

# EXHIBITOR, ADVERTISING, & SPONSORSHIP OPPORTUNITIES



43<sup>rd</sup> Annual ASHE Conference

Tampa, Florida

November 14-17, 2018

## **2018 ASHE Conference Tampa, Florida November 14-17, 2018**

Thank you for your interest in the 2018 ASHE Conference in Tampa! We are excited that you are looking for additional opportunities to participate in this year's conference. This booklet contains many options for promoting your organization, including advertising, exhibits, events, and sponsorships.

### **ABOUT US**

The Association for the Study of Higher Education (ASHE) is a scholarly society with nearly 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.

### **OUR CONFERENCE**

ASHE is holding its 43<sup>rd</sup> annual conference in Tampa, Florida November 14-17, 2018. Preconference sessions will be held on November 14-15. This year the conference is being held at the Tampa Marriott Riverside.

ASHE convenes annually as a community of scholars dedicated to the study of higher education. At least 1500 individuals representing institutions and organizations from all over the world are anticipated to attend our 2018 conference.

ASHE encourages research from scholars in higher education, allied professional areas such as public policy, disciplines such as sociology, political science, economics, or psychology, and from our colleagues at state and federal agencies and associations with direct scholarly interests in higher education issues.

If you have questions about any of these opportunities, please contact the ASHE office at 702-895-2737 or email [ashe@unlv.edu](mailto:ashe@unlv.edu). We look forward to seeing you in Tampa, Florida November 14-17, 2018!

[www.ASHE.ws](http://www.ASHE.ws)

**Join us in Tampa!**

**A**dvertise

Reach 1500+ attendees in our conference program

**S**ponsor

Maximize sponsorship visibility at the Silver, Gold or Platinum level

**H**ost

Connect, recruit, and collaborate by hosting your meeting or reception at ASHE

**E**xhibit

Reserve your exhibit space to reach faculty, administrators, graduate students, and more

## 2018 ASHE CONFERENCE EXHIBITOR OPPORTUNITIES

			Regular Rate Deadline 8/31/18		Last Minute Rate (9/1/18-10/8/18)	
Representation	# of Tables	Conference Attendees	Cost Non-Profits (NP)	Cost For Profits (FP)	Regular Rate +\$100	
					NP	FP
Staffed	4	2	\$1,500	\$1,600	\$1,600	\$1,700
Staffed	4	1	\$1,400	\$1,500	\$1,500	\$1,600
Staffed	3	2	\$1,200	\$1,300	\$1,300	\$1,400
Staffed	3	1	\$1,100	\$1,200	\$1,200	\$1,300
Staffed	2	2	\$900	\$1,000	\$1,000	\$1,100
Staffed	2	1	\$800	\$900	\$900	\$1,000
Staffed	1	2	\$600	\$700	\$700	\$800
Staffed	1	1	\$500	\$600	\$600	\$700
Unstaffed	1	0	\$300	\$400	\$400	\$500

**ADDITIONAL ATTENDEES:** Attendees above the 2 provided (as listed above) can be added for an additional \$75 each.

Exhibitors will be located in a high traffic area for conference attendees at the Marriott Marquis Houston. Exhibiting at the ASHE Annual Conference includes the following:

- One draped table with two (2) chairs located in a high traffic area
- Name badges for each person who will staff the exhibit
- Announcement on flyers & brochures pertaining to the ASHE conference
- Listing in the Conference Program (Book donors will appear in bold text)

**SCHEDULE:** The exhibit area will be open during the following hours: Thursday, 12 PM – 5 PM; Friday, 8 AM – 5 PM; Saturday, 8 AM – 5 PM. Within these limits, you are free to determine the hours during which your exhibit will actually be staffed. Move in and move out times will be available closer to the date of the conference.

**SPACE ASSIGNMENT:** Space assignments will be made in the order in which completed forms and payment are received, with preference given to those exhibitors who will be attending the conference to staff their display.

