



**aashe**

The Association for the Advancement<sup>®</sup>  
of Sustainability in Higher Education

# ASSOCIATION FOR THE ADVANCEMENT OF SUSTAINABILITY IN HIGHER EDUCATION

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## Global Conference on Sustainability in Higher Education

*THE FUTURE IS...*

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**Sponsorship Prospectus**

OCTOBER 12 - 14, 2021

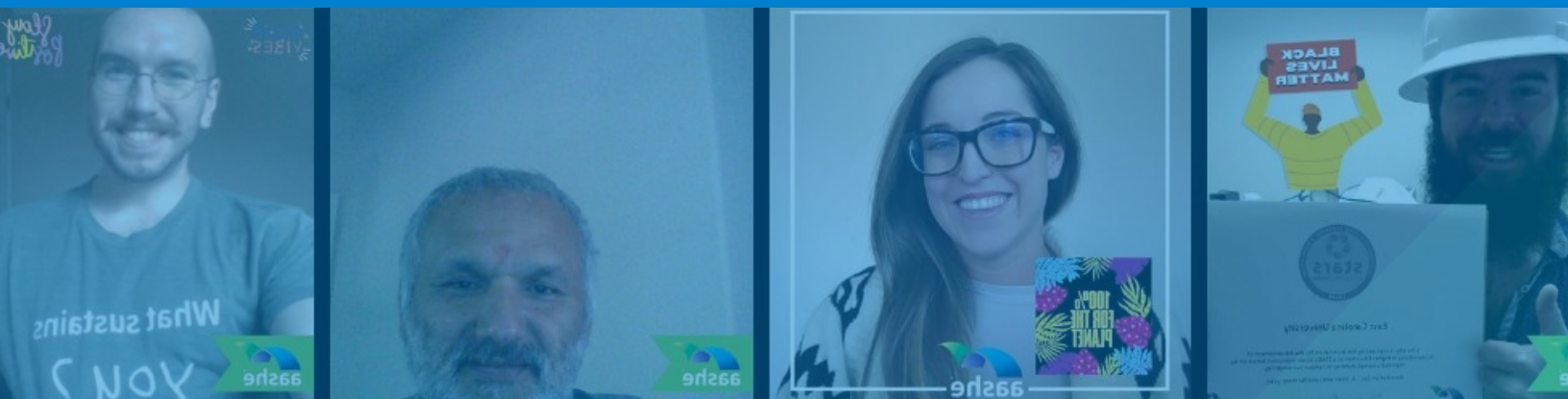
# The flagship conference for higher education sustainability leaders!

The Global Conference on Sustainability in Higher Education (GCSHE) is a three-day virtual event that brings together the brightest minds worldwide to discuss best practices to transform campuses into models of sustainability. With both live and on-demand formats, GCSHE allows broader participation and exchange of ideas. Gain access to over 6,800 higher education sustainability leaders representing over 400 higher education institutions from 34 countries. If you have tools to help institutions exceed their sustainability goals, this is the MUST attend conference of the year!

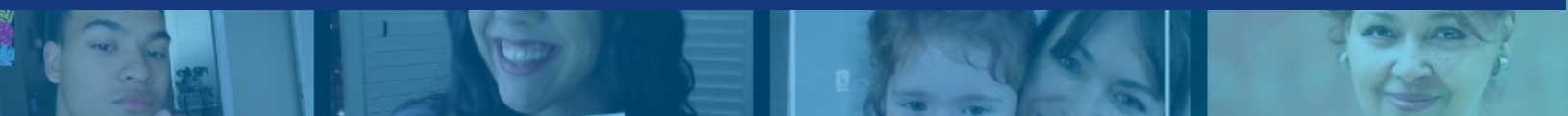
## Connect with your customers!

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.



***"This conference is great for getting a better understanding of what sustainability topics higher ed is facing, along with bold solution sharing among attendees." - Clare Hobby, TCO Development***



