



# Sponsorship & Exhibit Prospectus

October 27-29, 2024 | Anaheim Marriott Hotel, Anaheim, California



# Connect & Engage:



Welcome to the premier event in sustainability education! Join us for the highly anticipated AASHE 2024 Conference and Expo, October 27-29 in Anaheim, California. With approximately 1,500 attendees from around the world, this dynamic gathering offers unmatched opportunities for exchanging insights and driving sustainability initiatives in higher education.

For sponsors and exhibitors, our conference provides a prime opportunity to position your brand at the forefront of the sustainability movement. Gain exposure to key decision-makers, thought leaders, and influencers seeking innovative solutions to propel their sustainability agendas forward. Whether you're unveiling cutting-edge products, showcasing sustainable practices, or offering strategic services, the AASHE conference serves as the ideal arena to amplify your message.

## What's New in 2024

AASHE has carefully considered the feedback received from last year's exhibitors and is pleased to introduce a range of new opportunities to enhance attendee time and engagement within the exhibit hall. These initiatives include:

- **The Solutions Stage:** Previously known as our "Exhibit Theater", these sessions located within the Exhibit Hall provide you with a thought leadership opportunity. You'll be able to present your products and services with attendees through engaging 20-minute onstage presentations. Located within the expo hall, this is a prime opportunity for exhibitors to showcase their thought leadership.
- **Lunch in the Expo Hall:** On Monday and Tuesday, attendees will have the convenience of enjoying lunch within the Expo Hall, fostering networking opportunities and maximizing time spent within the exhibit area.
- **Extension of the Opening Reception:** The duration of the Opening Reception in the exhibit hall will be extended to 1.5 hours, allowing for enhanced networking and engagement opportunities among exhibitors and attendees.
- **Attendee Incentives to Visit the Expo:** Each exhibitor will receive a tent card with a QR code that attendees can scan to earn points for conference prizes. Photo contests will also engage attendees, encouraging interaction with exhibit tables.
- **Expanded Exhibit Space:** In response to exhibitor feedback, we've expanded the exhibit hall this year, providing more space for showcasing products and engaging with attendees.

**Conference Venue:** Anaheim Marriott Hotel,  
700 W Convention Way, Anaheim, CA 92802

**Expo Hall Location:**  
Marquis Ballroom

# Conference Schedule

## Sunday, Oct. 27, 2024

9:00 a.m. – 6:30 p.m.	Attendee Registration
12:00 p.m. – 3:30 p.m.	Exhibitor Installation
3:00 p.m. – 3:45 p.m.	Networking Meetings
4:00 p.m. – 5:30 p.m.	Opening Program & Keynote
5:30 p.m. – 7:00 p.m.	Expo Hall Opening & Reception

## Monday, Oct. 28, 2024

7:30 a.m. – 6:00 p.m.	Registration Open
9:00 a.m. – 9:45 a.m.	Networking Meetings
10:00 a.m. – 12:00 p.m.	Breakout Sessions
10:00 a.m. – 4:30 p.m.	Expo Hall
12:00 p.m. – 1:45 p.m.	Lunch & Learn with Exhibitors
	Solutions Stage
	12:30 p.m.   12:55 p.m.   1:20 p.m.
2:00 p.m. – 3:00 p.m.	Keynote
3:00 p.m. – 5:00 p.m.	Breakout Sessions
5:00 p.m. – 6:00 p.m.	Networking Meetings
6:00 p.m.	Sponsored Receptions (Offsite)

## Tuesday, Oct. 29, 2024

7:30 a.m. – 4:00 p.m.	Attendee Registration
8:00 a.m. – 8:45 a.m.	AASHE Members Meeting
9:00 a.m. – 9:45 a.m.	Networking Meetings
10:00 a.m. – 12:00 p.m.	Breakout Sessions
10:00 a.m. – 2:00 p.m.	Expo Hall
12:00 p.m. – 1:45 p.m.	Lunch & Learn with Exhibitors
	Solutions Stage
	12:30 p.m.   12:55 p.m.   1:20 p.m.
2:00 p.m. – 3:30 p.m.	Exhibitor Dismantle
2:00 p.m. – 4:00 p.m.	Breakout Sessions
4:00 p.m. – 5:00 p.m.	Keynote

