 months upon the completion of the virtual meeting so attendees and exhibitors can revisit at any point during that time to connect or view session and exhibit content.

## CONTENT

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AAC&U offers you the ability to network and build long-term partnerships with distinctive opportunities to enhance your reputation for thought leadership and innovation. Our virtual meeting provides many LIVE and ON-Demand opportunities to present educational content and product or service content directly to attendees.

## ACCESS

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As an AAC&U sponsor, you partner with one of the largest and most established educational organizations. You gain access to more than 2,000 higher education, philanthropic, and business and corporate professionals. In addition to the attendees at the Annual Meeting, sponsors gain access to more than 70,000 higher education and other professionals through social media, email blasts, the weekly email *Liberal Education News Watch* and AAC&U's *Liberal Education* magazine.

## ENGAGEMENT

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Our virtual meeting provides many LIVE opportunities to engage with attendees - video chats, sponsored concurrent sessions, virtual exhibit booths, etc.

## LEVELS OF SUPPORT

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AAC&U is utilizing a digital platform for the upcoming AAC&U virtual meeting that provides innovative engagement opportunities for sponsors and attendees.

Sponsors will be promoted prominently to all AAC&U Annual Meeting participants and remain in the forefront and highly visible to attendees before, during, and after the meeting. AAC&U will take steps to promote attendee/sponsor interaction throughout the meeting, including dedicated time in the agenda for attendees to visit virtual exhibit booths.

AAC&U recognizes multiple distinctive levels of support; all sponsorships and advertising opportunities are selected individually, but can be combined to achieve the listed sponsor levels. Sponsorship level recognition and meeting registrations are provided based on the dollar amount paid.

The chart below summarizes multiple sponsorship support levels. Additional opportunities to sponsor specific online content and individual components of the Annual Meeting are listed separately beginning on page 4.

Sponsorship Level	Friend	Bronze	Silver	Gold	Platinum	Diamond
Annual Meeting	\$2,500-5,999	\$6,000-9,999	\$10,000-17,999	\$18,000-24,999	\$25,000-44,999	\$45,000+
<b>Sponsorship Benefit Summary</b>						
Corporate Advisory Council Membership	Not Available	Not Available	Not Available	Not Available	✓	✓
Sponsor logo listed in pre-Annual Meeting email*	✓	✓	✓	✓	✓	✓
Sponsorship listed on website, on mobile app, and in program	✓	✓	✓	✓	✓	✓
Custom Email to meeting attendees*** (\$2,500 base price)	20% discount (\$2,000)	30% discount (\$1,750)	50% discount (\$1,250)	✓	✓	✓
Custom Email to membership** (\$3500 base price, per email)	20% discount (\$2,800)	30% discount (\$2,450)	50% discount (\$1,750)	✓ (1)	✓ (1)	✓ (up to 2)
Sponsorship of weekly <i>Liberal Education News Watch</i> email (\$1,200 per week, base price)	20% discount (\$960)	30% discount (\$840)	50% discount (\$600)	✓ (1 week)	✓ (2 weeks)	✓ (4 weeks)
Advertising in Virtual PDF Program (\$1,500 base price per 1-page ad)	20% discount (\$1,300)	30% discount (\$1,050)	50% discount (\$750)	½ page ad included	½ page ad included	1-page ad included
Virtual Exhibit Booth (\$2,500 base price)	Available for purchase	Available for purchase	20% discount (\$2,000)	30% discount (\$1,750)	✓	✓
Concurrent Session (\$3,500 base price)	20% discount (\$2,800)	25% discount (\$2,625)	30% discount (\$2,450)	40% discount (\$2,100)	✓	✓
Social Media Mentions (\$1,500 base price)/Only available with purchase of a concurrent session	Available for Purchase	Available for Purchase	Available for Purchase	10% discount (\$1,350)	20% discount (\$1,200)	30% discount (\$1,050)
Private virtual meeting room	Not Available	Not Available	Not Available	Not Available	✓ (for one-day during the meeting)	✓ (for one-day during the meeting)
Meeting registrations (additional reg. available at \$250 each)	1	2	3	4	5	6
Presidents' Trust Symposium invitations (May add up to 2 additional registrants at \$400 each)	Not Available	Not Available	Not Available	1	2	3
<b>Notes</b>						
✓ = included with sponsorship level						
Available for purchase = these promotional opportunities are only available to sponsors at these designated levels.						
* to over 70,000 higher education leaders						
** to over 20,000 higher education professionals at AAC&U member institutions, including more than 1,200 presidents and provosts						
*** all content must be approved by AAC&U. Limited number available.						

