

ASSOCIATION FOR THE ADVANCEMENT OF SUSTAINABILITY IN HIGHER EDUCATION

GLOBAL CONFERENCE ON SUSTAINABILITY IN HIGHER EDUCATION

Sponsor & Exhibitor Prospectus

Mobilizing for a Just Transition

OCTOBER 20 - 22, 2020



Join AASHE Online at the #GCSHE!

Forget the old AASHE Conference & Expos you know and get ready for a brand new, virtual event that will push the boundaries of your thinking and mobilize us toward a just transition. We are proud to introduce AASHE's Global Conference on Sustainability in Higher Education.

This three-day, virtual event aims to bring together the brightest minds throughout the world in a live and on-demand format that will allow for a greater ease in learning and exchanging ideas. With access to higher education sustainability professionals from around the world - if you have tools to help institutions exceed their sustainability goals then this is the **MUST** attend conference of the year!

Connect with Your Customers!

Our attendees are interested in engaging with, learning from, and collaborating with you to achieve their campus sustainability goals!

- Interact with influential higher education sustainability decision-makers from around the world.
- Develop and strengthen name recognition for your products, services, and brand.
- Enhance your organization's image.
- Generate lucrative, highly targeted business leads.

WHO ATTENDS?

- Campus sustainability officers
- Faculty
- Campus planners, purchasers, and other staff
- Facilities officers
- Students
- Construction project managers, builders, contractors, architects, & designers
- Senior higher ed administrators
- Business managers and owners
- System office administrators
- Environmental and energy-related government agencies
- Consultants
- Business sustainability directors and managers



AASHE: BY THE NUMBERS

- **900+ member institutions and organizations**
- **302,000+ unique visitors each year**
- **208,000+ monthly pageviews**
- **14,000+ social media followers**
- **15 Centers for Sustainability Across the Curriculum**
- **18 Affiliate members**

Virtual Exhibit Hours

Your virtual booth affords you the opportunity to engage and interact with participants throughout the entire duration of the conference. The hours below represent the times that are listed on the official schedule and in which you should have representatives available to interact with attendees.

October 20

12:15 p.m. - 1:30 p.m. ET

3:30 p.m. - 4:30 p.m. ET

October 22

10:40 a.m. - 11:20 a.m. ET

1:15 p.m. - 2:00 p.m. ET

October 21

10:40 a.m. - 11:20 a.m. ET

1:15 p.m. - 2:15 p.m. ET

Sponsorships Offer a Multitude of Benefits!

- Capture qualified sales leads throughout the live and on-demand event.
- Valuable mindshare from sustainability professionals and influencers across the globe!
- Promotion to our global networks around the world!
- Visibility within the platform, so attendees know you are present and ready to solve their sustainability challenges!
- Dedicated live support during conference hours.
- Eliminate the costs to attend an in-person event and participate anywhere!
- Additional advertising options available to elevate your presence!

Become a Sponsor Today!

Take advantage of the many available virtual exhibit and sponsorship opportunities to maximize your exposure during this unique event. The Global Conference on Sustainability in Higher Education is the largest gathering of campus professionals leading the sustainability movement in higher education.

Virtual Sponsorships

AASHE Members: see special discount offer!	Visionary (limited)	Changemaker	Innovator
	\$25,000	\$15,000	\$5,000
Virtual Exhibit Hall Booth			
Priority placement of your booth location in the virtual exhibit hall!	x	x	x
Booth or presentation included in gamification.	x	x	x
Real-time lead reports.	x	x	x
List of opted-in conference registrants to include contact details.	x	x	
Registration & Special Access			
Passes for your organization <i>(Unlimited Based on organization IP/email addresses)</i>	Unlimited	15	5
Thought Leadership & Engagement			
Session Presentation Capture attendee mindshare by presenting your sustainability success story! <i>AASHE consults on all presentations. Sponsorship must be confirmed by August 1. Content subject to approval.</i>	40 min simulive (+ promotion in daily conf email)	40 min simulive (+ promotion in daily conf email)	40 min on-demand presentation
Recognition as conference entertainment sponsorship for one opportunity.	Sponsor of evening entertainment	Sponsor of morning entertainment	
Post-Conference Webinar Educate attendees on your sustainable product or service after they see it demonstrated virtually. Webinar to be presented in the calendar year after the conference. Includes a lead report of opted-in attendees.	x	x	
Recognition within the AASHE Opening Program video.	x		
Participation in Corporate Roundtable in Spring 2021 A meeting to engage with specific corporate leaders, in a small-group setting, to identify ways to advance sustainability in higher education.	x	x	x
Thought Leadership Article To be written by sponsor and included in a communication to all conference attendees leading up to the event. <i>(AASHE reserves approval rights over all educational content.)</i>	Full article	Full article	100-word pitch + logo
Recognition			
Name and 25-word description on exhibitor section of website and platform site	x	x	x
Recognition on sponsor section of the conference website	Logo	Logo	Logo
Social media mentions	4x	3x	2x
Recognition on all conference marketing material	Logo	Logo	Logo
Marketing			
Online Community Daily Digest Ad (not including Sept. or Oct.)	1 month	2 weeks	1 week
Video advertisement playing in the trailer times of a given track <i>(AASHE reserves approval rights)</i>	x		
Video welcome on Sponsor/Exhibit page of conference website	x		
Daily sponsorship shoutout in push notifications	x		

Secure Your Virtual Booth!

