



ASHE

ASSOCIATION FOR THE STUDY OF HIGHER EDUCATION

2021 Exhibitor Opportunities



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.

THE IMPACTS OF THE COVID-19 PANDEMIC

Until 2020, ASHE convened annually in person since 1976. In 2020, due to the COVID-19 pandemic, we hosted professional development events, pre-conferences, and the general conference virtually between September and December. Between the 17 events hosted in 2020, there was an 8% increase in attendance as compared to 2019, with 2,642 registrations. With all of these events, technology allowed the Association to remain true to our mission of understanding and promoting the scholarship of higher education.

For 2021, the General Conference will once again be in person on November 3-6, 2021 in San Juan, Puerto Rico. The Staff and Board of Directors continue to monitor local, national, and global regulations as we situate ourselves as visitors to Puerto Rico. The four Pre-Conferences and 12 Professional Development events will be virtually beginning in July and ending in December. The most up-to-date information can be found at www.ashe.ws/2021updates.

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 2020 in the virtual format. We are looking forward to your support once again this year, with both in-person and virtual options.

If you have questions about any of these opportunities, please contact ASHE Executive Director Dr. Jason P. Guilbeau at 702-895-2737 or jason@ashe.ws.

THANK YOU

We are grateful to our returning and new exhibitors who committed to the Association in 2020:



ACPA



Bay Path University



Brandon Juan Surtain



HigherEd Jobs



Johns Hopkins University Press



NACADA



National Center for Faculty Development
& Diversity



Palgrave Macmillan



Princeton University Press



StataCorp



Stylus Publishing



UMBC Bookstore



What's Your Super Power Anthology

EXHIBITOR HIGHLIGHTS

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

On-Site in San Juan, Puerto Rico

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
- Listing in the Conference Program
- Discounts on Program Sponsorship

Virtual

Exhibitors will be featured on the ASHE website with the following information:

- Your name, logo, and a 250 word description of your company, institution, or organization.
- A link to your company's, institution's, or organization's website or virtual store. In lieu of a virtual store, an exhibitor may also provide a discount code for conference attendees for their existing virtual store.
- A video embed (ideas include: author interviews, live author chats, etc.).
- All exhibitors will be featured in the ASHE Exhibitor email sent to the ASHE community.

Schedule

Move-in:	Wednesday, November 3, 2021	1:00pm-5:00pm (Tentative)
Move-out:	Saturday, November 21, 2020	4:00pm-7:00pm (Tentative)

The exhibit area will be open 8:30am-4:30pm on Thursday, Friday, and Saturday. 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: www.ashe.ws/schedule2021

Deadline

The priority deadline for Exhibitors is 8/31/2021. Exhibitors registering after this date will be charged a \$100 late fee. After 9/30/2021, no additional exhibitors will be accepted.

Exhibitor Space, Staffing, & Rates

# of Tables	Conference Attendees*	Non-Profit Organizations	For Profit Companies
4	1	\$1,400	\$1,500
3	1	\$1,100	\$1,200
2	1	\$800	\$900
1	1	\$500	\$600
1	0	\$300	\$400

Additional attendees may be added for \$100 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

On Saturday, we will be having our Graduate Student Luncheon. If you wish to donate, 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.

Registration & Payment

To register and pay your exhibitor fee, please visit 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/2020updates>), if the conference were canceled or re-imagined, this may change. In all instances, ASHE is committed to recognizing the support of our sponsors and maintaining a long-lasting relationship.

ASHE CONFERENCE EXHIBITION TERMS AND CONDITIONS

Updated May 3, 2021

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 Sheraton Puerto Rico Hotel and Casino. The tentative dates and times of the Exhibition are Thursday, November 4-Saturday, November 6, 2021 from 8:30am-4:30pm each day; final details will be provided no later than October 1, 2021.

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 PM Saturday, November 4, may be removed by ASHE. Exhibitor 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 are accompanied by two chairs and a wastebasket.
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. Nametags 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 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 10/1/2021. 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 12:00 PM on Wednesday, November 3, 2021.
8. **Shipping Instructions.** Shipping information to the hotel will be provided by October 1, 2021. 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 these 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, 2021**, 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. **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.
20. **Choice of Law.** This Contract will be construed under the laws of the State of Nevada.
21. **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.
22. **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.

23. **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.
24. **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.
25. **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.
26. **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.
27. **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.