*\*This is a developing schedule and is subject to change.*

# Important Deadlines

July 31, 2024	Last day for Early Bird rates for Exhibitors
August 30, 2024	Deadline for Sponsored Receptions Submission
August 30, 2024	Sponsorship & Exhibit Packages Increase by 20%
September 15, 2024	Last day for Standard rates for Exhibitors
September 30, 2024	Deadline for Non-Member Companies to Join AASHE & Receive the Member Rate on Sponsor & Exhibitor Packages <i>*You must become a member first.</i>
October 6, 2024	Deadline for Sponsor & Exhibitor Sign Ups
October 11, 2024	<ul style="list-style-type: none"> <li>• Deadline to order catering for your tabletop</li> <li>• Deadline to order electricity for your tabletop</li> </ul> <i>*Ordering forms available in the onboarding instructions.</i>
October 22, 2024	First day packages can be received by the Anaheim Marriott
October 26, 2024	Last day packages can be received by the Anaheim Marriott

*“Attending AASHE was an amazing opportunity to connect with university advocates of Sustainability. Our small company will surely benefit from connecting with officials interested in making positive change on their campuses!”*

–Kathleen Hallal, Contact Organics Bioherbicide, 2023 Conference Exhibitor

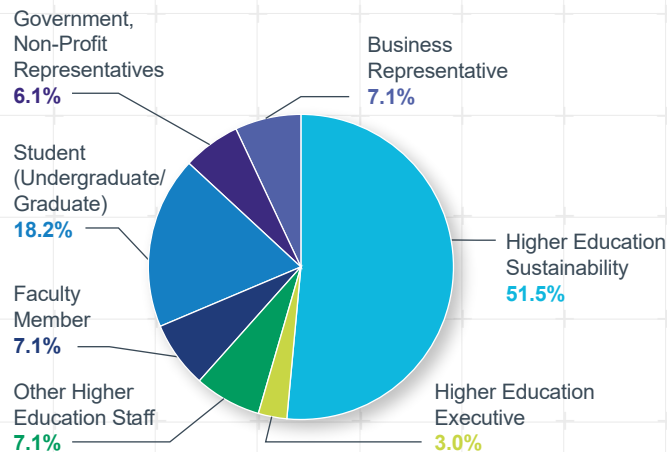
# Who Attends the Expo?

Attendees from 13 countries participated in last year's AASHE Conference & Expo!

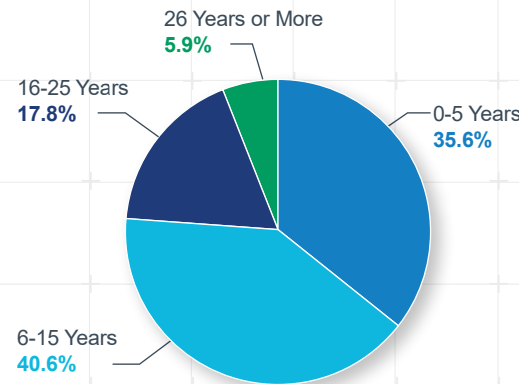


★ 296 Higher Education Institutions & Non-profit Organizations Attended the AASHE 2023 Conference and Expo ★

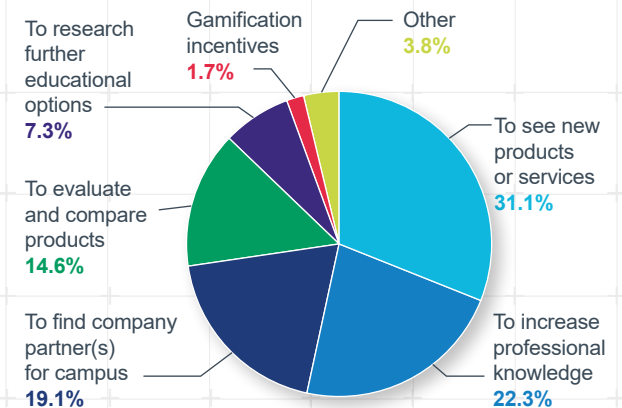
## Position / Role



## Career Experience



## Reasons Attendees Visit the Expo Hall



*"The AASHE conference was a great way for us to engage with a key target audience for: those working in sustainability in higher ed. The conference was set up so that there were multiple incentives for attendees to visit the Expo Hall, and we had a lot of traffic to our booth. It's not often at a conference that we say "those were exactly the right people we needed to meet," but that was the case at the AASHE event."*