A booth space in the virtual Exhibit Hall will provide exposure for your business. You will not only receive logo and signage opportunities, but also numerous options for uploading content and engaging in conversations with attendees.

Virtual Exhibits

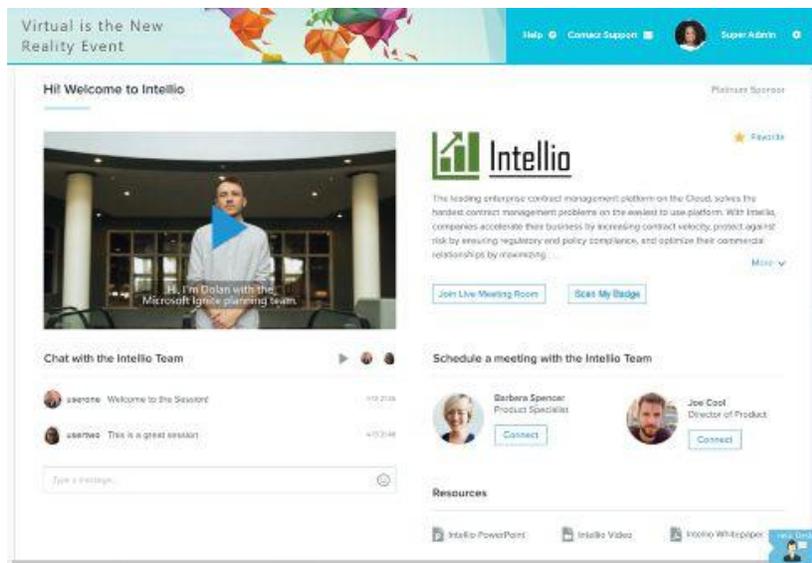
AASHE Members: see special discount!		Exhibit Only
Limited-time pricing:	Business:	\$1,800
	Non-Profit:	\$1,200
Full booth space in the virtual expo hall		X
Full Conference Passes (Additional passes may be purchased.)		3
Name and 25-word description on exhibitor section of the conference website		X

Start Planning Today!

There's no better environment to build business relationships with new and existing customers and gain visibility with thousands of key decision-makers and influencers. Strategically designed with our business partners in mind, the schedule provides ample networking time in the virtual expo hall throughout the program.

All Virtual Packages Include:

- 30 days of access and exposure with the ability to capture qualified sales leads.
- Dedicated virtual space to showcase your branded promotional videos, white papers, documents, and links.
- Appointment setting to have those important live conversations.
- Private virtual meeting room to converse 1:1 with prospects.
- Seamlessly collect leads to make online and offline connections!
- Visibility within the platform so attendees know you are present and ready to solve their sustainability challenges!
- Registration passes for you and your staff to explore the session content.
- Dedicated live support during conference hours.
- Eliminate the costs to attend an in-person event and participate anywhere!



À La Carte Sponsorships

Sponsorship and promotional opportunities bolster your company's image and help AASHE provide attendees with valuable meeting resources and essentials while at the same time, maximizing the percentage of qualified buyers and customers that are attracted to your booth.

Attendee Scholarship - \$500/ea.

AASHE seeks to convene the most effective student and sustainability professional advocates, regardless of their ability to pay. Sponsoring a student or sustainability professional to attend AASHE is one of many ways organizations can connect with faculty, staff, and students. The scholarship provides for full conference registration. Sponsors will receive their logo on a dedicated portion of the conference website and a statement of thanks at the Opening Ceremony.

Track Sponsorship - \$10,000

Your company is positioned as the sole presenter sponsor for one the four AASHE Conference tracks - Operations, Engagement, Planning & Administration, or Academics. Sponsor video advertisement will run during the trailer times of all presentations in a given track. AASHE has sole discretion on whether to provide company with sponsorship of their preferred track or to assign an alternative track.

Mention in Day of Conference Attendee Email - \$1,500

Have your company's 100-word message and logo included in an email to all attendees the morning of either 10/20, 10/21 or 10/22.

Scavenger Hunt Participation - \$300 / \$500

In an effort to better inform conference attendees about how you can assist them with advancing sustainability efforts on their campuses, we're delighted to announce the first year of the AASHE Expo Scavenger Hunt promotion. Attendees will be rewarded with an opportunity to win fun and valuable prizes by visiting your booth and learning more about your products and services.

AASHE MEMBERSHIP HAS ITS BENEFITS!

AASHE Membership Has its Benefits!
Receive a discount on any sponsorship or exhibit package as our way of saying thank you for being an AASHE member!

- AASHE Business Leaders: 15%
- AASHE Business Affiliates: 5%
- Certified B-Corp – 5%

Have Questions?

AASHE Contact:
Noah Swistak

Sponsorships and Exhibits
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Sign Up Today!



