



aashe[®]
conference
& expo

Sponsorship & Exhibit Prospectus

AASHE 2023 CONFERENCE & EXPO



October 29-31, 2023

Sheraton Boston Hotel
Boston, Massachusetts

AASHE 2023 Conference & Expo

The Association for the Advancement of Sustainability in Higher Education (AASHE) is pleased to announce the **AASHE 2023 Conference and Expo**, occurring October 29-31, 2023, in Boston, Massachusetts!

The conference is expected to attract 1,500 attendees who will share their experiences, knowledge, passion, and commitment to advancing sustainability on campuses across North America and beyond. AASHE offers an exciting and unique opportunity for your business to connect with higher education decision-makers and demonstrate to colleges and universities how your products or services can lead the way to a sustainable future.



Why You Should Sponsor & Exhibit

Experience the unparalleled opportunity to connect with 1,500 campus sustainability decision-makers at the AASHE 2023 Conference & Expo, marking the first in-person gathering since 2019.

As we emerge from a challenging period of virtual interactions, there is a renewed appreciation for the power of face-to-face meetings. Engaging with professionals at the forefront of the global sustainability movement provides a vital platform for networking, exchanging ideas, and forging meaningful connections. The transformative potential of in-person events serves as a catalyst for fostering relationships that drive sales and fuel innovation in the realm of campus sustainability.

By leveraging the diverse range of exhibit and sponsorship opportunities offered, amplify your brand's visibility and make a lasting impact on this dynamic event.



Sheraton Boston Hotel

Located in the historic Back Bay neighborhood and conveniently connected to the Prudential Center, the Sheraton Boston Hotel offers exceptional service and an enviable downtown location. Immerse yourself in breathtaking views of Back Bay and the Charles River while enjoying the elevated amenities found in their pet-friendly rooms and suites, including the renowned Sheraton Sleep Experience Beds.

With a contemporary setting for business and leisure, indulge in the expansive indoor swimming pool, complete with a retractable roof and an adjacent outdoor sun deck. Stay active at our fitness center, equipped with Peloton bikes and all the essentials for a satisfying workout during your travels.

Enhance your social experience by catching a game at the iconic Fenway Park or a leisurely stroll along Newbury Street, where you'll discover many shopping and dining options right at your doorstep.

Who Attends?

Witness the unparalleled convergence of your target audience at the AASHE Conference & Expo, where an influential and diverse cohort of sustainability leaders assemble. Brace yourself for a powerhouse of attendees, including:

- Sustainability Officers
- Senior Campus Administrators
- Campus Facility Officers
- Administrators of System Offices
- Higher Education Faculty
- Business Managers
- Environmental and Energy-related Government Agencies
- Business Sustainability Directors and Managers
- Students
- Construction project managers, builders, contractors, architects and designers



The conference is the place to build business relationships with new and existing customers. Besides ample face-to-face networking time throughout the program, AASHE holds coffee breaks, daily lunches, an Opening Reception, and plenty of networking opportunities.

Sunday, Oct. 29, 2023

12:00 p.m. – 3:30 p.m.	Exhibitor Installation
1:00 p.m. – 3:30 p.m.	Experiential Learning Opportunities
3:45 p.m. – 5:30 p.m.	Masterclass
5:30 p.m. – 6:30 p.m.	Expo Hall Opening & Reception

Monday, Oct. 30, 2023

9:00 a.m. – 12:00 p.m.	Learning Labs
10:00 a.m. – 4:30 p.m.	Expo Hall
12:15 p.m. – 1:45 p.m.	Networking Lunch – “Topical Tables”
2:00 p.m. – 3:00 p.m.	Masterclass
3:00 p.m. – 5:00 p.m.	Sessions
5:00 p.m. – 6:00 p.m.	Networking Meetings
6:00 p.m.	Sponsored Receptions & Dine Arounds

