

AAUA 2024

NATIONAL CONFERENCE
OCTOBER 14-16, 2024
INDIANAPOLIS, INDIANA





AMERICAN ASSOCIATION OF
UNIVERSITY ADMINISTRATORS

The American Association of University Administrators, founded in 1970 is a non-profit organization for higher education leaders and administrative personnel. AAUA invites you to join us at our inaugural National Conference as a sponsor.

The theme is the “Future of Higher Education: Reimagining Higher Education and Work in the Age of Disruption.”



Who is The American Association of University Administrators?

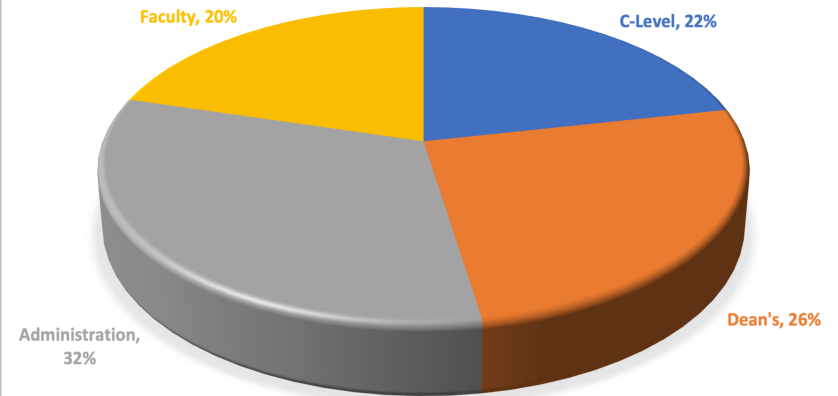
MEMBER PROFILE

AAUA is the only professional association for individuals interested in the entire range of higher education management.

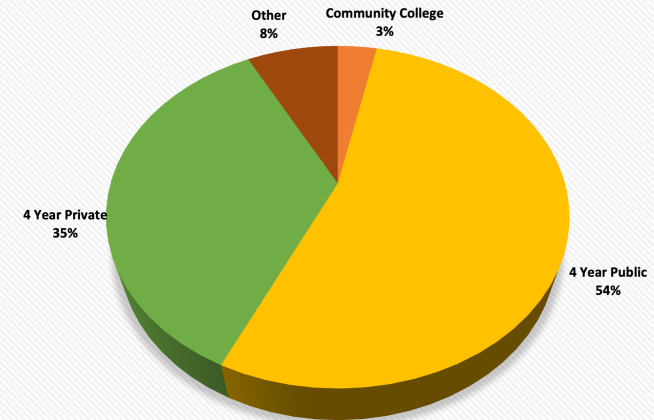
- Members come from 155 higher education institutions.
- They represent all administrative fields.
- Individuals join for professional development opportunities and networking.
- Institutions join to provide new professional development opportunities for their administrative team as well as participate on committees with colleagues across the country.

[Did you know that AAUA publishes the Journal for Higher Education Management, which was founded nearly 40 years ago?](#)

AAUA MEMBERS INSTITUTIONAL POSITION



INSTITUTIONS WHERE AAUA MEMBERS ARE EMPLOYED



AAUA National Conference Meeting

October 14–16, 2024

Details

The Inaugural American Association of University Administrators National Conference is being held in Indianapolis, Indiana, on the campus of Indiana University, Indianapolis.

- The National Conference Theme is The Future of Higher Education: Reimagining Higher Education and Work in the Age of Disruption
- A Projected Attendance of 200 - 250.
- 2 ½ Days of Sessions
- One Keynote Address – Two Plenary Sessions, 18 Breakout Sessions
- Monday Evening Reception
- Tuesday Lunch Event
- Tuesday Evening Recognition Dinner

Sponsorships support the mission of The American Association of University Administrators and provide you access to our community. of current and future leaders





Conference Events

Conference Events

Monday Opening Reception – \$15,000

AAUA's Opening Celebration brings together conference attendees for a memorable community-building event.

- Reception featured in pre-meeting e-mail blast with your logo to conference attendees. Option to include a non-commercial welcome message to attendees from a company executive in the email
- Reception featured in daily conference updates with your logo to attendees
- Reception featured in AAUA social media posts with your logo before and after the annual conference
- Logo projected on screens during the reception
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- Four conference registrations (non-transferable)

Tuesday Luncheon Event – \$5,000

AAUA's Tuesday Luncheon will feature an opportunity for your organization to be showcased to conference attendees.

