



Corporate Partnership Opportunities

AASCU's Annual Meeting will be virtual this year! Our corporate sponsors and partners play an essential role in this meeting, bringing our membership innovative solutions for the most pressing challenges in higher education. The COVID-19 pandemic has accelerated that need, forcing institutions to rethink their business model, restructure campus life, and revolutionize teaching. Sponsors and partners will have the opportunity to provide learning content for this event through exhibits, concurrent session sponsorship, and networking events. The ideas and new technology that sponsors and partners offer may make the difference in our ability to deliver high-quality, low-cost education to the 3 million students we serve.

The 2020 VIRTUAL Annual Meeting is open to AASCU presidents and chancellors as well as members of the president/chancellor's cabinet, such as provosts, enrollment officers, finance administrators, and chief strategy officers. Cabinet members are encouraged to participate in all plenary sessions, including some breakout sessions designed specifically for presidents and members of their cabinet. We look forward to working with our corporate partners to provide content relevant to all registrants.

Virtual Meeting Platform Sponsorship (One Opportunity)

- Corporate logo on the splash page and footer of Socio, the virtual meeting mobile platform.
- Placement of your organization's description and logo on Socio, the conference website, and the AASCU [program sponsors](#) webpage.
- Exclusive banner ad on Socio with a company logo that redirects to the sponsor's website.
- Attendee call to action. Attendees can request follow up or schedule a meeting with sponsors within the mobile app/virtual meeting platform.
- Option to participate in the virtual exhibit hall. Sponsor profiles can include a company logo, description, website, social media accounts, document attachments, external videos, a demo request button, and contact information.
- Complimentary registration for two (2) people, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Option to upload a customized wall post, which can include a company logo and brief message.
- Inclusion of sponsorship in a report to the AASCU Board of Directors.
- Advance information on Annual Meeting registrants. AASCU will provide the list and usage guidelines approximately two weeks prior to the conference.
- Recognition in the meeting's digital program.

Sponsorship opportunity: \$5,000

Virtual Meeting Exhibit Sponsorship Benefits

- Virtual exhibit space in the exhibit hall, which will be accessible to attendees 24/7 for one year. Sponsor profiles can include a company logo, description, website, social media accounts, document attachments, external videos, a demo request button, and contact information.
- Special exhibit hours and a one-hour “business exchange” in which attendees and exhibitors are matched for short meetings at your virtual booth.
- Attendee call to action. Attendees can request follow up or schedule a meeting with sponsors within the mobile app/virtual meeting platform.
- Complimentary registration for one (1) person, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Placement of your organization’s description and logo on the conference website and on AASCU’s [program sponsors](#) webpage.
- Option to upload a customized wall post, which can include a sponsor logo and a message.
- Advance information on Annual Meeting registrants. AASCU will provide the registration list and usage guidelines approximately two weeks prior to the conference.
- Post-event data report on attendee engagement, number of attendees who visit the exhibit and engage with sponsor profile links, and survey results.
- Recognition/acknowledgment of sponsorship at a major gathering of attendees.
- Banner ad with company logo on Socio.
- Recognition in the meeting’s digital program.

Sponsorship opportunity: \$2,500

Pre-Conference Seminar (One Opportunity) **SOLD**

Friday, October 23

- Opportunity to host an exclusive pre-conference seminar for an invited guest list on Friday, October 23. AASCU institution presidents should be included in the seminar as co-presenters or panelists. An outline of program content, format and presentation materials must be reviewed by AASCU prior to the meeting. AASCU will provide the virtual event platform, publicity and logistics coordination.
- Complimentary registration for two (2) people to the Annual Meeting, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Placement of your organization’s description and logo on the mobile app, the conference website, and AASCU’s [program sponsors](#) webpage.
- Inclusion of sponsorship in a report to the AASCU Board of Directors.
- Advance information on Annual Meeting registrants. AASCU will provide the list and usage guidelines approximately two weeks prior to the conference.
- Banner ad on the mobile app/virtual meeting platform that redirects to the sponsor’s website.
- Sponsor push notifications in the virtual meeting platform to allow for preapproved sponsor messaging, which can be sent either to all attendees or to specific groups.
- Option to upload a customized wall post, which can include a company logo and a message.
- Option to use a virtual background during your session, featuring a company name and logo.
- Recognition in the meeting’s digital program.