## ONLINE CONTENT

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### **Presidents' Trust Symposium** Investment: \$20,000 (2 available)

Sponsor to provide short (1-2 minute) remarks during the meeting.

#### **Benefits:**

- *The sponsor will have up to 2 minutes of remarks during the meeting.*
- *Brand awareness - sponsor logo showcased on website, and app*

### **Opening Forum** Investment: \$10,000 (exclusive) **SOLD**

Sponsor to provide a short (1-2 minute) pre-recorded introduction.

#### **Benefits:**

- *The sponsor will have up to 2 minutes of pre-recorded video introduction.*
- *Brand awareness - sponsor logo showcased on website, and app*
- *Sponsor logo showcased in top right corner of on-demand session post meeting*

### **Opening Plenary** Investment: \$7,500 (2 available)

Sponsor to provide a short (1-2 minute) pre-recorded introduction.

#### **Benefits:**

- *The sponsor will have up to 2 minutes of pre-recorded video introduction.*
- *Brand awareness - sponsor logo showcased on website, and app*
- *Sponsor logo showcased in top right corner of on-demand session post meeting*

### **Closing Plenary** Investment: \$7,500 (2 available)

Sponsor to provide a short (1-2 minute) pre-recorded introduction.

#### **Benefits:**

- *The sponsor will provide up to 2 minutes of pre-recorded video introduction.*
- *Brand awareness - sponsor logo showcased on website, and app*
- *Sponsor logo showcased in top right corner of on-demand session post meeting*

### **Pre-Meeting Symposium** Investment: \$7,500

Sponsor to provide a short (1-2 minute) live or pre-recorded introduction.

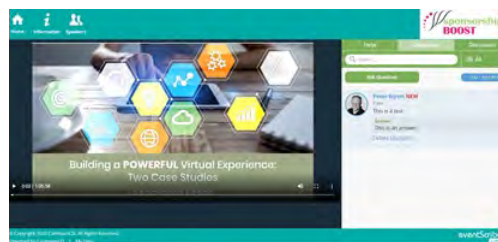
#### **Benefits:**

- *The sponsor will provide up to 2 minutes pre-recorded video dependent on the platform.*
- *Brand awareness - sponsor logo showcased on website, and app*
- *Sponsor logo showcased in top right corner of on-demand session post meeting*

## Sponsored Concurrent Sessions

*Investment: \$3,500*

1 hour pre-recorded, Simulated-live with Q&A, scheduled during concurrent sessions, presentation then available on-demand for up to 3 months after the meeting.



### Thursday, January 21, 2021

1:30pm-2:30pm ET

2:45pm-3:45pm ET

4:15pm-5:15pm ET

5:30pm-6:30pm ET

### Friday, January 22, 2021

11:15am-12:15pm ET

12:45pm-1:45pm ET

3:15pm-4:15pm ET

4:30pm-5:30pm ET

#### Benefits:

- Present educational content/virtual hands-on demo through virtual on-demand platform
- Select your speaker(s)
- Brand awareness - sponsor logo showcased on website, and app
- Presentation must include representatives from an AAC&U member institution

## Annual Forum on Digital Learning and ePortfolios *Investment: \$4,500*

AAC&U's 12th Annual Forum on Digital Learning and ePortfolios will offer interactive concurrent sessions and workshop opportunities, highlighting best practices regarding how to deliver instruction with technology in ways that embrace quality and equity goals. ePortfolios continue to be a key digital learning strategy as they offer opportunities to enhance student learning, assess learning outcomes, and foster career development, and a track within the Forum is dedicated to this topic. The Forum will also highlight a range of faculty and student development practices that are being employed in the digital learning space to successfully prepare campuses to ensure student success in classroom settings and beyond.

