



*Association
of American
Colleges and
Universities*

Sponsor and Exhibitor Prospectus

2021-22 THEMATIC CONFERENCES

GLOBAL
LEARNING

STEM
HIGHER
EDUCATION
REFORM

GENERAL
EDUCATION,
PEDAGOGY &
ASSESSMENT

DIVERSITY,
EQUITY &
STUDENT
SUCCESS

AAC&U 2021–22 THEMATIC CONFERENCES SPONSOR AND EXHIBITOR PROSPECTUS

To support the health and safety of our members, our staff, and the public during the ongoing global health emergency, the upcoming fall 2021 thematic conferences will be held virtually, while the spring 2022 conferences will be held in person. In addition to causing AAC&U to rethink how it serves and supports its members, COVID-19 has also forced institutions to rethink operations models, rethink teaching and learning, and reimagine student engagement. Our corporate sponsors play an essential role in our meetings, providing our members with innovative solutions to meet the most pressing challenges in higher education.

What Is an AAC&U Thematic Conference?

AAC&U offers a series of annual conferences that foster reflection, discovery, innovation, and action on critical and emerging issues in undergraduate education. Participants can look forward to engaging sessions, networking with colleagues from across the broad spectrum of higher education roles and institutions, and opportunities to reflect on professional practice and aspirations.

When are the AAC&U Thematic Conferences? What Do They Focus on and Who Attends?

AAC&U hosts four thematic conferences per year (two in the fall, and two in the spring). Each conference is described below.

Conference on Global Learning

Meeting Dates: October 7–9, 2021; Meeting Format: Virtual

The AAC&U Conference on Global Learning explores practical and theoretical approaches to global learning at the course, departmental, and institutional levels. This conference includes opportunities to examine tactics and strategies that make global learning experiences more inclusive to engage all students and practices—from education abroad to virtual exchange to globally focused community-based internships, field experience, and research.

Attendance at the Conference on Global Learning averages a total of 500 professionals including faculty, directors, senior international officers, and civic engagement professionals from the United States and abroad.

Conference on Transforming STEM Higher Education

Meeting Dates: November 4–6, 2021; Meeting Format: Virtual

The AAC&U Conference on Transforming STEM Higher Education questions and examines the entire range of contemporary challenges to—and opportunities for—STEM higher education reform. This conference focuses on advancing undergraduate STEM education reform that brings diverse perspectives and world-views to bear on levers of change.

Attendance at the Conference on Transforming STEM Higher Education ranges a total of 700–900 professionals including faculty, STEM directors, and deans.

Conference on General Education, Pedagogy, and Assessment

Meeting Dates: February 9–12, 2022; Meeting Format: In Person

The AAC&U Conference on General Education, Pedagogy, and Assessment invites colleagues from all areas of the higher education landscape to join in sharing efforts to create intentional and integrated general education programs, to assess our current practices, and to generate evidence of high-quality learning for all students. This conference invites educators to reflect on how to navigate turbulent contexts and maintain steady progress toward quality and equity.

Attendance at the Conference on General Education Pedagogy, and Assessment ranges a total of 750–1,000 professionals including faculty, assessment directors, and deans of general education.

Conference on Diversity, Equity, and Student Success

Meeting Dates: March 16–19, 2022; Meeting Format: In Person

The AAC&U Conference on Diversity, Equity, and Student Success focuses on building coalitions and breaking down institutional siloes to build more just and equitable campuses and communities. This conference includes opportunities to explore how educators are breaking down barriers and building coalitions to advance effective practices, identifying solutions to enduring challenges, and leading change for the common good.

The Conference on Diversity, Equity, and Student Success ranges a total of 750–1,000 professionals including faculty, student affairs professionals, and chief diversity officers.



THEMATIC CONFERENCE SPONSORSHIP LEVELS

Sponsorship Level	Friend	Bronze	Silver	Gold	Platinum	Diamond
Thematic Conference	\$1,000–3,499	\$3,500–4,999	\$5,000–8,999	\$9,000–14,999	\$15,000–19,999	\$20,000+
Sponsorship Benefit Summary						
Sponsorship recognition in pre-conference	✓	✓	✓	✓	✓	✓
Sponsorship recognition on website, on mobile	✓	✓	✓	✓	✓	✓
Custom Email to registrants** (\$2,500 base price)	Available for Purchase	Available for Purchase	Available for Purchase	20% discount (\$2,000)	✓	✓ (up to 2)
Advertising in Conference Mobile App (\$1,500 base price)	Available for Purchase	Available for Purchase	10% discount (\$1,350)	20% discount (\$1,200)	✓	✓
Exhibit Booth (\$2,000 base price)	Available for purchase	Available for purchase	10% discount (\$1,800)	20% discount (\$1,600)	✓	✓
Concurrent Session (\$2,500 base price)	20% discount (\$2,000)	25% discount (\$1,875)	30% discount (\$1,750)	40% discount (\$1,500)	✓	✓
Social Media Mentions (\$1,200 base price)/Only available with purchase of a concurrent session	Available for Purchase	Available for Purchase	Available for Purchase	10% discount (\$1,080)	20% discount (\$960)	30% discount (\$840)
Meeting registrations (additional reg. available at \$250 each)	1	1	1	1	2	3
Opt-in Attendee List (Name, title, and email address) \$1500	Available for purchase	Available for purchase	Available for purchase	Available for purchase	Available for purchase (\$1000)	✓

Notes

✓ = included with sponsorship level

Available for purchase = these promotional opportunities are only available to sponsors at these designated levels.

** 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



OTHER THEMATIC CONFERENCE SPONSORSHIP OPPORTUNITIES

Opening Plenary *Investment: \$5,500 (one available per conference)*

Sponsor will provide remarks at the opening plenary session.

Benefits:

- *The sponsor will have up to 2 minutes of pre-recorded or in-person remarks depending on the conference.*
- *Brand awareness—sponsor logo showcased on website, and app*

Closing Plenary *Investment: \$5,500 (one available per conference)*

Sponsor will provide remarks at the closing plenary session.

Benefits:

- *The sponsor will provide up to 2 minutes of pre-recorded or in-person remarks depending on the conference.*
- *Brand awareness—sponsor logo showcased on website, and in app*

Sponsored Session *Investment: \$3,000 (two available per conference)*

30-minute presentation + 15 minutes Q&A scheduled during concurrent sessions.

Benefits:

- *Present educational content/ hands-on demo (through virtual platform video chatroom for Global and STEM conferences)*
- *Select your speaker(s)*
- *Brand awareness - sponsor logo showcased on website, and app*
- *Presentation must include representative(s) from an AAC&U member institution*

Top Banner Ad During Livestream *Investment: \$4,000 (2 available per conference for Global and STEM Conferences only)*

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*

App Splash Page Ad *Investment: \$3,300 (Exclusive) (Available for Global and STEM Conferences only)*

Highly visible branded opportunity on the conference app. The app splash page will be shown for 3 seconds each time the app is opened.

Benefits:

- *Sponsored Graphic (text, graphic,) visible to all attendees at the time of delivery*
- *Sponsored Graphic to appear on Full Schedule Page*