Sponsorship opportunity: \$10,000

Concurrent Thought Leader Sessions (Six Opportunities, Two Remaining)

- Opportunity to present a live thought leadership session in collaboration with an AASCU institution and, upon approval of content, to be hosted on the sponsor's platform.
- Complimentary registration for two (2) people to the Annual Meeting, including access to all sessions and events. Reduced registration fee for additional sponsor staff.
- Placement of the sponsor's description and logo on the conference website, rotating banner, and on AASCU's [program sponsors](#) webpage.
- AASCU social media coverage of the session.
- Option to participate in the virtual exhibit hall. Sponsor profiles can include a company logo, description, website, social media accounts, document attachments, external videos, a demo request button, and contact information, which will be internally linked to sponsored sessions.
- Attendee call to action. Attendees can request follow up or schedule a meeting with sponsors within the mobile app/virtual meeting platform.
- Exclusive banner on the virtual meeting platform that redirects to the sponsor's website.
- Sponsor push notifications in the virtual meeting platform allow for preapproved sponsor messaging, which can be sent either to all attendees or to specific groups.
- Option to upload one customized wall post, which can include a sponsor logo and message.
- Option to use a virtual background during your session, featuring your company name and logo.
- Advance information on Annual Meeting registrants. AASCU will provide the list and usage guidelines approximately two weeks prior to the conference.
- Post-event data report on attendee engagement, number of attendees who visit your exhibit and engage with sponsor profile links, and survey results.
- Recognition/acknowledgment of sponsorship at a major gathering of attendees.
- Recognition in the meeting's digital program.

Sponsorship opportunity: \$9,000

Plenary Sessions (Two Opportunities)

Monday, October 26 and Tuesday, October 27

- Opportunity to support the opening plenary session.
- Opportunity to make brief opening remarks before the speaker.
- Complimentary registration for two (2) people to the Annual Meeting, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Placement of the organization's description and logo on electronic signage, the mobile app, the conference website and on AASCU's [program sponsors](#) webpage.
- Inclusion of sponsorship in a report to the AASCU Board of Directors.
- Advance information on Annual Meeting registrants. AASCU will provide the list and usage guidelines approximately two weeks prior to the conference.
- Recognition in the meeting's digital program.

Sponsorship opportunity: \$7,500

Closing General Session and Keynote Speaker

Wednesday, October 28

- Opportunity to support the closing session and keynote speaker.
- Opportunity to make brief opening remarks before the session.
- Complimentary registration for two (2) people to the Annual Meeting, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Placement of the organization's description and logo on print and electronic signage, the mobile app, the conference website, and on AASCU's [program sponsors](#) webpage.
- Inclusion of sponsorship in a report to the AASCU Board of Directors.
- Advance information on Annual Meeting registrants. AASCU will provide the list and usage guidelines approximately two weeks prior to the conference.
- Recognition in the meeting's digital program.

Sponsorship opportunity: \$12,500

Opening Virtual Reception

Monday, October 26, 5–5:45 p.m.

- Recognition as the virtual reception sponsor and opportunity to help select a reception networking and social theme such as:
 - Appearance by a guest chef
 - Presentation by a mixologist
 - Wine tasting lesson
- Opportunity to send special items to attendees.
- Speakers, special gifts, and perks for attendees at the expense of the sponsor.

Sponsorship opportunity: \$6,000

Virtual Café and Meet and Greet

Tuesday, October 27, 5:30–6:15 p.m.

- Recognition as the virtual reception sponsor and opportunity to help select a reception networking and social theme such as:
 - Appearance by a guest chef
 - Presentation by a mixologist
 - Wine tasting lesson
- Opportunity to send special items to attendees.
- Speakers, special gifts, and perks for attendees at the expense of the sponsor.

Sponsorship opportunity: \$6,000

Hospitality Break

Wednesday, October 28, 4:15 p.m.

- Recognition as the sponsor of a 15-minute hospitality break before the closing plenary session.
- Opportunity to help select a networking and social theme.

Sponsorship opportunity: \$1,500