



# AALHE

JUNE 5-8

# 2023

## CONFERENCE

ASSESSMENT NARRATIVE,  
MYSTERIES AND MYTHS.

## EXHIBITOR & SPONSOR PROSPECTUS

Association for the Assessment  
of Learning in Higher Education

# AALHE

PROMOTING ASSESSMENT FOR LEARNING

# WELCOME

## Join us for AALHE's 13<sup>th</sup> Annual Assessment Conference.

The Association for the Assessment of Learning in Higher Educations (AALHE) mission is 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 2023 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 June 5 - 8, 2023 in New Orleans, Louisiana.

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.

We value your important contribution to the AALHE community, and we invite you to reach out to AALHE at [kfeuling@aalhe.org](mailto:kfeuling@aalhe.org) with any questions about exhibiting and/or sponsoring our 2023 event.

For more information, visit our [conference website](#).

My best,

*Kate Feuling*

Kate Feuling  
Sponsorship & Exhibits Manager

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# WHY EXHIBIT?

AALHE has been hosting this premier event, the Annual Assessment Conference, since 2011. With Covid, the format of the conference had been adjusted to fulfill the ever changing requirements, but we are excited to announce that 2023 will be back to our traditional on-site, in-person format, an exceptional format to network with those in the industry.

## WHO WILL YOU MEET?

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

## EXHIBITING BENEFITS

- Maximize exposure to Assessment Professionals
- Raise awareness of your brand
- Draw your target market to you in on place, at one time
- Provides opportunity to launch new products

### AALHE 2019 By-the-Numbers

**450** attendees

**400** unique institutions

**18** exhibitors & sponsors

**120+** concurrent sessions

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



### AALHE 2023 Anticipated Attendance

**400+** total attendees

**60+** total sessions & events

**900+**

Active AALHE Members  
as of July 2022

**3200+**

ASSESS Listserv Members

**300+**

Members were new to  
AALHE in 2022

# WHAT OUR ATTENDEES HAVE TO SAY

*“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 INFORMATION

All meeting sessions and exhibits will take place at the [Sheraton New Orleans Hotel](#). This Canal Street hotel places you steps from the buzz of the French Quarter and close to popular attractions such as Jackson Square, Harrah's Casino, Audubon Aquarium of the Americas and more. After a day of conferencing, grab a cocktail at Pelican Bar, or rest in the comfortable guest rooms with plush bedding, intuitive technology, and floor-to-ceiling windows overlooking the French Quarter and Mississippi River.

## HOTEL

### Sheraton New Orleans Hotel

500 Canal St.  
New Orleans, LA 70130  
1.800.325.3535

**Hotel reservation link:** [COMING SOON!](#)

A block of rooms is being held at the hotel for \$219 - Run-of-House, per night. Be sure to make your reservation before **Monday, May 15th, 2023**, to secure this rate. The above room rate does not include state and local taxes, services fees, or hotel fees, and is subject to availability.



## PARKING & TRANSPORT

**Parking:** \$35/day, Valet - \$48/day, there is also an electric car charging station available for use.

The hotel is 12-miles from the Louis Armstrong New Orleans International airport.

### Additional transportation options:

- [Greyhound New Orleans station](#)
- [New Orleans Union Terminal](#)
- [Amtrak Train Station](#)



# EXHIBIT INFORMATION

## EXHIBIT HALL SCHEDULE\*

### Monday June, 5

8:00AM – 12:00PM ..... Exhibits Set-Up  
 6:30PM – 9:00PM ..... Exhibits Open & Welcome Reception

### Tuesday June, 6

8:00AM – 5:00PM ..... Exhibits Open

### Wednesday June, 6

8:00AM – 5:00PM ..... Exhibits Open

### Thursday June, 7

7:00AM – 11:30AM ..... Exhibitor Tear-Down

\*Schedule subject to change.



## EXHIBIT PACKAGE

EARLY BIRD THROUGH 3/1/2023	STANDARD AFTER 3/1/2023
\$1,000	\$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 attendees must be registered to attend the conference. Once your contract is received, a promo code will be sent out, and those signed up to attend must utilize that comp code to register themselves. The promo code will be good for the number of attendee registrations you purchased. Additional registrations may be purchased at a discounted price of \$399.00 each.

## 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, [click here.](#)



# 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, 2023**, and all sponsorships must be utilized and fulfilled by **March 1, 2024**.

BENEFITS INCLUDE:	SILVER	GOLD	PLATINUM
Verbal Recognition & Acknowledgment at Opening Reception	X	X	X
Inclusion in Conference Signage	X	X	X
Registration Grant for AALHE Member	1	1	2
Complimentary Conference Registration		1	2
Banner Ad Inclusion in Conference Email			X
60-Minute Educational Session			X
Broadcast Email to AALHE Members			X
PRICE:	\$3,500	\$5,000	\$7,000

For questions, please contact Kate Feuling at [kfeuling@aalhe.org](mailto:kfeuling@aalhe.org).

## THANK YOU TO OUR 2022 CONFERENCE SPONSORS & EXHIBITORS



# SPONSORSHIP OPPORTUNITIES

All creative is due **May 1st, 2023**, and all sponsorships must be utilized and fulfilled by **March 1, 2024**.

## 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 you logo on the photo's template. Attendees will be able to print unlimited amounts of the traditional 2"x6" strips and all photo's can be shared digitally. This photo booth comes with an expert operator to keep the line running smoothly.



### Poster Presentation Happy Hour | \$2,500

Be the sponsor of the Poster Session by sponsoring a free drink to each attendee. Each attendee will receive one of your customizable drink tickets that will be inserted into the attendee lanyard holder for the event.

## REGISTRATION

### Bag Stuffers | \$250

Give attendees something to remember. You supply the materials, and we'll do the stuffing. This opportunity is limited to one promotional piece per sponsor.

### Registration 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
- Bag stuffer
- Banner ad tag in registration related conference emails

### 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.

### Registration Grant | \$600

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.

### 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.





# SPONSORSHIP OPPORTUNITIES CONTINUED

All creative is due **May 1st, 2023**, and all sponsorships must be utilized and fulfilled by **March 1, 2024**.

## DIGITAL

### Social Media

Create an interesting and dynamic communication portal between your business and our 2,600+ 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 ten days prior to deployment to ensure proper time to upload

### E-Blast I \$800

Reach our 900+ 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, that includes spaces
- Provide your desired deployment date as early as possible as slots fill up fast surrounding the conference as only one e-blast may go out per day

### Push Notification I \$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 I \$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 I \$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 I \$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 provides you the opportunity to discuss procedures that distinguish your company's products and services.

These sessions need to be reserved by 2/28/23 to secure a room.

# SPONSORSHIP OPPORTUNITIES CONTINUED

All creative is due **May 1st, 2023**, and all sponsorships must be utilized and fulfilled by **March 1, 2024**.

## 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 Kate Feuling at [kfeuling@aalhe.org](mailto:kfeuling@aalhe.org).

### Volunteer Lunch | \$2,500

On Wednesday, we provide a lunch to our volunteers, use this time to get in front of around 100 of our attendees to provide a short introduction to your company.

#### Benefits Include:

- Signage
- Three-minute introduction

## RESERVE YOUR SPONSORSHIPS

To sign up for an exhibit space, and to secure your sponsorship items by [clicking here](#).

For questions, please contact Kate Feuling at [kfeuling@aalhe.org](mailto:kfeuling@aalhe.org).



Last Updated: 1/11/23

# 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 accepted. 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, 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 or 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. The AALHE shall have full power to interpret, amend, and enforce these rules and regulations, provided by amendments, 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 2023 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 2023 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.

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