



*Association
of American
Colleges and
Universities*

Sponsor and Exhibitor Prospectus

**2022 AAC&U
ANNUAL MEETING
JANUARY 19-22, 2022**

AAC&U 2022 ANNUAL MEETING SPONSOR AND EXHIBITOR PROSPECTUS

ABOUT AAC&U



AAC&U is the leading national higher education association concerned with the quality, vitality, and public standing of undergraduate liberal education. Our 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 1,000 member institutions representing all sectors of higher education— including public and private colleges, community colleges, comprehensive institutions, and research universities.

AAC&U MEMBERSHIP PROFILE

1,000+ members

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

International members are in **25** countries

Of the 1,000+ members

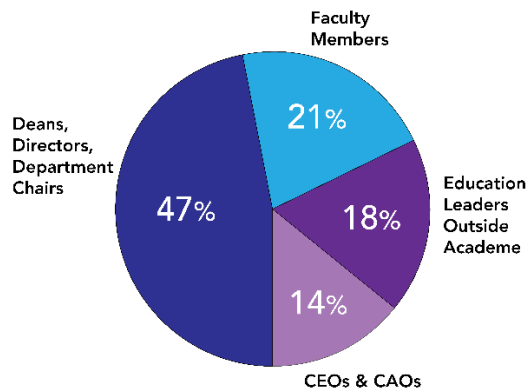
- **18%** are Doctoral degree-granting
 - **29%** are Master's degree-granting
 - **22%** are Bachelor's degree-granting
 - **9%** are Associate's degree-granting
 - **22%** are Other*
- * specialized schools, state systems and agencies and international affiliates



WHO ATTENDS THE AAC&U ANNUAL MEETING?

AAC&U's Annual Meeting drew more than 2,100 participants in 2021. The AAC&U Annual Meeting is one of the largest and most diverse gatherings of higher education leaders.

Member Attendees at the 2021 Annual Meeting included:



Non-Member Attendees at the 2021 Annual Meeting included:

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

ABOUT THE ANNUAL MEETING

If the ongoing global health crisis is on its way to being sufficiently resolved by January and local public health officials allow an in-person convening, the 2022 AAC&U Annual Meeting will be a full program for those who attend in person along with a smaller virtual offering. This hybrid meeting will have the majority of sessions in person, and up to ten sessions and the plenaries offered virtually. In light of the current promising news about vaccine rates, we are happy to offer and look forward to hosting the annual meeting in person with a virtual component available for those who are not able to attend in person.

WHAT SHOULD YOU EXPECT FROM A HYBRID MEETING?

The meeting will be held January 19–22, with pre- and post-meeting events. The online platform will be available for an additional 3 months upon the completion of the meeting so attendees and virtual exhibitors can revisit at any point during that time to connect or view sessions and exhibit content. The meeting will feature an on-site and virtual exhibit hall with hours outlined in the meeting program.

ACCESS

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* Liberal Education News Watch email, and AAC&U's *Liberal Education* magazine.

ENGAGEMENT

Our hybrid meeting provides many in-person and virtual LIVE opportunities to engage with attendees—video chats, sponsored concurrent sessions, virtual exhibit booths, receptions, and an in-person exhibit hall.

LEVELS OF SUPPORT

AAC&U is offering in-person engagement for sponsors for the Annual Meeting and also will utilize a digital platform for virtual engagement that provides innovative 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 on the agenda for attendees to visit virtual exhibit booths or exhibit booths on site.