**EXHIBITS:** Exhibitors will supply and be responsible for display materials or equipment

- Exhibits that are not staffed may share space with other un-staffed exhibits
- Appropriate signage will be provided to identify sponsors

**HOTEL ACCOMMODATIONS:**

Lodging arrangements need to be made directly with the Tampa Marriott Riverside. Visit the link from our [website](#).

**AV EQUIPMENT NEEDS:** Parties interested in using audiovisual equipment must inform the ASHE office and pay for the contracted AV rental fees.

**SECURITY:** Unattended booths will be monitored for minimum security. While reasonable security will be provided on a 24-hour basis, ASHE will not assume any liability for damage, theft or loss related to vendor materials or equipment.

**SHIPPING MATERIALS TO HOTEL:** Exhibitors will be responsible for arranging and paying for shipping costs of materials and/or equipment to and from the Tampa Marriott Riverside. Complete shipping instructions will be sent to you closer to the date of the conference.

**BOOK DONATIONS:** On Saturday, we will be having our Graduate Student Luncheon. Publishers in the past have donated their display books to be raffled off as door-prizes. The graduate students are typically pleased with a chance to win a free book and it saves the publishers the hassle of getting the books shipped back to them. If you wish to participate, indicate your interest when you complete the "Exhibitor Registration" online.

**PAYMENT TERMS:** Payment must accompany registration. Checks and credit cards are acceptable. **The new online registration system requires payment by credit card. If you wish to pay by check, please contact [Holly Schneider](#), ASHE Director of Conference and Events.**

**CANCELLATION:** Notice of exhibit cancellation must be received in writing by the [ASHE Executive office](#) by October 5, 2018, in order to receive a refund of the exhibitor total less \$75.

**REGISTRATION:** To register and pay exhibitor fees for the 2018 Annual ASHE Conference please click on the registration link below. Lock in the regular registration rate by registering before September 1, 2018. *\*If the individual submitting registration is currently an ASHE member, please select the "Member Exhibitor Registration" button, otherwise all other individuals should select "Non Member Exhibitor Registration."*

[Exhibitor Registration](#)

## ADVERTISING OPPORTUNITIES

### CONFERENCE PROGRAM

The conference program will be distributed to attendees of the ASHE conference. Advertising in the program is the best way to ensure maximum exposure for your products, services, and educational opportunities. All advertisements are printed in black and white.

### MECHANICAL REQUIREMENTS

Advertisements must be in a digital format (.jpg, .tif, .pdf) with a minimum 300 dpi. Artwork submissions should be made via email to [ASHE@unlv.edu](mailto:ASHE@unlv.edu) no later than **September 7, 2018**.

### AD SIZES/COSTS

Full page	8 (width)	x	9.750 (height)	\$4000
Half page	8 (width)	x	4.845 (height)	\$2000
Quarter page	3.875 (width)	x	4.875 (height)	\$1000

### ATTENDEE MAILING LIST

Over 1500 faculty members, graduate students, researchers, and other higher education stakeholders are expected to attend the 2018 conference in Houston. You can reach out to your audience prior to the conference by renting the mailing list of ASHE members.

The mailing list of physical addresses will be provided electronically via email. Please allow 5-7 days for processing and delivery.

### COSTS

Commercial/For-Profits	\$500
Non-Profits	\$300

For program advertising, advertiser registration (click link below) and payment must be received in the ASHE office by *September 3, 2018*. *Artwork must be received by September 10, 2018*. Membership mailing lists can be purchased at any time. **The new online registration system requires payment by credit card. If you wish to pay by check, please contact [Holly Schneider](#) ASHE Director of Conference and Events. *\*If the individual submitting registration is currently an ASHE member, please select the "Member Advertiser Registration" button, otherwise all other individuals should select "Non Member Advertiser Registration."***

[Advertiser Registration](#)

## 2018 ASHE Conference Sponsorship Opportunities

Sponsorship levels start at \$500, and can be applied to any event/item listed on the following pages even if the listed sponsorship fee is greater than the sponsor amount. Sponsors may also elect to allocate sponsorship funds to more than one pre-conference or general conference event/item.

