



Alexandria Virginia

AALHE 2025 • MAY 27-30

*Assessment Evolution:
Motivating Continuous Progress,
Elevating Excellence, and
Celebrating Success*

**exhibitor &
sponsor
prospectus**

Association for the Assessment
of Learning in Higher Education

AALHE
PROMOTING ASSESSMENT FOR LEARNING

welcome

Join us for AALHE's 15th Annual Assessment Conference.

The Association for the Assessment of Learning in Higher Education (AALHE) strives (through its mission) to develop and support a community of educators and inform assessment practices in higher education to foster and improve student learning and institutional quality. The 2025 Conference will bring together communities of higher education assessment through a dynamic learning experience. Leaders in higher education assessment from institutions across the nation will gather **May 27-30, 2025, in Alexandria, Virginia.**

AALHE conference attendees include administrators, faculty, and other higher education professionals deeply invested in the practice of assessment, as well as exhibitors and sponsors, like yourselves, who provide services, solutions, and tools to support the assessment of learning.

As the Exhibitor and Sponsorship Coordinator for AALHE, I'm Sydney Harris, and I'm thrilled to connect with you! I am here to ensure your experience as an exhibitor is seamless and successful. Whether you have questions or need assistance, I'm dedicated to providing the support you need to showcase your offerings and make the most of this exciting event. Looking forward to working together to create a memorable and impactful experience for all!

We value your important contribution to the AALHE community, and we invite you to reach out to AALHE at sharris@aalhe.org with any questions about exhibiting and/or sponsoring our 2025 conference.

My best,

Sydney Harris

Sydney Harris
Exhibitor & Sponsorship Coordinator

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why exhibit?

who will you meet?

- Institutional Leaders
- Higher Education Administrators
- Faculty
- Practitioners
- Directors of Assessment
- Administrators in Institutional Effectiveness Departments

exhibiting benefits

- Maximizes exposure to Assessment Professionals
- Raises awareness of your brand
- Draws your target market to you in one place, at one time
- Provides an opportunity to launch new products

AALHE 2024 By-the-Numbers

321 attendees

216 unique institutions

6 exhibitors & sponsors

100+ concurrent sessions

For a listing of our Institutional Partners, [click here.](#)



AALHE 2025 Anticipated Attendance

400+ total attendees

100+ total sessions & events

1,110+

Active AALHE Members as of October 2024

3,200+

ASSESS Listserv Members*
*Not managed by AALHE.

208+

Members were new to AALHE in 2024

what our attendees have to say

“AALHE is better than other assessment conferences I have attended because there seems to be a lot of highly experienced and highly knowledgeable people attending and presenting.”

“AALHE has the best content related to assessment. It also offers a strong accreditation component outside of meetings offered by accrediting bodies. Overall, a very valuable conference.”

“This conference draws assessment professionals from across the country, which adds to the richness of the experience.”

“AALHE’s conference is consistently the most engaging and friendly assessment conference around!”



hotel & travel information

All meeting sessions and exhibits will take place at the **Westin-Alexandria Old Town**. You'll find beauty along the cobblestone streets and red brick sidewalks in Old Town Alexandria, home to specialty shops, boutiques, and museums. Just across the Potomac River, you can discover first-class attractions at National Harbor and Washington, D.C. Indulge in carefully crafted American cuisine and craft cocktails at *Trademark Drink And Eat*, in a setting inspired by the U.S. Patent & Trademark Office.

hotel

The Westin-Alexandria Old Town

400 Courthouse Square
Alexandria, VA 22314
703.253.8600

Hotel block reservation link: [CLICK HERE](#)

The Westin-Alexandria Old Town is offering AALHE conference attendees a special group rate which extends to the dates both prior and post conference, if you wish to extend your visit in the Nation's Capitol. (May 23 - June 3, 2025)

The exclusive block rate is \$249 per night, not including tax. Be sure to make your reservation before **Thursday, April 28, 2025**, to secure this rate. The above room rate does not include state and local taxes, services fees, or hotel fees, and is subject to availability.

parking & transport

Parking: Valet \$40/night

The hotel is 4.5 miles from Ronald Reagan Washington National Airport, with several public transportation options available. Visit FlyReagan.com for more information.



travel grant donation

AALHE offers a limited number of grants to support members who wish to attend the Annual Conferences but may be experiencing financial hardship.

