



2018 AASHE CONFERENCE & EXPO OCTOBER 2-5 | PITTSBURGH, PA



Exhibit & Sponsorship Opportunities

JOIN US AT THE LARGEST CAMPUS SUSTAINABILITY CONFERENCE IN NORTH AMERICA!



The Association for the Advancement of Sustainability in Higher Education (AASHE) is pleased to announce our 12th annual conference! Expected to attract more than 2,000 attendees, this conference will bring together passionate sustainability leaders who will share experiences, knowledge and commitment to advancing sustainability on campuses across North America and beyond.

We offer an exciting and unique opportunity for your business to reach higher education decision-makers and demonstrate to colleges and universities how your products and services can lead the way to a sustainable future.

WHY YOU SHOULD PARTICIPATE



Gain face-to-face access to more than 2,000 campus sustainability decision-makers in one place!

- Who Attends?
 - Senior campus administrators
 - Campus planners, purchasers and other staff
 - Facility officers
 - Administrators of system offices
 - Faculty
 - Sustainability officers
 - Students
 - Consultants
 - Environmental & energy-related government agencies
 - Business sustainability directors and managers
 - Construction project managers, builders, contractors, architects & engineers

Attendees have buying power! 71% of conference attendees are involved in making campus procurement decisions.

WHY YOU SHOULD PARTICIPATE

Learn

- Attend sessions and learn about the latest developments in higher education sustainability.
- Contribute opportunities and solutions from your business that can help institutions achieve their sustainability goals.

Educate

- We encourage exhibitors and sponsors to submit for the Call for Proposals.
- We recommend contacting a campus partner to submit joint proposals that highlight higher education sustainability solutions.

Connect

- The expo hall 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, meals and an opening networking reception in the expo hall.

"AASHE is the go-to event for anyone interested in sustainability in higher education!"
~Daniel Greenberg, Earth Deeds

SPONSORSHIP OPPORTUNITIES

	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Friend \$2,500
Booth size: One booth space w/ 8ft. backdrop, 3ft. side-rail dividers and one identification sign. Carpeting not included.	20X20, island	10X20	10X10	10X10	n/a
Registration & Special Access					
Full Conference Passes Includes access to general, breakout and keynote sessions. Additional passes may be purchased.	5	4	3	3	2
Expo Only Passes Includes exhibit hall access and general and keynote sessions. Additional passes may be purchased.	4	3	2	2	
VIP Seating at Keynote Sessions Reserved seating front and center at our most sought after events. Share with your staff or customers!	10				

Sponsor benefits continued on next page....

SPONSORSHIP OPPORTUNITIES

	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Friend \$2,500
Participation					
Custom Programming Opportunity Work with our team to develop a special program for ALL attendees.	x				
General Session Welcome Your opportunity to capture the attention of more than 2,000 attendees on the main stage! 5 minute limit.	x				
Session Presentation Capture attendee mindshare by presenting your sustainability success story! Content subject to approval.	60 minutes	60 minutes	30 minutes		
Evening Reception Promotion Host an evening reception for all attendees or select guests and we will promote it on our conference website. All logistics/expenses for event incurred by sponsor.	x	x			
Pre- or Post-Conference Webinar Educate attendees on your sustainable product or service before/after they see it in person on the show floor.	x	x			

Sponsor benefits continued on next page....

SPONSORSHIP OPPORTUNITIES

	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Friend \$2,500
Recognition					
Name and 25-word description on exhibitor section of website	x	x	x	x	x
Sponsor recognition ribbons for staff	x	x	x	x	x
Recognition on sponsor section of website	Logo	Logo	Logo	Logo	Name
Social media mentions	4X	3X	2X	1X	
Recognition on all conference marketing material	Logo	Logo	Logo	Logo	Name
Recognition on conference signage	Logo	Logo	Logo	Logo	
Recognition on general session slides	Logo	Logo	Logo	Logo	
Thank you announcement in Expo Hall	x	x	x		

Sponsor benefits continued on next page....

SPONSORSHIP OPPORTUNITIES

	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Friend \$2,500
Marketing					
Advance registration list	X	X	X	X	
Enhanced mobile app listing	X	X	X	X	X
Logo and 100-word pitch in pre-conference attendee newsletter	X	X	X		
Push notifications on conference mobile app	2	1			
Pre- or post-conference direct email to attendees	1				

EXHIBIT OPPORTUNITIES

	Business:	\$7,600	\$4,300	\$2,400
	Non-Profit*:	\$4,600	\$2,600	\$1,500
Booth size: One booth space w/ 8ft. backdrop, 3ft. side-rail dividers and one identification sign. Carpeting not included.		20X20	10X20	10X10
Registration & Special Access				
Full Conference Passes Includes access to general, breakout and keynote sessions. Additional passes may be purchased.		3	2	1
Expo Only Passes Includes exhibit hall access and general and keynote sessions. Additional passes may be purchased.		3	2	1
Recognition				
Name and 25-word description on exhibitor section of website		X	X	X
Exhibitor recognition ribbons for staff		X	X	X

Please note that attendee email lists are distributed only to sponsors, not all exhibitors.