Level	Amount	Sponsor Benefits
<b>Platinum</b>	\$10,000 +	<ul style="list-style-type: none"> <li>• Full page ad/announcement in conference program*</li> <li>• Conference registration for 2 attendees</li> <li>• Sponsor signage (produced by ASHE)</li> <li>• Listing on ASHE web site along with logo</li> <li>• ASHE member mailing list</li> </ul>
<b>Gold</b>	\$5,000 – 9,999	<ul style="list-style-type: none"> <li>• Half page ad/announcement in conference program*</li> <li>• Conference registration for 1 attendee</li> <li>• Sponsor signage (produced by ASHE)</li> <li>• Listing on ASHE web site along with logo</li> <li>• ASHE member mailing list</li> </ul>
<b>Silver</b>	\$2,000 – 4,999	<ul style="list-style-type: none"> <li>• Quarter page ad/announcement in conference program*</li> <li>• Conference Registration for 1 attendee</li> <li>• Recognition on ASHE web site and conference program*</li> </ul>
<b>Basic</b>	\$500 – 1,999	<ul style="list-style-type: none"> <li>• Recognition on ASHE website</li> </ul>

*\*Recognition and advertisements in the conference program cannot be guaranteed for sponsor registrations received after September 3, 2018.*

ASHE Pre-Conference Events & Items			
Event/Item	Sponsorship Fee	Anticipated Participation	Day of Pre-Conference
<b>Joint Pre-conference Reception</b> ❖ Hors d' oeuvres (per 100 pieces) ❖ Reception stations (per 100 people) ❖ Hosted Bar (per 100 people)	Itemized amounts ❖ \$1,000 ❖ \$1,000 - \$5,000+ ❖ \$1,250+	400+	1 <sup>st</sup>
<b>Council for the Advancement of Higher Education (CAHEP) Programs</b> ❖ Business Meeting/Coffee Break ❖ Meeting room AV/technology <b>CAHEP Early Career Faculty Workshop</b> ❖ Snack Break ❖ Dinner ❖ Meeting room AV/technology	Itemized amounts ❖ \$1,000+ ❖ \$500 ❖ \$1,000 ❖ \$1,500 ❖ \$1,000+	50	2 <sup>nd</sup>  1 <sup>st</sup>
<b>Council on International Higher Education (CIHE)</b> ❖ Breakfast (Day 1) ❖ Breakfast (Day 2) ❖ Meeting room AV/technology ❖ Business Meeting/Snack Break ❖ Poster boards	Itemized amounts ❖ \$5,000 ❖ \$5,000 ❖ \$2,000+ ❖ \$2,000+ ❖ \$500	125	1 <sup>st</sup> & 2 <sup>nd</sup>
<b>Council on Ethnic Participation (CEP)</b> ❖ Breakfast (Day 1) ❖ Breakfast (Day 2) ❖ Business Meeting/Awards Reception (Day 1) ❖ Meeting room AV/technology	Itemized amounts ❖ \$5,000+ ❖ \$5,000+ ❖ \$3,500 ❖ \$2,500+	200	1 <sup>st</sup> & 2 <sup>nd</sup>
<b>Council on Public Policy in Higher Education</b> ❖ Breakfast (Day 1) ❖ Breakfast (Day 2) ❖ Business Meeting/Snack Break (Day 1) ❖ Meeting room AV/technology	Itemized amounts ❖ \$5,000 ❖ \$5,000 ❖ \$3,500 ❖ \$1,500+	125	1 <sup>st</sup> & 2 <sup>nd</sup>
<b>Graduate Student Policy Seminar</b> ❖ Snack break (Day 1) ❖ Dinner (Day 1) ❖ Breakfast (Day 2) ❖ Meeting room AV/technology	Itemized amounts ❖ \$1,000 ❖ \$2,500 ❖ \$2,500 ❖ \$1,500	45	1 <sup>st</sup> & 2 <sup>nd</sup>