We invite our conference sponsors and vendors to join us in this mission by contributing to our conference grant initiative. Together, let's make the AALHE Annual Conference an enriching experience for all.

exhibit information

exhibit hall schedule*

Tuesday May, 27

7:00AM – 4:00PM Exhibits Set-Up
 6:00PM – 8:00PM Exhibits Open & Welcome Reception

Wednesday May, 28

7:00AM – 5:30PM Exhibits Open
 4:15PM – 5:30PM Dedicated Exhibitor Time

Thursday May, 29

8:00AM – 5:00PM Exhibits Open
 5:00PM – 9:00PM Exhibitor Tear-Down

*Schedule subject to change.

exhibit package

EARLY BIRD
THROUGH 3/1/2025

\$1,000

STANDARD
AFTER 3/1/2025

\$1,400

Inclusions:

- 6' linen draped table with two chairs
- One complimentary conference registration
- Logo on AALHE website at aalhe.org
- Logo in conference app

registration

All attendees must be registered to attend the conference. Once your contract is received, a promo code will be sent out, and those signed up to attend must utilize that comp code to register themselves. The promo code will be good for the number of attendee registrations you purchased (One registrant is included with exhibit packages.) Additional exhibitor registrations may be purchased until May 25th at the price of **\$400 each**.

exhibitor service kit

Two months prior to the conference, exhibitors will receive an Exhibitor Service Kit that will contain information on exhibit display specifics for electrical hook-up, rules and regulations, displays and more.

To sign up for an exhibit space, and to secure your sponsorship items, use the form on [Page 11](#).



sponsorship levels

Invest your resources strategically to maximize exposure before, during, and after the conference. Sponsorship levels are awarded based on your combined spend on **exhibit packages** and **sponsorship opportunities**.

All creative is due **May 1, 2025**, and all sponsorships must be utilized and fulfilled by **March 1, 2026**.

Benefits Include:	Silver	Gold	Platinum
Verbal Recognition & Acknowledgment at Opening Reception	✓	✓	✓
Inclusion in Conference Signage	✓	✓	✓
Registration Grant for AALHE Member	1	1	2
Complimentary Conference Registration		1	2
Banner Ad Inclusion in Conference Email			✓
60-Minute Educational Session			✓
Broadcast Email to AALHE Members			✓
Price	\$3,500	\$5,000	\$7,000

For questions, please contact Sydney Harris at sharris@aalhe.org.

Thank you to our 2024 Conference Sponsors & Exhibitors



sponsorship opportunities

All creative is due **May 1, 2025**, and all sponsorships must be utilized and fulfilled by **March 1, 2026**.

Why Sponsor the AALHE Annual Conference?

- Targeted Audience: Gain exposure to higher education professionals who are invested in the future of assessment and learning.
- Increased Brand Recognition: Your company will be front and center during key moments of the conference, making a lasting impression on decision-makers and industry leaders.
- Networking Opportunities: Connect with hundreds of attendees, speakers, and experts in the field, expanding your professional network.

Networking Events

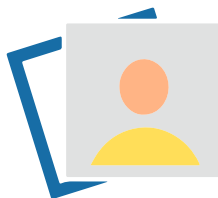
Opening Reception Sponsor \$4,000

Join us at the Opening Reception on Tuesday night where your company will be provided with a three-minute window to present during the welcoming remarks. In addition to your presentation, you will be the drink sponsor for the event. Each attendee will receive one of your customizable drink tickets that will be inserted into the attendee lanyard holder for the event.



Photo Booth at Opening Reception | \$2,500

Create something fun and memorable for our attendees by sponsoring an open air photo booth. Feel free to bring custom props that showcase your brand; we can also include your logo on the photo's template. Attendees will be able to print unlimited amounts of the traditional 2"x6" strips, and all photos can be shared digitally. This photo booth comes with an expert operator to keep the line running smoothly.