*Verification of non-profit status may be required.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please [contact us](#) to discuss availability!

WASTE DIVERSION SPONSORSHIP

Help attendees maintain the sustainable mission of AASHE by sponsoring waste diversion stations.

Stations are placed in high-traffic areas throughout the Exhibit Hall to promote responsible diversion streams and reduce landfill waste.

Provide your own branded bins or place your company's name and logo at an individual station, showing attendees that your company means green.



HYDRATION STATION

Highlight your company's interest in water issues by eliminating the need for disposable water bottles onsite.

Your company's branded water refill stations will be located in major traffic areas with high visibility. Conference registrants pledge to bring their own water bottles to use at refill locations.

Sponsorship also includes recognition on Sustainable Practices page of the AASHE Conference & Expo website and a pre- and post conference recognition email to attendees on conference sustainability.



RELAXATION STATION (EXCLUSIVE)

Sponsor the Relaxation Station on the show floor and be a hero to attendees who can receive neck and back massages in the lounge.

Associate your company's name with rest and relaxation and collect qualified leads as delegates seek out your booth to request vouchers to redeem in the massage area.

Sponsorship includes three full days (six hours each) of service.



EXHIBITOR SHOWCASE

\$1,000 EACH

Receive maximum exposure on the expo floor by presenting an AASHE Exhibitor Showcase.

This stage is a hot spot – serving as a venue for presentations, announcements and sometimes even live music.

Sponsor will receive prominent logo presence on the stage, and will be allotted a 30 minute opportunity to showcase an innovative product or idea as part of an educational session!



~~STUDENT SUMMIT~~ (SOLD!)

The annual AASHE Student Summit brings together hundreds of students from around the world to share ideas, ask questions, challenge each other and be inspired by sustainability champions.

This is an opportunity to be thanked at the beginning and end of our largest session devoted exclusively to students while your signage and logos are visible to the attendees throughout the summit.

You'll also get five minutes on stage to make your pitch to approximately 300-400 students and be able to place information on all of the seats. We'll also give you 4 student full conference passes to hand out to your best customers.



MOBILE APP SPLASH SCREEN (EXCLUSIVE)

Associate your name with the latest in conference technology by sponsoring the official AASHE Mobile App.

The app will be available for free to all attendees and includes your logo on the app splash screen, with additional logo presence displayed throughout.

Attendees accessed last year's app dashboard over 70,000 times!



MOBILE CHARGING STATION

With no printed program guide, attendees rely on their mobile devices to access the 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!

Additionally, you'll be able to set up a promotional banner near the station.



AASHE AWARDS (EXCLUSIVE)

The AASHE Sustainability Awards recognize sustainability achievements, research advancements and student leadership.

Winners are announced and recognized during the AASHE Conference opening ceremony.

This sponsorship will include a chance to briefly address the audience prior to the awards being given out, photo opportunities with the winners, mentions in all awards-related communications, and your logo on the awards page website.



NETWORKING BREAK SPONSORSHIP

Gain exposure and brand visibility by sponsoring a networking break for attendees at the AASHE Conference.

You will have an opportunity to distribute branded promotional items.

Your logo will be displayed throughout the break area, along with other recognition leading up to the conference.



OPENING RECEPTION SPONSORSHIP

Gain exposure and brand visibility by sponsoring the opening reception in the expo hall on October 2.

You will have an opportunity to distribute branded promotional items.

Your logo will be displayed throughout the expo hall, along with other recognition leading up to the conference.



PRODUCT GIVEAWAY NEAR REGISTRATION DESK

Get your message to attendees first by distributing your company's product to attendees from a location adjacent to the conference registration desk.

Pre-conference email to attendees informing them about what they'll be receiving.

Product should contribute to overall conference sustainability efforts.

Sponsor is responsible for providing product and staffing.



ATTENDEE SCHOLARSHIPS

\$1,000 EACH

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 the many ways organizations can connect with faculty, staff and students.

Scholarship includes conference registration, but excludes incidentals, travel, and accommodations. Sponsors will receive their logo on a dedicated portion of the conference website and a statement of thanks at the Opening Ceremony.





SPECIAL OFFERS



MEMBERSHIP PAYS OFF!

Receive a discount off any sponsorship or exhibit package as our way of saying THANK YOU for being a member:

Business Leader: 15%

Business Supporter: 10%

All other members: 5%

Not a member? [Learn more](#)

B-CORP DISCOUNT

To show our support for those businesses who have met the highest standards of verified social and environmental performance, public transparency, and legal accountability, we are please to offer a 5% discount for all certified B-corporations.

Certified



Corporation





READY TO JOIN US?

Contact:

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