ASHE General Conference Events & Items			
Event/Item	Sponsorship Fee	Anticipated Participation	Day of General Conference
<b>General Conference Sponsor (non-designated)</b>	❖ \$500 - \$10,000+	1600+	All
<b>ASHE Welcome Reception</b>	❖ \$20,000	1000+	1 <sup>st</sup>
<b>Coffee Breaks (5 total breaks)</b>	❖ \$8,000 per coffee break	700 each	1 – 1 <sup>st</sup> day 2 – 2 <sup>nd</sup> day 2 – 3 <sup>rd</sup> day
<b>Awards Ceremony</b>	Itemized amounts	600	2 <sup>nd</sup>
Champagne & Juice	❖ \$5,000		
Desserts	❖ \$5,000		
Awards Videos	❖ \$5,500		
Awards/Plaques	❖ \$2,500		
Dissertation of the Year Award	❖ \$3,000		
Keynote Address (2 addresses)	❖ \$10,000 per keynote	500 each	1 <sup>st</sup> & 2 <sup>nd</sup>
Newcomers Luncheon	❖ \$10,000	300	1 <sup>st</sup>
Graduate Student Luncheon	❖ \$10,000	125	3 <sup>rd</sup>
ASHE Community Meeting Reception	❖ \$3,000	125	3 <sup>rd</sup>
ASHE Dash	❖ \$5,000	80	3 <sup>rd</sup>
Nametag Lanyard	❖ \$3,000	1500+	All
Promotional Items	❖ \$5,000	1500+	All
Past-President Luncheon	❖ \$3,000	30	2 <sup>nd</sup>

### COMPLETING SPONSOR REGISTRATION

When making your sponsorship selection in the Sponsorship Registration, please be sure to choose your sponsorship level and check the Event/Items on the list that you wish to sponsor.

To register and submit payment of sponsorship, please click the registration link below. *\*If the individual submitting registration is currently an ASHE member, please select the "Member Sponsor Registration" button, otherwise all other individuals should select "Non-Member Sponsor Registration."*

[Sponsor Registration](#)

## ATTENDEE INFORMATION

If your sponsorship level includes a conference attendee or two, please be sure to include their name(s) in the Sponsorship Registration.

## PAYMENT TERMS

Payment must accompany registration. Checks and credit cards are acceptable. **Please note: the new registration system requires payment by credit card. Current ASHE members completing the Sponsor Registration may elect to be invoiced and send payment by check. If you are not an ASHE member and wish to pay by check, please contact [Holly Schneider](#), ASHE Director of Conference and Events.**

## CANCELLATION

Notice of cancellation must be received in writing by the ASHE Executive office no later than **September 7, 2018**. A \$75 cancellation fee will be assessed to cover the cost of program changes. Once the conference program is printed with your event sponsorship noted, no refunds will be granted.

## MEETING/RECEPTION SPACE

There are numerous opportunities available during the ASHE Conference to hold a meeting for your organization or host a reception. In order to meet our obligations with the Tampa Marriott Riverside, we appreciate you working with the ASHE office in securing rooms, refreshments, and any other needs that may arise. Space will be assigned on a first-come, first-serve basis, and priority will be given to ASHE committees and editorial boards conducting ASHE business.



To streamline the process of meeting room reservations, **please register no later than October 5, 2018** through our online form (registration link below). Once the form is received, we will send you an electronic copy of the Marriott banquet menu, from which food, A/V, and incidentals will be selected. We will also forward you a contact at the hotel for placing banquet orders.

Following the conference, the Marriott will send you an invoice for your organization's costs. Your acceptance of the terms in the online registration form indicates that you are aware your organization will be held responsible for your meeting or reception costs, including food, beverage, A/V, and other incidentals.

## Meeting & Reception Registration

The website of the Tampa Marriott Riverside has additional information regarding their meeting space including floor plans, capacities, etc. The website can be accessed at the following link:

<http://www.marriott.com/hotels/event-planning/business-meeting/tpamc-tampa-marriott-waterside-hotel-and-marina/>