Tuesday, Oct. 31, 2023

9:00 a.m. – 12:00 p.m.	Learning Labs
10:00 a.m. – 2:00 p.m.	Expo Hall
12:00 p.m. – 1:00 p.m.	Networking Lunch
1:00 p.m. – 3:00 p.m.	Sessions
3:00 p.m. – 4:00 p.m.	Masterclass
2:00 p.m. – 3:00 p.m.	Exhibitor Dismantle

*Expo Hall Location: Constitution Ballroom



Embrace this unparalleled opportunity to reach the most influential minds in higher-ed sustainability, showcase your brand, forge strategic partnerships, and seize the momentum to transform the sustainability landscape.



Sponsorship Packages

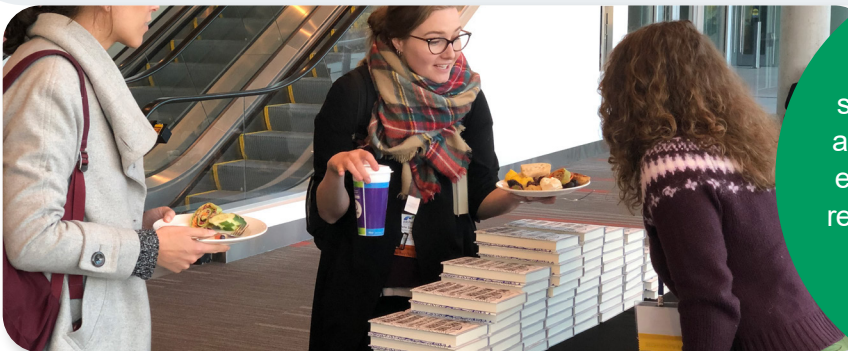
NAMED SPONSORSHIPS Pricing thru Sept 1	DIAMOND \$30,000	PLATINUM \$20,000	GOLD \$10,000
Exhibit Table			
One 6ft tabletop exhibit space w/ identification signage in a premium location. *See floor plan.	✓	✓	✓
The ability to capture qualified sales leads through our Lead Retrieval system.	✓	✓	✓
Registration & Participation			
Conference Passes. Includes access to all Masterclasses, Learning Labs, Field Reports, Networking Meetings, and attendee meal functions. Additional passes may be purchased.	15	10	5
VIP Masterclass reserved seating. Be front and center at our most sought-after masterclasses!	15	10	5
Thought Leadership			
Session Presentation- Capture attendee mindshare by presenting your sustainability success story! Content is subject to approval.	✓	✓	
Evening Reception Promotion. Host an evening reception for all attendees or select guests, and we will promote it and include it on the conference schedule. All logistics/expenses for the event are incurred by the sponsor.	✓	✓	✓
Post-Conference Webinar. Educate attendees on your sustainable product or service after they see it in person on the show floor. Webinar to be presented in the calendar year after the conference.	✓	✓	✓
Opening Program Welcome (3 minutes) Your opportunity to capture the attention of thousands of attendees at once on the main stage!	Introduce the AASHE Executive Director at Opening Program	Introduce Masterclass speaker (first signed gets first choice)	
Recognition			
Name and 25-word description on the sponsor & exhibitor section of the website.	✓	✓	✓
Sponsor recognition ribbons for your staff.	✓	✓	✓
Recognition on Masterclass commercials, conference signage and the sponsor section of the website.	Logo	Logo	Logo
Social media mentions.	4	3	2
Marketing			
Enhanced mobile app listing.	✓	✓	✓
Logo and 100-word pitch in pre-conference attendee newsletter.	✓	✓	✓
Direct pre-conference email to attendees.	1	1	
Push notifications on the conference mobile app.	2	1	



Hurry, as all named sponsorships are available on a first come, first served basis. Please note that sponsorship commitments made after September 1, 2023, will be subject to an additional 20% surcharge on the sponsorship costs. Act now to maximize your sponsorship opportunities!