The dates are: **Friday, January 22, 2021: 12:45pm-5:30pm; Saturday, January 23, 2021: 9:45am-1:45pm**

Sponsor to provide a short (1-2 minute) pre-recorded introduction.

#### Benefits:

- The sponsor will have up to 2 minutes of pre-recorded video dependent on the platform.
- Brand awareness - sponsor logo showcased on website, and app

## ADDITIONAL SPONSORSHIP AND BRANDING OPPORTUNITIES

### Branded Networking Break/Chat Room *Investment \$3,000 (3 available)*

Sponsor a moderated chat room, where attendees can come and have discussions on a specific topic or question. As the sponsors of this room, you will be promoting dialogue. Sponsor can select the topic. Opportunity to be creative - Host a Virtual Coffee House, Dessert Social, Margarita Happy Hour, Virtual Concert

#### Benefits:

- Sponsor logo showcased in pre-meeting email
- A sponsor can select the question or topic of the room for discussion (with association approval)
- The sponsor representatives will moderate/lead the discussion to engage attendees.



## **Branded Virtual Wellness Challenge/Session** *Investment: \$3,000 (Exclusive)*

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles. Connect with participants in a fun and innovative way.

### **Benefits:**

- *The sponsor selects session type (yoga, chair exercises, meditative breathing, ...)*
- *Brand awareness - sponsor logo showcased on website, and app*

## **Scan & Win** *Investment: \$1,000 (10 available)*

Participants love this company trivia game played throughout the event for exciting prizes! Each participating sponsor will have a codesign in their virtual booth. Participants scan the code—which then asks them to answer a question about the sponsor/exhibitor's company. All questions are provided by the participating companies! This game will last each day of the event and will include daily prizes. The drawing will take place at the end of the event, all Scan & Win participants are eligible for the prize drawing. The winners will be announced on the last day and will be emailed the prize.

### **Benefits:**

- *Brand awareness - sponsor logo showcased in Scan & Win description on website, and app*
- *Sponsor provides customized question to encourage participant engagement with sponsor*
- *Increased sponsor visibility during the event, the participants will click the sponsor booth to access the scavenger hunt question*
- *Analytic Data of opt-in participants that scanned your company question*



## **Faculty and Administrators of Color Event** *Investment: \$5,000 (3 available)*

Over the years, this event has grown into a highly-anticipated gathering of old friends and a space to welcome new colleagues. The topic of the Networking Event for Faculty and Administrators of Color event varies each year from speaker to speaker, but the topic is always timely and related in some way to leadership that impacts faculty and administrators of color.

### **Benefits:**

- *Brand awareness - sponsor logo showcased in description on website, and app*
- *Sponsor acknowledgement on session slide*

## “Contemporary Issues” Virtual Event: *Investment: \$4,000 (2 available)*

Designed to provide an opportunity for AAC&U meeting participants to reflect on the meeting theme within the context of contemporary campus issues. Participants will engage with, learn from and support each other to identify strategies for raising their individual and collective voices to reclaim the narrative on issues defining the value of higher education.

### Benefits:

- *Brand awareness - sponsor logo showcased in description on website, and app*
- *Sponsor acknowledgement on session slide*

## “Big Questions” Virtual Networking Conversation *Investment: \$2,500 (2 available)*

During this conversation, participants will discuss contemporary issues in higher education that are global in nature. It is critical for all students to have experience engaging with global perspectives as they explore contemporary problems and issues, and they need to be willing and able to solve those problems in collaborative, interdisciplinary teams. Participants will discuss what these contemporary issues are—from the COVID-19 crisis to global cries for racial and social justice—and consider strategies, tools, activities, and experiences that prepare students to engage in solving these global challenges across disciplines.