## Become a Sponsor!

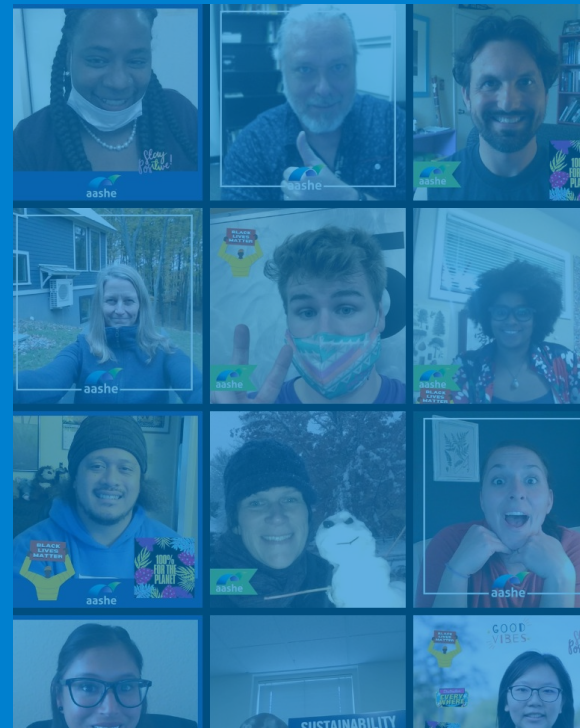
Take advantage of the many available virtual exhibits and sponsorship opportunities to maximize your exposure during this unique event. The Global Conference on Sustainability in Higher Education is the largest gathering of campus professionals leading the sustainability movement in higher education.

- Businesses that 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 provides direct support for those already engaged with AASHE and enables access for those not yet participating.

*A truly global experience with 6,800+ registrants from 34 countries representing 422 institutions!*

## #GCSHE Sponsorships Offer a Multitude of Benefits!

- Capture qualified sale 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!
- Marketing opportunities to create and build brand awareness.
- Unopposed exhibit time to focus on establishing relationships with thousands of potential customers.
- Eliminate the costs to attend an in-person event and participate anywhere!
- Additional advertising options available to elevate your presence!



# #GCSHE Named Sponsorships & Benefits

SPONSOR BENEFITS	VISIONARY \$30,000	CHANGEMAKER \$15,000	INNOVATOR \$5,000
Live Session Presentation with a promotion in the daily conference email and a push notification	X		
On-Demand Session Presentation with a promotion in the daily conference email and a push notification		X	
Up to 1-minute MP4 video featured within the organization video-pre-rolls placed in the main staging area e.g., opening program, keynotes and special entertainment	X		
Up to 1-minute MP4 video featured at the end of the organization video and placed in the main lobby area of the platform		X	
A 1-month advertisement in AASHE Connect Daily Digest (Standard Months, only)	X		
Post-Conference Webinar to be presented in the next calendar year	X	X	
Complimentary registration passes for you and your staff to explore and participate in the sessions	Unlimited	15	10
Thought Leadership Article to be written by the sponsor and posted to the AASHE blog with a teaser included in an email to all conference attendees prior to the event (AASHE reserves approval rights over content)	X	X	
Thought Leadership posting (100-word brief), written by the sponsor and included in an email to all conference attendees prior to the event (AASHE reserves approval rights over content)			X
Virtual Exhibit booth dedicated to showcasing your branded promotional videos, white papers, documents, and links	X	X	X
Company Logo on Event Log-in Page	X		
Social media mentions	4	3	
Company recognition within the organization video-pre-rolls placed in the main staging area i.e., opening program, keynotes and special entertainment	X	X	X
Expo leaderboard inclusion	X	X	X

[Please click to see the complete details on how to redeem sponsor benefits.](#)

# Secure Your Virtual Booth!

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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 Exhibit Booths

- **Business Booth \$2,500**
- **Non-Profit Booth \$1,500**

## Includes:

- Full booth space in the virtual exhibit hall.
- 3 complimentary registration passes for you and your staff to explore the session content (additional passes may be purchased).
- Name and 25-word description on the exhibitor section of the conference website.

## All Virtual Booth Packages Include:

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- Virtual Exhibit booth dedicated to showcasing 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!
- Exposure to sustainability networks from around the globe!
- Dedicated live support during conference hours.
- 80 days of access and exposure with the ability to capture qualified sales leads.

Last year, 1,464 Exhibitor Resources were downloaded.



2,421 Sponsor videos were viewed in 2020.



83% of exhibitors rated GCSHE as valuable or more valuable than other virtual conferences they have attended.



## 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 conference schedule and in which you should have representatives available to interact with attendees.

### October 12

12:00 p.m. - 1:30 p.m. ET

### October 13

3:00 p.m. - 4:00 p.m. ET

### October 14

11:00 a.m. - 12:00 p.m. ET

72% of exhibitors surveyed reported having just the right amount of time to interact with attendees.



## WHO ATTENDS #GCSHE?

**60%**

of attendees have  
6-25 years of career  
experience

**Campus sustainability officers**  
**Faculty**

**Campus planners & purchasers**  
**Facilities officers**

**Executive administrators**

**Business managers and owners**

**System office administrators**

**Environmental and energy-related government agencies**

**Business sustainability directors and managers**

**Sustainability Consultants**

**Students**

**65%**

of attendees skew  
female

**70%**

of audience has a  
Master's degree or  
greater

**42%**

of attendees  
represent Master's &  
Doctoral/Research  
degree granting  
institutions



## Additional Sponsorship Opportunities

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.