—Allison Rabschnuk, FreightFarm, 2023 Conference Exhibitor

# Sponsorship Opportunities

Named Sponsorships	Diamond	Platinum	Gold
Price thru Aug 30, 2024	\$30,000	\$20,000	\$10,000
<b>Thought Leadership</b>			
<b>Session Presentation</b> Capture attendee mindshare by presenting your sustainability success story! A written proposal is required, and the content is subject to approval.	●	●	
<b>Post-Conference Webinar</b> The webinar will be presented in the calendar year after the conference.			●
<b>Exhibit Table</b>			
One 6ft tabletop exhibit space in a premium location with an identification sign.	●	●	●
Lead retrieval system credentials for capturing qualified sales leads in real-time.	15	10	5
<b>Registration &amp; Participation</b>			
<b>Full Conference Passes</b> Includes access to all keynotes, educational sessions, and attendee meal functions.	15	10	5
VIP Keynote reserved seating	15	10	5
<b>Brand Promotion</b>			
<b>Sponsored Reception Promotion</b> Host an evening reception on Monday, 10/28 and we'll promote it in the official conference schedule. The sponsor incurs all logistical expenses for the event.	●	●	●
<b>Branded Opening Reception Sponsor</b> The Opening Reception signals the conference start, drawing a large, engaged audience. Diamond sponsors enjoy prime recognition in Expo Hall communications and signage.	●		
<b>Marketing</b>			
Prominent exposure on #AASHE24 website and in mobile app	●	●	●
Logo and 100-word pitch in pre-conference attendee newsletter	●	●	●
Direct pre-conference email to attendees	1	1	
Recognition on conference signage and Keynote commercials	Logo	Logo	Logo
Push notifications on the conference mobile app	2	1	
Social media mentions	4	3	2

\*The availability of certain benefits is contingent upon the timing of your sponsorship registration and payment.



Act fast to make the most of these perks!

# Exhibit Opportunities

Unlock the best rates by becoming an AASHE member today!

Maximize your presence at the AASHE 2024 Conference & Expo with our convenient tabletop exhibit option, strategically designed to enhance your visibility without the complexity of a full-scale booth. Engage directly with influential higher-ed sustainability decision-makers in a dedicated space amidst the conference buzz. This streamlined approach saves time and resources, ensuring your brand remains in attendees' minds. Seize the opportunity to leave a lasting impression while benefiting from the flexibility and convenience of a tailored tabletop exhibit, maximizing visibility and fostering valuable connections at this premier event.

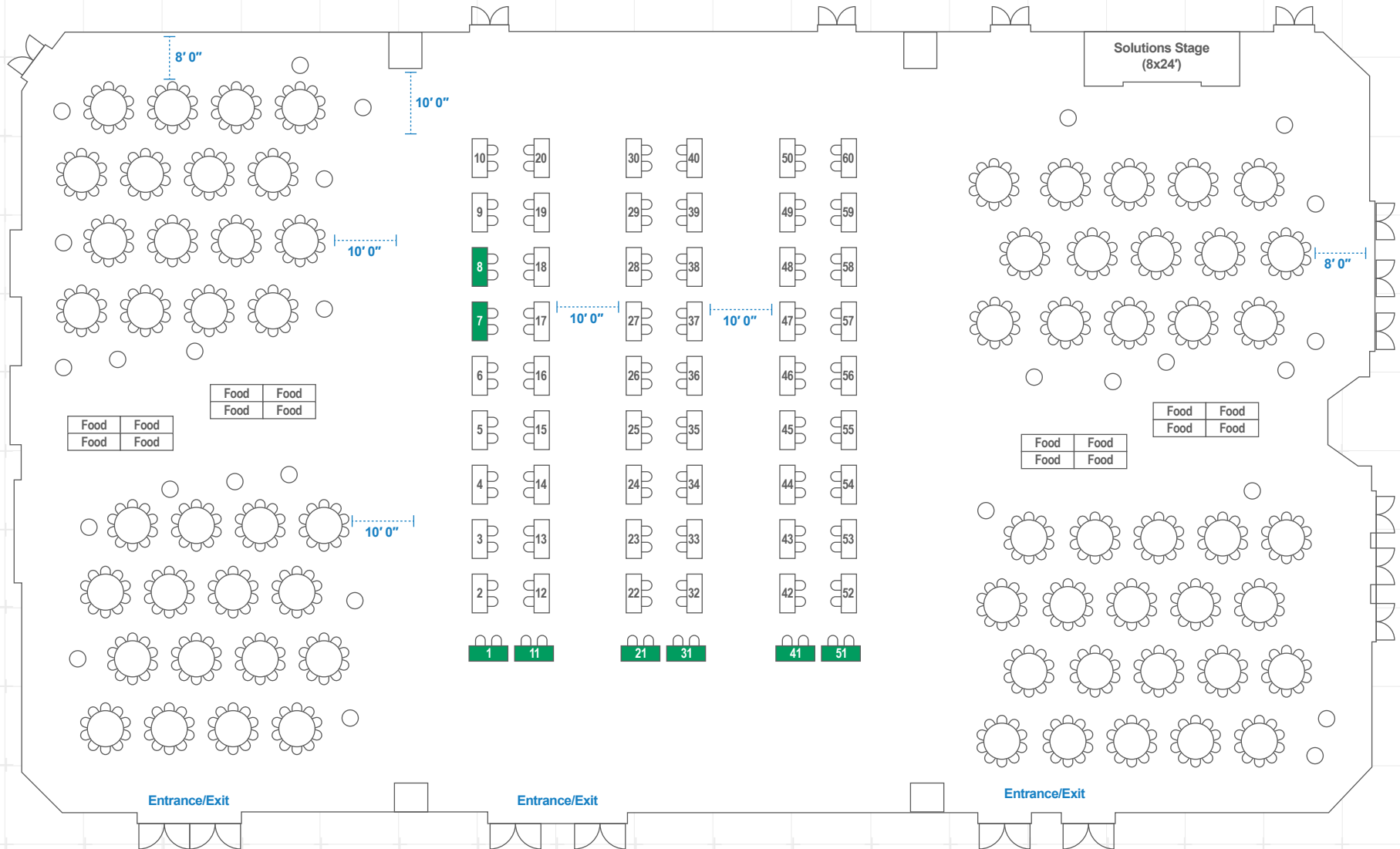
Exhibit Tables	Early Bird	Standard	Just-in-Time
	May 1 - Jul 31	Aug 1 - Sep 15	Sep 16 - Oct 6
Member Business	\$2,500	\$2,800	\$3,300
Non-Member Business	\$3,000	\$3,300	\$3,800
Member Nonprofit*	\$1,800	\$2,100	\$2,600
Non-Member Nonprofit*	\$2,200	\$2,500	\$3,000
Lead Retrieval (per device)	\$300	\$300	\$300