### Benefits:

- *Brand awareness - sponsor logo showcased in description on website, and app*
- *Sponsor acknowledgement on session slide*

## Tile Ad on the Meeting Homepage

*Investment: \$5,000 (2 available)*

Display your company’s custom graphics on a tile to be displayed on the AAC&U Reimagined Home Page.

### Benefits:

- *Sponsor Tile (text, graphic, and link) visible to all participant during the meeting and up to 3 months post-meeting*



## Top Banner Ad During Livestream *Investment: \$5,000 (3 available)*

Display your company’s custom graphics on the top banner to be displayed for 1 full day on the session livestream.

### Benefits:

- *Sponsor banner (text, graphic, and link) visible to participants of all live sessions for 1 full day*
- *Smaller banner to be included on 1 non-sponsored session for on-demand exposure for up to 3 months to all that view the selected session*





## Rotating Bottom Banner Ad on the Session Livestream

*Investment: \$2,500 (5 available)*

Display your company's custom graphics on a rotating banner to be displayed on the session player during the event. Banners will rotate every 3-5 seconds.

### Benefits:

- *Sponsor banner (text, graphic, and link) visible to participants of all sessions*



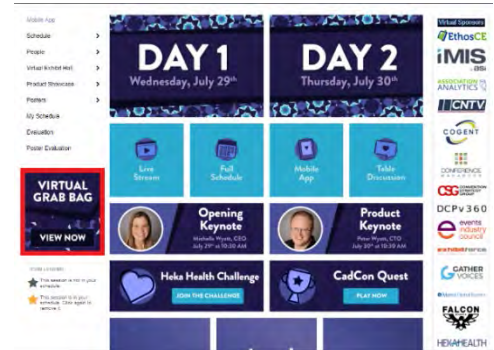
## Rotating Ad on the Meeting Navigation Menu

*Investment: \$2,500 (5 available)*

Display your company's custom graphics on a rotating banner to be displayed on the AAC&U Home Meeting Page Navigation Bar. Banners will rotate every 3-5 seconds.

### Benefits:

- *Sponsor banner (text, graphic, and link) visible to all participants*



## APP ADVERTISING

### Tile Ad on the App Homescreen *Investment: \$1,500 (2 available)*

Display your company's custom graphics on a tile to be displayed on the AAC&U App Home Page.

### Benefits:

- *Sponsor Tile (text, graphic, and link) visible to meeting app users*

### Meeting App Subpage Banner *Investment: \$1,000 (3 available)*

Display your company's custom banner on a subpage to be displayed on the AAC&U App

### Benefits:

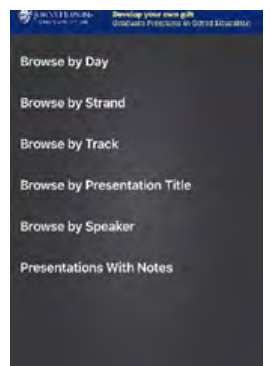
- *Sponsor Banner (text, graphic, and link) visible to all meeting app users*

### App Push Notifications *Investment: \$500 (10 available)*

Display your company's custom notification through the meeting app

### Benefits:

- *Send custom notification in meeting app to all app users*



# VIRTUAL EXHIBIT SHOWCASE

## Virtual Exhibit Booth Package pricing

See chart below for benefits

**Price: Premium \$2,500**

Virtual Exhibition	Premium
Brief Company Description	X
Website Link	X
Logo Upload	X
Upload up to 6 Links to an external site	6
Host exhibit live chat hours in your booth	X
Upload header logo/Banner image	X
Exhibitor Portal Access	X
Upload up to 6 documents to exhibit booth	6
Upload a short 1-3minute video to exhibit booth	X
Upload up to 6 images to exhibit booth	6
Live Analytic Data of views, clicks, Opt-in leads info	X
Ability to participate in attendee giveaway	X
Full Meeting Registrations (additional Full reg \$250, Exhibit Hall only Free)	1
Exhibitor content available on meeting platform for 3 months post-meeting	X
Company name recognition on opening session slide	X
Recognition in pre and post emails to attendees	X