AAC&U recognizes multiple distinctive levels of support; all sponsorships and advertising opportunities are selected individually, but can be combined to achieve the sponsorship levels listed on the next page. 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+
Sponsorship Benefit Summary						
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 (\$1,500 base price)	Available for purchase	Available for purchase	20% discount (\$1,000)	30% discount (\$1,200)	✓	✓
Onsite Exhibit Booth (\$3000)	Available for purchase	Available for purchase	20% discount (\$2,400)	30% discount (\$2,100)	✓	✓
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)
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
Opt in Attendee List (Name, title, and email address) \$2500	Available for purchase	Available for purchase	Available for purchase	Available for purchase	Available for purchase (\$1500)	✓
Notes ✓ = 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

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

Sponsor to provide short (1–2 minutes) 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 (1 available)*

Sponsor to provide a short (1–2 minutes) 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*

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

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

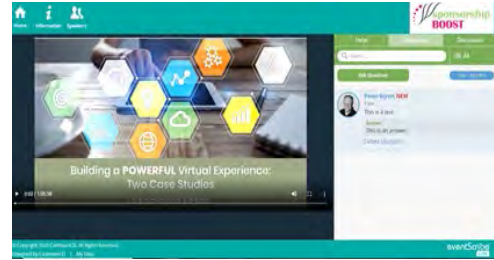
Benefits:

- *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

In-person or virtual 1-hour session with Q&A, scheduled during concurrent sessions. Virtual session presentations will be recorded and available on-demand for 3 months after the meeting.



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 13th Annual Forum on Digital Learning and ePortfolios will be held virtually only and 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.

Sponsor to provide a short (1–2 minutes) 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 *Investment \$3,500 (3 available)*

Sponsor a moderated onsite discussion, where attendees can gather for discussions on a specific topic or question. As a sponsor of this activity, you will be promoting dialogue. The sponsor can select the topic. It is an opportunity to be creative—host an onsite Coffee House, Dessert Social, or Reception.

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, etc.)*
- *Brand awareness—sponsor logo showcased on website, and app*

Faculty and Administrators of Color Event *Investment: \$6,000 (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 varies each year from speaker to speaker, but the topic is always timely and related in some way to leadership that has an impact on faculty and administrators of color.

Benefits:

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

“Big Questions” 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 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 acknowledgment 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 Annual Meeting Home Page.

Benefits:

- Sponsor Tile (text, graphic, and link) visible to all participants during the meeting and for 3 months afterward



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 Annual Meeting. Banners will rotate every 3–5 seconds.

Benefits:

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



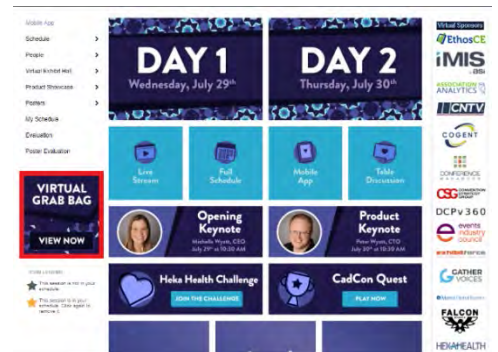
Rotating Ad on the Meeting Navigation Menu

Investment: \$2,500 (5 available)

Display your company's custom graphics on a rotating banner to be displayed on the AAC&U Annual 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:

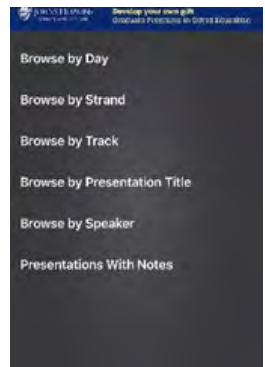
- *Sponsor Banner (text, graphic, and link) visible to all meeting app users*

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 \$1,500

Onsite Exhibit Booth Package price is \$3,000

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 (1–3 minutes) 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

Sample Booth

WHAT TO EXPECT FROM THE VIRTUAL BOOTH Q&A?

Q: What can we put in our virtual booth?

A: All booths can contain the following items:

- 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 7 hours and 45 minutes will be dedicated to virtual exhibit booths.

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:

- 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 attendees 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

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 email)*
- *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?

Please contact the AAC&U Sponsorship Sales Team at Sponsorships@aacu.org or (202) 888-2341.

The deadline for confirming sponsorship of the 2022 Annual Meeting is **December 15, 2021**.