## All Exhibit Packages Include:

- ✓ A dedicated, **6ft draped tabletop** exhibit space for talking with prospective clients and displaying your branded materials.
- ✓ Your organization will receive two (2) complimentary registration passes to attend the Keynotes, Educational Sessions, and attendee meal functions. You may also purchase three additional passes at the special Exhibitor Rate of \$600.
- ✓ Opportunity to host a Sponsored Reception—Host an evening reception on Monday, 10/28, for attendees, and we'll promote it and include it on the conference schedule. The sponsor incurs all logistical expenses for the event.
- ✓ Visibility within the mobile app so attendees know you are present and ready to solve their sustainability challenges!
- ✓ Your business name and a 25-word description on the exhibitor section of the conference website.
- ✓ Exhibitor recognition ribbons for staff
- ✓ Exhibitors are eligible to purchase Extra Promotional Opportunities (listed below)

# Expo Hall Floor Plan

- Ceiling height is 20 ft.
- Tables are 6' x 2.5' and daped in white.
- The Expo Hall is carpeted (tan/brown).



10 Feet

  Reserved for Sponsors

**#AASHE24 Expo Hall**  
Marquis Ballroom, Anaheim Marriott

# Solutions Stage

**NEW**

## Solutions Stage (limited availability) \$1,500

Present your innovations on the Solutions Stage for maximum exposure in the Expo Hall. This premium stage located in the exhibit hall is a hot spot of activity—serving as a venue for exhibitor presentations, announcements, and even lunch! Participating sponsors and exhibitors will be allotted a 20-minute opportunity to showcase an innovative product or idea as part of an educational presentation!

- Monday, October 28, 2024: 12:30 p.m., 12:55 p.m., 1:20 p.m.
- Tuesday, October 29, 2024: 12:30 p.m., 12:55 p.m., 1:20 p.m.

\*The Solutions Stage opportunity is available only to #AASHE24 Sponsors and Exhibitors. Limit one (1) speaking spot per organization. First come, first served.

*"I had a blast at my first-ever AASHE Conference ... I return to my school reinvigorated from the Masterclass Speakers and bristling with ideas thanks to the many sessions detailing successful sustainability projects implemented at other schools. I have vendors to reach out to, graduate programs to look into, and projects to (hopefully) implement."*

—Nate Brown, James Madison University,  
2023 Conference Attendee

# Supplemental Branding Opportunities

**These opportunities are open to all, regardless of sponsor/exhibitor status.**

## Networking Refreshment Break (Non-Exclusive) - \$7,500

Amplify your exposure and increase brand visibility by sponsoring a networking refreshment break at the conference. This unique opportunity lets you connect with attendees in a relaxed setting while showcasing your brand. As a sponsor, we will prominently display your logo in the break area and provide additional recognition leading up to the conference.

