



# **EXHIBITOR OPPORTUNITIES**

**2024**



# **ASHE**

ASSOCIATION FOR THE STUDY OF HIGHER EDUCATION

Thank you for your interest in supporting our Association! This packet contains many options for promoting your organization.

## ABOUT ASHE

The Association for the Study of Higher Education (ASHE) is a scholarly society with more than 2,000 members dedicated to higher education as a field of study. It is committed to diversity in its programs and membership and has enjoyed extraordinary success in involving graduate students in Association activities.

ASHE promotes collaboration among its members and others engaged in the study of higher education through research, conferences, and publications, including its highly regarded journal, *The Review of Higher Education*. ASHE values rigorous scholarly approaches to the study of higher education and practical applications of systemic inquiry.

## 2024 Conference Theme: I Am A Scholar

The intent of the 2024 conference theme, “I Am A Scholar,” is to not only consider our own identities as scholars, but to consider who we are as a scholarly community. As you reflect upon your own ideas about what makes you a scholar, I invite you to consider dismantling the hierarchies that have been constructed about who is worthy of the title “scholar.” I believe these often create barriers to better policy, practice, and scholarship.

The theme is not about navel gazing, something for which many of us are unfairly critiqued in our work. Rather, this is a project to welcome and learn from a community of scholars from a variety of institution types, associations, policy settings, unique identities, geographies, methodologies, epistemologies, positions within and beyond academe, and myriad other locations. Collectively, we can stake our claim as scholars who continue to transform higher education through the work we do.

## THE IMPORTANCE OF YOUR SUPPORT

Exhibitors are an integral part of the ASHE Annual Conference. Attendees are able to connect with you, purchase books and items at discounted prices, and learn more about opportunities to engage with your organization. We were happy to continue engagement with many of our long-time exhibitors as well as engage with new exhibitors in 2024 in an in-person format. We are looking forward to your support once again this year.

If you have questions about any of these opportunities, please contact us at [conference@ashe.ws](mailto:conference@ashe.ws) or (202) 660-4106.

## THANK YOU

We are grateful to our returning and new exhibitors who committed to the Association in 2023:

**On-Site Exhibitors:**

Brill  
Diverse  
Hunger Solutions Institute  
Institute for Mixed Methods Research  
Johns Hopkins University Press  
Palgrave Macmillan  
Peter Lang Publishing  
Postsecondary National Policy Institute (PNPI)  
Rutgers University Press  
Scholarly Software Inc.  
Universal Write Publications  
University of Pittsburgh

**Virtual Exhibitors:**

Brill  
Diverse  
HigherEdJobs.com  
Hunger Solutions Institute  
Institute for Mixed Methods Research  
Johns Hopkins University Press  
Palgrave Macmillan  
Peter Lang Publishing  
Postsecondary National Policy Institute (PNPI)  
Rutgers University Press  
Scholarly Software Inc.  
StataCorp LLC  
Universal Write Publications  
University of Pittsburgh

## EXHIBITOR HIGHLIGHTS

*(see Terms and Conditions for more detailed information)*

### On-Site Exhibitors in Minneapolis, Minnesota

On-Site Exhibitors will be located in a high traffic area of conference attendees. Exhibitors receive the following:

- Draped table and chairs based on level selected (see below)
- Exhibitor name badge(s) for each person who will staff the exhibit based on level selected (see below)
- Listing in the Conference Program
- Discounts on Program Sponsorship
- A complimentary Virtual Exhibitor listing (see Virtual Exhibitors section)



On-Site Exhibitor tables in 2021 in San Juan, Puerto Rico, 2022 in Las Vegas, Nevada and 2023 in Minneapolis, Minnesota.



### Virtual Exhibitors

All Exhibitors will be featured on the conference website and mobile app with the information below:

- Your name and logo (recommended dimensions (256px x 256px).
- A 250 word description of your company, institution, or organization.
- A link to your company's, institution's, or organization's website.
- The option to provide a discount code for conference attendees for use on your website.
- A maximum of two handouts with a 10 MB file size limit.
- A video embed (ideas include: author interviews, live author chats, product demos, etc.) (recommended format is a YouTube or Vimeo link).
- The option to add a virtual or live showcase (e.g., live author chats, product demo).
- Receive live chats or inquiries from attendees. All Exhibitors will also be featured in the ASHE Exhibitor email sent to the ASHE community.