Lead the Way!

The Association for the Advancement of Sustainability in Higher Education offers businesses unique sponsorship opportunities for visibility and access to specific and broad audiences at the conference. In addition to the sponsorship packages available for the Global Conference on Sustainability in Higher Education, businesses can expand their exposure by sponsoring this virtual event.

Demonstrate Your Commitment to Transform Sustainability in Higher Education!

- Businesses who sponsor AASHE programs and events benefit at the industry and employee levels.
- Sponsoring AASHE events demonstrates, in a highly visible way, your support for and commitment to AASHE's initiatives and overall mission.
- Your brand gains visibility as part of the community that proudly and publicly supports the advancement of sustainability in higher education.
- Sponsorship also sends a visible message to your employees that you are investing in their personal and professional development.
- Sponsorship provides direct support for those already engaged with AASHE and enables access for those not yet participating.

The Association for the Advancement of Sustainability in Higher Education (AASHE) accepts educational and in-kind support from corporations, foundations, individuals, and other organizations only if such acceptance would not pose a conflict of interest and in no way impair the AASHE's objectivity, influence, priorities, and actions. Support of AASHE's services, events or programs does not permit influence over content, nor does it imply AASHE approval or endorsement of an organization's policies or products, whether a service, event or program is funded by single or multiple sources.

CONNECT WITH A GLOBAL AUDIENCE!

October 20 -22, 2020

AASHE is recruiting key industry leaders to present at the virtual event and you will be associated with high quality content and a well-respected brand. Your organization can focus its time closing business instead of project managing a complex event.

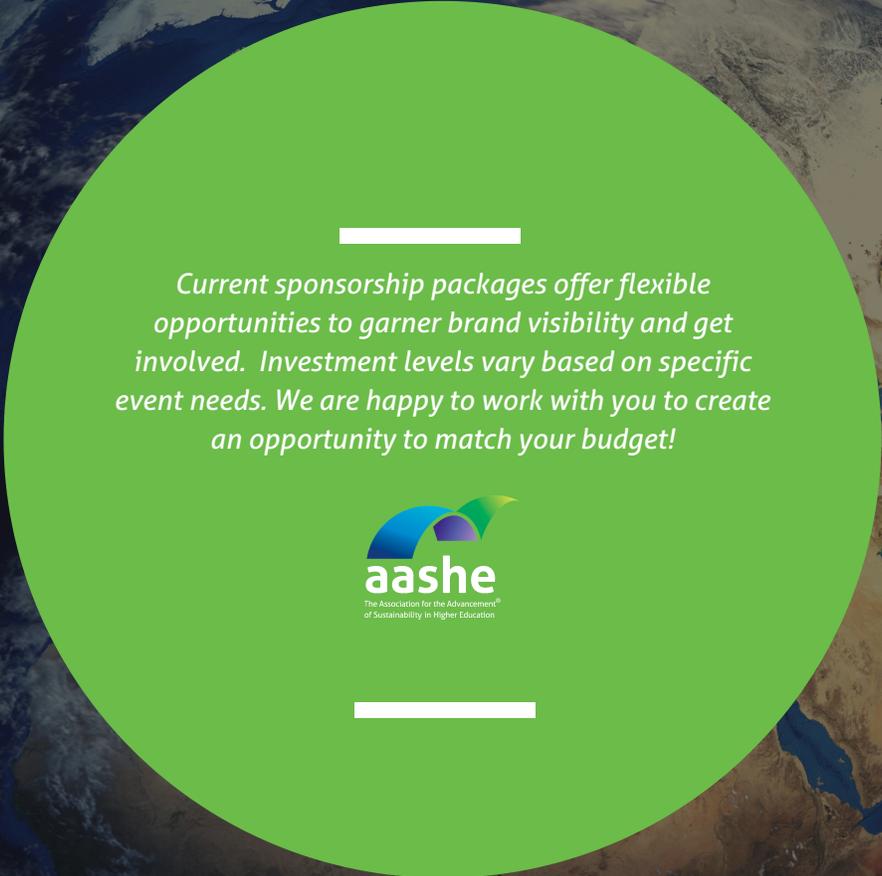


Hear what previous sponsors had to say!

"We continue to invest in the AASHE Conference each year because we're grateful for the opportunity to connect with industry leaders. The insight and understanding we gain as to how we can continue to best serve our partners with their sustainability programs is invaluable. It's a promising feeling to be surrounded by everyone in education who really are leading the way forward on sustainability and trying to improve our planet." - Jake Steingraeber, Max-R

"This is my favorite conference! The Networking opportunities and passion for making a difference makes this conference a valuable investment" — Ken Botts, Hungry Planet, Inc.

"AASHE is an amazing organization and I love how it brings these schools together, all with a common goal. I am excited to have the opportunity to help schools that are members of AASHE achieve their campus-wide sustainability goals. After all, that is why we are all here." Kim Tanner, Legrand



Current sponsorship packages offer flexible opportunities to garner brand visibility and get involved. Investment levels vary based on specific event needs. We are happy to work with you to create an opportunity to match your budget!



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.

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