## Mobile App Splash Screen (Limit 1) - \$2,500

Elevate your brand's association by becoming the proud sponsor of the official AASHE Mobile App. This app will be available to all conference attendees, providing them a seamless digital experience. As the sponsor, your brand will be prominently featured, ensuring maximum visibility and brand recognition throughout the app.

## Mobile App Banner Ads (Limit 5) - \$1,500

Maximize your brand's reach and captivate conference attendees by becoming a distinguished sponsor of our mobile app's banner ads. As a sponsor, your brand will enjoy prominent placement in strategically positioned banner ads throughout the app, ensuring high visibility and engagement.

## Attendee Scholarships - \$1,000 Each

At AASHE, we aim to unite higher education sustainability professionals, regardless of financial means. By sponsoring attendees, your organization can showcase your commitment to inclusion, collaboration and knowledge exchange.

Consider these additional channels for business engagement, including **advertising**, **virtual educational programs**, and **publications**.



# Frequently Asked Questions

## Can we bring a backdrop to our tabletop?

Exhibit tables measure 6' x 2.5', and displays must be limited to your table and the area directly behind it. Tables must be arranged to ensure visitors are contained within the table space, keeping aisles clear of obstructions. If you wish to remove your table, contact us at [conference@ashe.org](mailto:conference@ashe.org) and ensure your display still fits within the tabletop area.

## Do we need insurance for our table?

All sponsors and exhibitors must have a Certificate of Insurance (COI) with \$1 million in coverage, naming AASHE and the Anaheim Marriott Hotel as additional insureds.

## What are the Expo Hall hours?

Please refer to Page 2 of this prospectus for the Expo Hall schedule and installation and dismantle times. Note that sponsors and exhibitors wearing badges may enter the Expo Hall one hour before the scheduled opening time each day and may remain in the Expo Hall one hour after the close of the exposition each day.

## When will we get information on our exhibit space assignment and onboarding instructions?

In June, AASHE will notify you regarding exhibit space assignments, shipping information, deadlines, and ordering instructions for AV, electricity, and catering.

## My colleague and I are attending on different days. Can we share a badge?

Per the [AASHE 2024 Registration & Participation Policies](#), all attendees must register to attend the conference and wear their badge at all times. Badge sharing and badge splitting are strictly prohibited.

## Can we pack up our tabletop early?

Packing of equipment, literature, etc., and dismantling of exhibits are not permitted until the official closing time.



## Can we leave our tabletop unmanned while we attend a session?

While we encourage exhibitors and sponsors to attend our keynotes and educational sessions, at least one (1) representative must be present at your exhibit during Expo Hall hours.

## Can we share a table with another organization?

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's exhibit space is prohibited. Exhibitors are prohibited from displaying goods or allowing business solicitation by parties other than themselves within their designated space.

## Can I purchase Supplemental Promotional Opportunities without being an Exhibitor or Sponsor?

Supplemental Promotional Opportunities are only available to contracted exhibitors or sponsors.

## What is AASHE On-Demand (AOD)?

AASHE On-Demand, our virtual education platform, showcases content from previous AASHE conferences and programs. Your company information, as a sponsor or exhibitor, stays active on AASHE On-Demand until July 31, 2025, visible to registrants who can submit lead requests to your organization until that date (your main point of contact will be notified of any new leads via email).

Please visit our [FAQ website](#) for more information



### About AASHE

AASHE empowers higher education administrators, faculty, staff, and students to be effective change agents and drivers of sustainability innovation. AASHE enables members to translate information into action by offering essential resources and professional development to a diverse, engaged community of sustainability leaders. We work with and for higher education to ensure that our world's future leaders are motivated and equipped to solve sustainability challenges.

## Your Conference Team Contacts



**Erin Hathaway, DES**  
*Senior Conference and Event Manager*

888-347-9997 xt. 300

[conference@aaashe.org](mailto:conference@aaashe.org)



**Kimberly Smith, DES**  
*Director of Meetings and Events*

Please note that the opportunities outlined in this prospectus are subject to **AASHE's Principles of Engagement**. These principles are in place to ensure that educational and in-kind support from corporations, foundations, individuals, and other organizations do not create conflicts of interest or compromise AASHE's objectivity, integrity, priorities, and actions. Additionally, it's important to know that supporting AASHE's programs and events does not imply AASHE's approval or endorsement of an organization's products, services, or policies, regardless of funding sources. We appreciate your understanding and commitment to upholding these principles.