Poster/Closing Reception Sponsor | \$4,000

As the Poster Sponsor, your company's branding will be prominently displayed throughout the venue. Attendees will see your logo on all event signage, promotional materials, and an exclusive poster placed in high-traffic areas of the conference venue. As the Closing Session Sponsor, you will have a dedicated three-minute window to introduce your company, share key messages, and engage with the conference audience. This is a great opportunity to directly communicate with attendees and raise awareness about your products and services. Your company will also be the official drink sponsor for the event. Each attendee will receive one drink ticket, which will be inserted into their event lanyard/nametag holder.



Registration

Bag Stuffers | \$250

Give attendees something to remember. You supply the materials, and we'll do the stuffing. This opportunity is limited to one promotional piece per sponsor.

Registration Bag | \$1,250

See your company name on each attendee's arm as they carry meeting essentials throughout the conference.

Benefits Include:

- Your company logo co-branded with the AALHE logo
- Bag stuffer
- Banner ad tag in registration-related conference emails

sponsorship opportunities CONTINUED

All creative is due **May 1, 2025**, and all sponsorships must be utilized and fulfilled by **March 1, 2026**.

Lanyards | \$2,000

Attendee lanyards are required for entry into every conference function and are an effective way to have your company's brand seen by all conference participants throughout the duration of the event.

Registration Grant | \$400 per individual

These registration grants will be provided to individuals who have applied for a grant with AALHE to help them afford the cost to attend the conference. Grant recipients will be introduced to their sponsor via email prior to the conference.

Soft-Bound Journals | \$2,500

Brand this soft-bound leatherette journal, an item that will prove to be useful during and after the event. Journals will be inserted into each attendee bag for the event. These journals can be embossed or stamped with your logo.



Digital

Social Media

Create an interesting and dynamic communication portal between your business and our 2,600+ AALHE social media followers. You provide the content; we'll create the posts.

One Post: \$300

Two Posts: \$500

Post Specs:

- Each post will go to Facebook and LinkedIn
- Provide a short text message with image
- Recommended image size: 628px x 1200px wide
- Minimum width and height is 600px
- Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with a link
- Recommended image formats are JPG and PNG
- All posts are due a week prior to deployment



E-Blast | \$800

Reach our 1,100+ members with your custom-designed e-blast to communicate to our entire membership list.



Email Specs:

- Emails may not contain attachments, should be less than 1 MB, and must be in HTML format that does not contain absolute positioning or javascript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- The HTML file is due ten days prior to deployment in order to ensure the proper time to upload, test, and proof
- Provide subject line and pre-header copy. Character count is limited to 100, including spaces
- Provide your desired deployment date as early as possible as slots fill up fast surrounding the conference, since only one e-blast may go out per day

Push Notification | \$400

Sponsor a push notification to attendees to promote your educational session, exhibit, or anything else of importance to highlight your company during the conference. These should be short text messages. Please provide the desired date and time of deployment when you submit your text.

Mobile App Banner Ad | \$550

Banner ads play an important role in today's marketing mix. Place your ad on our mobile app for constant exposure to every attendee.

Marketing Campaign Bundle | \$1,500

SAVE \$350!

Combine multiple key marketing tactics into one bundle to cross promote your company at the annual conference. A savings of **\$350!**

Benefits Include:

- One broadcast email
- Two social media posts
- Mobile app banner ad

sponsorship opportunities CONTINUED

All creative is due **May 1, 2025**, and all sponsorships must be utilized and fulfilled by **March 1, 2026**.

Education

Educational Session I \$875

These sessions should be relevant to assessment and should be factual presentations that offer new solutions to existing problems. These sessions will provide you an ideal atmosphere to share your expertise, demonstrate techniques, and distinguish your company's products and services from those of competitors

These sessions need to be reserved by 1/3/25 to secure a room.

Non-Profit Partnership

These partnerships would allow non-profit organizations to attend the conference at 50% OFF, plus an MOU, offering either a panel discussion or workshop. The organization must have an AALHE membership to receive the registration discount.

These session need to be approved by 1/3/25 to secure a room.