### On-Site Schedule

Move-in:	Wednesday, November 20, 2024	7:00am-12:00pm (Tentative)
Move-out:	Saturday, November 23, 2024	4:00pm-7:00pm (Tentative)

The exhibit area will be open:

Wednesday, November 20, 2024 1:00pm-5:00pm (Pre-Conferences; Optional)  
Thursday, November 21 8:00am-4:00pm (General Conference)  
Friday, November 22 7:30am-4:00pm (General Conference)  
Saturday, November 23 8:00am-3:30pm (General Conference)

Within these limits, you are free to determine the hours during which your exhibit will actually be staffed.

A tentative schedule for the conference can be found at: <https://www.ashe.ws/schedule>.

### Deadline

The priority deadline for Exhibitors is 8/31/2024. Exhibitors registering after this date will be charged a \$100 late fee. After 9/30/2024, no additional Exhibitors will be accepted.

### Exhibitor Space, Staffing, & Rates

# of Tables	On-Site Conference Attendees*	Non-Profit Organizations	For Profit Companies
4	1	\$1,475	\$1,575
3	1	\$1,175	\$1,275
2	1	\$875	\$975
1	1	\$575	\$675
1	0	\$375	\$475
1 Virtual Booth	0	\$275	\$375

Additional attendees may be added for \$125 each.

**NOTE:** Exhibitor registration does not include conference registration or access to conference sessions

### Program Sponsorship Discount

Exhibitors with staffed tables are able to receive a 10% Program Sponsorship discount.

<u>Size</u>	<u>Width</u>	<u>Length</u>	<u>Amount</u>	<u>Discounted Amount</u>
Full Page	8"	9.750"	\$2,000	\$1,800
Half page	8"	4.845"	\$1,200	\$1,080
Quarter page	3.875"	4.875"	\$800	\$720

### Book Donations For Graduate Student Luncheon

There are over 2,000 members of the association, of whom about 40% are full-time graduate students undertaking master's or doctoral degrees in a range of areas including education and other social sciences. On Saturday of the Conference, ASHE Graduate Students are invited for a complimentary lunch and networking at our Graduate Student Luncheon. There are usually 125-200 attendees. If you wish to donate books to attendees, indicate your interest when you complete the "Exhibitor Registration" online.

### Hotel Accommodations

Discounted lodging arrangements at the conference headquarters hotel can be made directly with the host hotel through [www.ashe.ws/hotels](http://www.ashe.ws/hotels). ASHE highly encourages conference exhibitors to stay at the ASHE Conference hotel.

### Registration & Payment

To register and pay your Exhibitor fee, please visit [www.ashe.ws/sponsorsandexhibitors](http://www.ashe.ws/sponsorsandexhibitors).

### Cancellation

In normal instances, Exhibitor registrations are not transferable and not refundable. However, as detailed in the ASHE Conference Contingency Policy (<https://www.ashe.ws/contingencyplan>), if the conference were canceled or re-imagined, this may change. In all instances, ASHE is committed to recognizing the support of our exhibitors and maintaining a long-lasting relationship.

# ASHE CONFERENCE EXHIBITION TERMS AND CONDITIONS

Updated March 7, 2024

The following Terms and Conditions govern this contract ("Contract") between the Association for the Study of Higher Education (ASHE) Conference ("the Conference") and the Exhibitor.

1. **Acceptance.** Acceptance of this contract by the Conference is effective when ASHE receives an Exhibitor's registration form. ASHE reserves the absolute right to decline or reject any proposed Exhibitor whose products or services do not conform to the conference's published criteria or mission of the Association.
2. **Exhibition Dates, Location, and Times.** The Conference exhibits will be displayed at the Hilton Minneapolis. The tentative dates and times of the Exhibition are Wednesday, November 20-Saturday, November 23; final details will be provided no later than October 1, 2024.

While the Conference will use reasonable efforts to maintain the location, dates, times and floor plans of the Exhibition, the Conference reserves the right to change any of these at any time and for any reason whatsoever without liability.