### **Track Sponsorship - \$10,000**

Your company is positioned as the sole presenter sponsor for one of the eight AASHE Conference tracks - Campus Operations, Culture & Communications, Emerging Issues, Governance & Administration, Public Outreach & Engagement, Racial Equity & Social Justice, Student Organizing & Activism or Teaching & Learning. Sponsor video advertisement will run during the trailer times of all presentations in a given track. Sponsor video advertisement will run during the trailer times of all presentations in a given track.

### **Special Entertainment Video Ad - \$2,500**

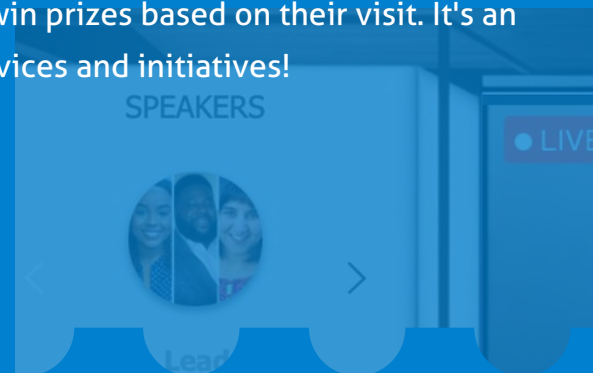
Sponsorship and promotional opportunities bolster your company's image and help AASHE provide attendees with valuable meeting resources and essentials while at the same time maximizing the percentage of qualified buyers that are attracted to your booth. This opportunity is a 1-minute video advertisement with your messaging that will be aired before the Special Entertainment.

### **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 10/12, 10/13 or 10/14 as well as via push notification in the virtual conference platform.

### **EXPO Leaderboard Participation - \$300 (Included in Sponsor Packages)**

New this year is the AASHE Expo Leaderboard promotion. It's a great way to drive traffic to your booth while at the same time, rewarding attendees with an opportunity to win prizes based on their visit. It's an excellent way for participants to learn more about your products, services and initiatives!



AASHE works with a wide variety of partners to help advance our mission to inspire and catalyze higher education to lead the global sustainability transformation. We proactively seek out relationships that align with our mission and then evaluate these to ensure they meet our principles of engagement. The nature of our relationships can take on many forms, including partnerships, memberships, donations, sponsorships, and more. With any relationship, there must be clear benefits and a direct connection to our mission.

Please read our [Principles of Engagement](#) to ensure alignment with AASHE's mission.

# Here's What You Can Expect

*"This was our 3rd virtual conference and by far the most prepared and comprehensive platform. We had a lot of visitors come through our booth and we heard many of the attendees indicate they were participating with the gamification, so this was an excellent driver. - Heather Dougherty, InsinkErator"*

- You spoke, we listened! This year's #GCSHE will feature a new platform with more robust tools, straightforward functionality, and dynamic features to help you get the most out of your experience as a sponsor and exhibitor.
- Unopposed exhibit hours have been determined based on the feedback from previous sponsors and exhibitors to allow flexibility in staffing coverage and for more personal interaction with attendees in different time zones.
- In 2020, booths offering sponsor raffles received 81% more leads on average than booths that did not. This year, we're including the Leaderboard in all sponsor packages to increase traffic to our booth!
- You'll be provided with a digital Sponsor Toolkit that will contain all of the resources you need to plan your strategy, design your booth and add staff. No need to sift through emails from us. Everything you need will be in one place!
- We'll host some Demo Days to give you an opportunity to explore the platform and learn about the features available to sponsors and exhibitors.
- Access to the conference platform has been extended! All participants will have until December 31, 2021 to view on-demand content and continue networking with Sponsors and Exhibitors!

AASHE members receive a discount on Named Sponsorship packages (Visionary, Changemaker, and Innovator) and Exhibit Booths only. Feel free to use the discount that affords you the biggest savings!

AASHE Business Leaders: 15%

AASHE Business Affiliates: 5%

Certified B-Corp: 5%

\*Only one discount may be used per package.

**Avoid Scams!** No other company or agency is authorized to offer sponsorships, attendee lists or other services in connection with the conference or on behalf of AASHE. While these companies may appear to be affiliated with the AASHE and the #GCSHE, they are not. Should you be contacted by anyone other than AASHE, please contact us with their information so that we may follow up with these companies.



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!



## Have Questions?

AASHE Contact:  
Kimberly Smith

Director of Marketing, Meetings, and Membership

Tel: (888) 347-9997 ext. 130

Email: [KSmith@aashe.org](mailto:KSmith@aashe.org)

## Sign Up Today!

## 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.