Registration Pricing

- Early Bird Rate (Through 2/7): \$400/person
- Standard Rate (2/8 - 5/25): \$475/person
- On-Site Rate (5/27): \$620/person

Food/Breaks

Networking Break I \$600

Sponsor a break or coffee break with either branded napkins or coffee cups that will placed out for the event. Looking to leverage this a bit more, sponsor a beverage or snack. Choose the dollar amount that works for you, and we'll work with you to arrange the date, time, and offering.

For questions, please contact Sydney Harris at sharris@aalhe.org.



reserve your sponsorships

To sign up for an exhibit space, and secure your sponsorship items, use the form on the [Next Page](#).

contract form

Completed forms may be emailed or mailed to: Sydney Harris • sharris@aalhe.org • 262 West Main Street, Wales, WI 53183.

Company Name: _____ Date: _____
 Address: _____ City: _____ State: _____ Zip: _____ Country: _____
 Phone: _____ Company URL: _____
 Company Name As It Should Appear For Promotional Purposes: _____
 Contact Name: _____ Contact Email: _____

booth pricing

	Early Bird Before 3/1	Standard After 3/1	Amount
Booth Package	\$1,000	\$1,400	\$ _____

One complimentary conference registration is included with your booth purchase.

Registrant 1 Name: _____
 Registrant 1 Email: _____

Additional conference registrations: \$400 each. **Amount**

Add'l Registrant 1 Name: _____ \$ _____
 Add'l Registrant 1 Email: _____
 Add'l Registrant 2 Name: _____ \$ _____
 Add'l Registrant 2 Email: _____

Booth/Registrant Total Amount

\$ _____

payment options

We will invoice you within 30-days for the amount due.

- Visa Mastercard Discover AMEX
 Invoice me Check in mail (*payable to "AALHE"*)

Contact Name: _____
 Phone Number: _____
 Email Address: _____

The personal information provided will not be used for any purposes other than those stated upon this form unless you provide your consent. Should you have any questions concerning your personal information please contact Peggy Moede at pmoede@aalhe.org or call her at 414-908-4945. AALHE endeavors at all times to treat your personal information in accordance with all applicable laws.

Cancellation Policy: Cancellations must be submitted via email to Peggy Moede at pmoede@aalhe.org by May 1, 2025 to receive a full refund less a \$100 processing fee. No refunds will be made for cancellation requests made after May 1, 2025.

sponsorships

Select the item(s) you want to purchase by entering the cost in the "Amount" line.

	Price	Amount
Bag Stuffers	\$250	\$ _____
Broadcast Email	\$800	\$ _____
Educational Session	\$875	\$ _____
Lanyards	\$2,000	\$ _____
Marketing Campaign Bundle	\$1,500	\$ _____
Mobile App Banner Ad	\$550	\$ _____
Networking Break	\$600	\$ _____
Non-Profit Partnership Session	\$875	\$ _____
Opening Reception	\$4,000	\$ _____
Photo Booth	\$2,500	\$ _____
Poster/Closing Reception	\$4,000	\$ _____
Pre-Conference Lunch	\$2,400	\$ _____
Push Notifications	\$400	\$ _____
Registration Bags	\$1,250	\$ _____
Registration Grant	\$600	\$ _____
Social Media		
• One Post	\$300	\$ _____
• Two Posts	\$500	\$ _____
Soft-Board Journal	\$2,500	\$ _____
Additional Journal Wrap	\$1,500	\$ _____

Sponsorships Total Amount

\$ _____

sponsorship levels

Sponsorship levels are awarded based on your combined spend on **booths and sponsorships**. Check which category you fall into:

- N/A** (under \$3,500) **Gold** (\$5,000-6,999)
 Silver (\$3,500-\$4,999) **Platinum** (\$7,000 and above)

terms & conditions

Cancellations and Refunds

Exhibitor and sponsor packages are non-refundable, with the exception that AALHE may cancel or postpone the Conference due to unforeseen circumstances. In the case of such unforeseen circumstances, the fees will be fully refunded to the registrant in the form of the original payment method, or the registrant may choose to apply the funds to a future exhibit or sponsorship opportunity for a future event; however, AALHE will not be responsible for other additional costs, charges or expenses, including cancellation/change fees assessed by airlines and/or travel agencies.