Any property remaining in the hotel after 7:00pm Saturday, November 23, may be removed by ASHE. Exhibitors shall be responsible for all costs to remove and store such property. The Conference shall not be liable for any casualty, theft, damage, or other loss that may occur to such property during removal or storage.

3. **Staffing of Exhibitions.** Exhibitors should not pack, remove, or otherwise dismantle their booth prior to the close of the conference.
4. **Table Space Furnishings and Restrictions.** Each draped exhibition table measures 6' long x 30" wide and includes two chairs.

5. **Exhibitor Badges and Registration.** All representatives of Exhibitors must be registered with the Conference and wear Exhibitor badges at all times during the conference. Name tags will be provided for each person registered to staff the exhibit. Registration as an Exhibitor only entitles Exhibitor to the exhibit space. Exhibitors interested in attending the conference sessions must register for the conference separately.
  - a. **Code of Conduct.** Upon registration, each person signing up through an Exhibitor will be required to review and agree to the Conference's code of conduct. Each individual is responsible for understanding and upholding this code of conduct.
6. **AV Equipment Needs.** Parties interested in using audiovisual equipment should indicate so on their registration form or inform ASHE before 10/1/2024. ASHE will provide information for the conference AV vendor. Exhibitors are responsible for contracted AV rental fees.
7. **Table Assignment.** Table assignments will be made, with preference given to those Exhibitors who will be staffing their display. The Conference will make every effort to accommodate requests. Exhibitor tables will be labeled by 7:00 am on Wednesday, November 20, 2024.
8. **Shipping Instructions.** Shipping information to the hotel will be provided by October 1, 2024. All property shipped shall be at the sole risk and expense of the Exhibitor.

NOTE: Any books or materials shipped and used for unattended exhibition tables will be donated to the ASHE Graduate Student Luncheon or discarded. ASHE will not be responsible for shipping materials back to the Exhibitors.
9. **Promotional Materials and Marketing Activities.** Exhibitor agrees that the use and distribution of promotional materials at or around the conference area, in exhibit areas or in hotel areas immediately prior to and during the Conference, including, but not limited to flyers, circulars, and souvenirs, is subject to approval by the Conference and must be distributed within the limits of the Exhibitor's table space.
10. **Endorsements by the Conference.** Unless expressly indicated otherwise, the Conference does not endorse or assume responsibility for any Exhibitor and their products and services. Mere participation in the exhibition does not imply such endorsement. As such, Exhibitor understands and agrees that they may not advertise or otherwise represent that the Conference endorses its products and services unless such endorsement does in fact



exist. An endorsement by the Conference will only exist if there is writing explicitly indicating endorsement, signed by both parties.

11. **Exhibitor Property.** Neither the Conference, the conference facility, shall be liable for loss or damage to any Exhibitor property in storage, in transit to or from the exhibition building, or while in the Conference building or premises. All property of the Exhibitor shall be deemed to remain under the Exhibitor's custody and control in storage, in transit to or from, and within the confines of the Conference space even though it may at times be under the temporary control or direction of the Conference or the Conference Facility.
12. **Right to Eject Exhibitors.** Exhibitor understands and agrees that their attendance and participation at the exhibition must comply with all provisions of this Contract. If the Conference determines Exhibitor is in breach of this Contract, the Conference may terminate this Contract and eject Exhibitor from the show floor without a refund or liability to the Conference. Exhibitor understands that a condition of exhibiting is adhering to proper Exhibitor conduct at all times while participating in the show. Proper conduct includes, but is not limited to: Exhibitor staying within the confines of their designated table space and not walking the aisles or exhibit floor, occupying another Exhibitor's table, or distributing materials outside the designated table area. Such activity will be deemed improper conduct and will be grounds for the Exhibitor being removed from the exhibit floor at the Conference's sole discretion.
13. **Decorations.** The Conference reserves the right to approve and determine final placement, arrangement, and appearance of all exhibition decorations. The Conference is not responsible for any costs incurred by Exhibitor that may result from compliance with the Conference directives under this provision.
14. **Food.** Unless permission is received from the Conference and the Hotel's exclusive catering service, Exhibitors may not bring food into the exhibit hall area or the hotel.
15. **Damage to Conference Facility.** Exhibitor shall be responsible for all damage to the Conference Facility that is caused from Exhibitor's booth display or the acts and omissions of its representatives, agents, or contractors and will immediately reimburse the Conference for costs incurred as a result of such damage.