## Sample Booth

## WHAT TO EXPECT FROM THE VIRTUAL BOOTH Q&A?

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### **Q: What can we put in our virtual booth?**

**A:** *All booths can contain the items below*

- Exhibitor Name, Description, Website, and Social Media
- Exhibitor Banner Image
- Exhibitor Logo Image
- Exhibitor Giveaway feature
- Request additional information
- Provide Representative/Contact Information
- Exhibitor PDF Links
- Exhibitor Website Links
- Exhibitor Video Upload
- Exhibitor Categories
- Exhibitor Video Chat with Attendees
- Lead Retrieval

### **Q: What are the hours for the virtual booth?**

**A:** *AAC&U has developed a schedule for attendees to attend the virtual booths. A total of 5 hours and 45 minutes will be dedicated to virtual exhibit booths. The schedule is as follows:*

- **Wednesday, January 20, 2021:** 1:00-1:30pm ET
- **Thursday, January 21, 2021:** 10:00-11:00am; 2:30-4:15pm ET
- **Friday, January 22, 2021:** 10:00-11:00am; 12:15-12:45pm ; 2:30-3:30pm ET

### **Q: How will I know that my booth was successful?**

**A:** *You can pull the following analytics for your booth from your personal exhibitor portal at any time during the event:*

**A:** *You can pull the following analytics for your booth from your personal exhibitor portal at any time during the event:*

- Live Attendee Impression Tracking (name, credentials, position, organization, biography, email, phone number, mailing address, social media, booth views, content views, info requests.).
- “Request information” button so attendees can submit a request or comment and exhibitors can personally follow up.
- Easy exportable excel reports for Attendee Impression tracking and Information Requests.
- You can use a Giveaway button to gather attendee info and offer a prize raffle and share their information and interests
- You’ll receive a review of the number of attendees who hit the Like button in your booth

### **Q: How will traffic be driven to the Exhibitor Showcase?**

**A:** *AAC&U will:*

- Post Exhibitor Listing on the pre-meeting eblast
- Promote daily exhibitor showcase exclusive break times
- Offer the opportunity for attendee to win daily prizes by visiting participating Scan & Win booths
- Encourage attendees to participate in the giveaway feature in the booth
- Encourage attendees to connect with exhibitors through the booth video chat feature.
- Provide app push reminder notifications to all meeting app users

## ADDITIONAL EXPOSURE

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### **Liberal Education News Watch** *Investment: \$1,200*

AAC&U's *Liberal Education News Watch (LENW)* curates the week's top five articles and op-eds on liberal education and inclusive excellence. The *LENW* email is sent to approximately 47,000 subscribers every Friday (except holidays).

#### **Benefits:**

- *Clickable sponsor logo at the top of the email*
- *Clickable sponsor blurb (20–30 words) at the bottom of the email*
- *Sole sponsor (only one sponsor per issue)*
- *47,000 subscribers*
- *Average 20% open rate*
- *Distributed every Friday at approximately 12:00 pm ET (except holidays)*

### **Liberal Education Magazine**

With compelling content and high-quality writing and analysis, the new *Liberal Education* magazine, with readership of more than 9,000, is published quarterly and offers thought leadership as well as practical, hands-on advice on a mix of topics integral to AAC&U's work.

#### **AD RATES**

**Half Page=\$1,500**

**Full Page=\$3,000**

**Inside Front Cover=\$5,000**

**Inside Back Cover=\$4,000**

## WHO DO I CONTACT FOR QUESTIONS?

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Please contact the AAC&U Sponsorship Sales Team at [Sponsorships@aacu.org](mailto:Sponsorships@aacu.org) or (202) 884-0809.

The priority date for confirming sponsorship of the 2021 Annual Meeting is **December 15, 2020**.