Use of Space

No exhibitor shall assign, sublet or share their physical exhibit space allotted with another business or firm unless approval has been obtained in writing by AALHE. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display; parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation of demonstration of an exhibitor's display, identification of such article shall be limited to the usual or regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the virtual or physical exhibit space.

Operation of Exhibits

AALHE reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, displays or provides unsuitable material, is determined by AALHE to be objectionable to the successful conduct of the exposition as a whole. All demonstrations or other promotional activities must be confined in the exhibit space.

Sales. Exhibitors are solely responsible for collecting and paying all related taxes, compliance with local laws, acquiring all necessary licenses, security of property including cash and credit cards. Aggressive solicitation of products in the exhibit space is strictly prohibited.

Contests and Lotteries. All unusual promotional activities must be approved in writing by AALHE no later than sixty (60) days prior to the opening of the exposition.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered.

Social Activities

Any social function or special event planned by an exhibiting company, to take place during the Show, must be pre-approved by AALHE. Exhibitors agree to withhold sponsoring functions during official conference and exposition activities, including exhibit hours, social functions, educational seminars, and any other related activity scheduled by AALHE.

Exhibitor/Sponsor Responsibilities and Liabilities

The safety of personnel and exhibit materials from theft, damage, accident, fire, or other such causes are the exhibitor/sponsor's responsibility for insuring. Exhibitors who wish to carry insurance must do so at their own expense. Neither the host property nor AALHE maintains insurance covering the exhibitor/sponsor's property.

It is expected that the Exhibitor will comply with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. All measures shall be taken by exhibitor/sponsor to prevent personal injury to spectators. No flammable or hazardous materials should be used in displays.

Exhibitor/sponsor agrees not to affix items to walls, floors, or other parts of the building or furniture. An exhibitor/sponsor who does not comply with this request will be responsible for damages to the host property.

Exhibitor/sponsor is responsible and will defend AALHE and the host property and their respective employees and agents against any claims, damages, or expenses arising out of exhibitor/sponsor's use of the premises.

terms & conditions CONTINUED

Indemnification

Exhibitor/sponsor agrees that it will indemnify and hold and save AALHE, whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against AALHE on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor/sponsor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor/sponsor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of the AALHE by Exhibitor/sponsor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of AALHE. Exhibitor/sponsor covenants and agrees that in case AALHE shall be made a party to any litigation commenced by or against Exhibitor/sponsor or relating to this lease or the Premises leased hereunder, then Exhibitor/sponsor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon AALHE by virtue of any such litigation.

Other Regulations

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of AALHE. The AALHE shall have full power to interpret, amend, and enforce these rules and regulations, provided by amendments, when made, are brought to the notice of exhibitors/sponsors. Each exhibitor/sponsor and their agents, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the proceeding sentence.

Mailing Lists

AALHE will provide an attendee list (the "List") of the AALHE 2025 Conference to a sponsor/exhibitor as described in the exhibitor and sponsor packages and subject to the terms and conditions of this Policy. AALHE is the sole owner of the List and all the information contained on the List is the sole and exclusive property of AALHE. AALHE will provide the List to a sponsor/exhibitor to promote their participation in the AALHE 2025 Conference. To protect the privacy of our attendee's personal information, mailing lists will only include information from those who have consented to share their information with exhibitors and sponsors. An exhibitor and sponsor must: (i) not copy or electronically reproduce the List, or sell, lease, or otherwise distribute it; (ii) not reference AALHE or use any AALHE trademark, logo or slogan in any way in sponsor's communications with those on the List, without AALHE's prior written consent; (iii) not make any representation, overt or implied, that AALHE endorses or guarantees an exhibitor/sponsor's goods or services; (iv) comply with all applicable laws in connection with an exhibitor/sponsor's use of the List, including, but not limited to, the U.S. CAN-SPAM Act and other anti-spam laws. Failure by an exhibitor/sponsor to adhere to this Policy shall be cause for, at a minimum, permanent disqualification of the exhibitor/sponsor from attending any AALHE event in the future and using any AALHE attendee or membership list in the future. Violation of this Policy may also be grounds for legal action against the exhibitor/sponsor.

**Association for the Assessment
of Learning in Higher Education**

AALHE

PROMOTING ASSESSMENT FOR LEARNING