Exhibit-Only Options

Elevate your presence at the **AASHE 2023 Conference & Expo** with our convenient and cost-effective tabletop exhibit, offering an incredible opportunity to engage with our esteemed audience without the hassle of building a full-scale booth. By opting for a tabletop display, your company can effortlessly showcase your products, services, and expertise in a compact and eye-catching setup. With a dedicated space in the heart of the conference activity, you'll benefit from direct interaction with influential higher-ed sustainability decision-makers. Don't miss the chance to make a lasting impression while enjoying the flexibility and convenience of a tabletop exhibit tailored to maximize your visibility and generate fruitful connections at this premier event.



The tabletop approach to exhibits saves you valuable time and resources while also ensuring that your brand remains at the forefront of attendees' minds in a focused and impactful manner.



Exhibit Only - Single Table	Pricing thru July 31	August 1 - September 15	September 16 - October 6
AASHE Member Business	\$2,200	\$2,500	\$3,000
Non-Member Business	\$2,700	\$3,000	\$3,500
AASHE Member Nonprofit	\$1,600	\$1,900	\$2,200
Non-Member Nonprofit	\$2,100	\$2,400	\$2,700
Lead Retrieval Fee (optional)	\$300	\$300	\$300

All Exhibit Packages Include:

- A dedicated, 6ft tabletop exhibit space for talking with prospective clients and displaying your branded materials.
- Two (2) complimentary registration passes for you and your colleagues to attend the Masterclasses, Educational Sessions, and attendee meal functions. Additional passes may be purchased at the special Exhibitor Rate of \$450.
- 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 your team.



By selecting an exhibit package, you unlock a comprehensive suite of benefits that will empower you to forge valuable connections, maximize your visibility, and leave a lasting impression at this premier gathering of sustainability leaders.

Extra Promotional Opportunities

We understand the importance of tailoring sponsorship opportunities to meet your specific objectives, so we would be delighted to discuss further customization options or explore any other ideas you may have in mind.



Opening Reception (Exclusive)

- *Call to discuss

Elevate your brand's prominence by becoming the exclusive sponsor of the Opening Reception. The Opening Reception holds great significance as it marks the official commencement of the conference, attracting a large and engaged audience. Enjoy unparalleled visibility with your logo prominently featured throughout the reception area, including signage, banners, and digital displays. Additionally, receive special recognition during the event's speeches and announcements, highlighting your support.

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 - \$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 with 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 Wellness - *Call to discuss

Associate your company's name with rest, relaxation, and overall wellness during the Conference. Collect qualified leads as attendees seek out your booth to request vouchers to redeem for a massage or offer prizes to incentivize attendees to exercise.

Attendee Scholarships - \$1,000 Each

At AASHE, we strive to bring together the most impactful higher education sustainability professionals, regardless of their financial capabilities.

By sponsoring sustainability professionals to attend the AASHE conference, your organization can forge meaningful connections with practitioners, faculty, staff, and students who drive sustainability initiatives. This sponsorship opportunity includes conference registration for the chosen professionals, exemplifying your commitment to fostering collaboration and knowledge exchange. Sponsors will receive their logo on a dedicated portion of the conference website and a statement of thanks at the Opening Ceremony.

Carbon Offset - *Call to discuss

Make a substantial impact on reducing the carbon footprint of this conference and showcase your unwavering commitment to sustainability as this year's esteemed carbon offset sponsor. Your participation will not only contribute to environmental conservation but also position your brand as a leader in sustainable practices.

Mobile Charging Station - *Call to discuss

With no printed program guide, attendees rely on their mobile devices to access the mobile app and get information about the conference. By sponsoring a charging station, they'll know you were the one that helped get their phone through the day! Your company will also be able to set up a promotional banner near the station.



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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.



Kimberly Smith, DES
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Please let us know your interest in these sponsorship opportunities. We are excited to provide more details and discuss how we can showcase your brand at the AASHE 2023 Conference and Expo. Let's partner and create a mutually beneficial relationship.