16. **Security.** Unattended booths will be monitored for minimum security. While general hotel security will be provided on a 24-hour basis, Conference will not assume any liability for damage, theft, or loss related to vendor materials or equipment.
17. **Cancellation.** Notice of exhibit cancellation must be received in writing by the Conference by October 1, 2024, in order to receive a refund of the Exhibitor total less \$100.
18. **Compliance with All Applicable Rules and Laws.** In addition to the provisions of this Contract, Exhibitor agrees to abide by all applicable rules, regulations, and state and local laws that may be applicable, including rules of the Conference Facility, health, fire, and safety regulations.
19. **Compliance with ASHE COVID Mitigation Policies.** Exhibitor agrees to abide by the ASHE COVID Mitigation policy available at [ashe.ws/covidmitigation](https://ashe.ws/covidmitigation)
20. **Severability.** If any provision or provisions of this Contract are held to be invalid, illegal, or unenforceable, the validity, legality, and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.
21. **Choice of Law.** This Contract will be construed under the laws of the State of Nevada.
22. **Entirety of Contract.** This Contract and all documents incorporated by reference constitute the entire agreement of the parties and may not be modified or amended in any respect whatsoever without the written consent of the Conference.
23. **Mediation.** The parties shall attempt in good faith to resolve any dispute arising out of or relating to the application/contract by mediation. The mediator will be selected by the parties by mutual agreement. In the event the parties cannot agree on a mediator, each party will name a mediation or alternative dispute resolution company and will instruct the representatives of the chosen companies to jointly recommend a neutral third party to act as mediator. In the event that the dispute remains unresolved after 90 days after appointment of a mediator, the parties shall submit the dispute to arbitration.
24. **Arbitration.** Any dispute, claim, or controversy in law or equity arising out of and between the parties to this application/contract shall be decided by arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association. In the event of arbitration, a three-person arbitration panel shall be appointed to settle the matter as

follows: each party shall choose a person to serve as an arbitrator and those two arbitrators shall mutually agree to a third person to act as an arbitrator. Judgment upon the award rendered by the arbitrators may be entered in any Court having jurisdiction thereof. All arbitration will be held in Las Vegas, Nevada. The substantially prevailing party, if any, and as determined by the arbitrator, shall be entitled to reasonable attorneys' fees.

25. **Insurance.** Exhibitor understands and agrees that neither the Conference nor the Conference Facility maintains insurance covering the Exhibitor's property and it is the sole responsibility of Exhibitor to obtain sufficient insurance coverage for such property.
26. **Outstanding debts.** All outstanding debts owed to the Conference must be paid prior to participation in the exhibition. If such debts remain unpaid at the time of the exhibition, the Conference reserves the right to exclude Exhibitor from the exhibition without liability. Failure of the Conference to exercise rights under this provision will not waive the Conference's right to full collection.
27. **Americans with Disabilities Act.** Exhibitor warrants that its planned exhibition design and use of table space at the Conference will be in compliance with the Americans with Disabilities Act ("ADA") and hereby accepts full responsibility for compliance with the ADA. Furthermore, Exhibitor will notify the Conference and the Conference Facility in writing of any disabled person(s) affiliated with the Exhibitor who may be attending the Conference and specify the special needs of such person should they exist. Such notice shall be given as soon as Exhibitor learns such person(s) will be attending the Conference.
28. **Indemnification; Limitations of Liability.** Exhibitor assumes full responsibility for the acts, omissions, and conduct of its representatives, agents and contractors and agrees to indemnify, hold harmless and defend the Conference, its officers and directors, employees, and agents from and against any and all claims, losses, damages, governmental fines or penalties, and costs or expenses, including court costs, interest and attorney fees of any kind whatsoever arising from such actors or omissions, and conduct, except to the extent that such claims, losses or damages are the direct result of the Conference's gross negligence or intentional acts. In any event, the Conference's liability to Exhibitor under this contract shall be limited to and not exceed the amount of table fees paid by Exhibitor.