- The Luncheon will be featured in one pre-meeting e-mail blast with your logo to conference attendees. Option to include a non-commercial welcome message to attendees from a company executive in the email
- The Luncheon will be featured in daily conference updates with your logo to attendees
- The Luncheon will be featured in AAUA social media post with your logo
- Logo projected on screens during the luncheon
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- Opportunity for executive representative to deliver a brief noncommercial message (maximum of 3 minutes)
- Reserved seating for select guests
- Two conference registrations (non-transferable)

Conference Events

Wednesday Plenary Speaker and Panel – \$7,500

Sponsor these two sessions featuring an opening plenary speaker and a high-profile moderator and panel who is leading the conversation on the future of higher education and the path forward.

- Session featured in daily conference update with your logo to attendees
- Session featured in AAUA social media posts with your logo
- Logo projected on screens during plenary
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- Verbal recognition during plenary
- Two conference registrations (non-transferable)

Pre-Conference Workshops– \$2,500 (two available)

Enjoy the workshops on Monday morning just prior to the opening of the National Conference.

- Workshop 1: Unleashing Enrollment Growth: Powerful Strategies for Branding and Marketing Success.
- Workshop 2: Higher Education in Transition: Mergers, Acquisitions, and Consolidations
- Recognition of your support at the beginning of the Workshop
- Logo projected on screens during Monday morning and during breaks
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- Two pre-conference workshop registrations (non-transferable)

AAUA Tuesday Speech and Recognition Dinner – \$5,000 (three available)

The dinner honors the recipients of the annual AAUA Higher Education Leadership Awards and papers published in the Journal of Higher Education Management. A nationally recognized educational leaders will be the featured speaker

- Dinner featured in AAUA social media post in advance of the National Conference
- Logo projected on screens during dinner
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and the conference website
- Acknowledged during the award presentation
- Representative assist in presenting the awards
- Two complimentary tickets to the dinner
- One conference registration (non-transferable)

Refreshments

The background features a series of parallel diagonal stripes. The stripes are primarily in various shades of green, ranging from a dark forest green to a bright, almost neon green. A prominent stripe in the center-right transitions from a medium green to a warm, golden-orange color. The stripes are separated by thin, dark lines, creating a layered, geometric effect.

Refreshments

Breakfast Bar – \$10,000

Show your support at the first networking opportunity. Prior to the opening sessions throughout the conference, attendees will have the chance to catch up with their colleagues and meet new ones while sharing their morning coffee. This prime opportunity is a chance to achieve maximum visibility as people enter the conference for the opening plenary.

- Meet-up featured in daily conference update with your logo to attendees
- Meet-up featured in AAUA social media post with your logo during National Conference
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- Two conference registrations (non-transferable)

Refreshment Breaks – \$10,000

Show your support for conference attendees as the sponsor of AAUA refreshment breaks. Sponsor signage will be displayed at the lounge during six breaks throughout the conference. Additional benefits include:

- Meet-up featured in daily conference update with your logo to attendees
- Featured in AAUA social media post with your logo during National Conference
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- Two conference registrations (non-transferable)

Preconference Refreshment Breaks – \$2,500

The sponsor receives visibility on signage at the lounge during the preconference workshop breaks. Additional benefits include:

- Featured in AAUA social media post with your logo during the National Conference
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website

Branded Items

Branded Items

Conference Tote Bag – \$2,500

A popular conference souvenir, the sponsor's logo imprinted prominently on one side of the official conference bag which allows for high visibility throughout the event, in photos, and in the future as AAUA National Conference attendees continue to use their bags well after the conference ends. Additional benefits include:

- Featured in AAUA social media posts with your logo during National Conference
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- One conference registration (non-transferable)

Registration Grants – \$3,000

The registration grants will be awarded to 5 worthy individuals to help cover the costs of attending the National Conference.

- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- One conference registration (non-transferable)

Conference Lanyards – \$2,000

Name badges are required for entry to the AAUA National Conference. Sponsor will achieve maximum visibility as the logo is displayed above every name and is also visible in many event photos throughout the conference. Sponsor team may distribute badge holders while wearing sponsor branding. Additional benefits include:

- Featured in AAUA social media posts with your logo during National Conference
- Logo recognition on conference signage
- Logo with link to your website on the mobile app and conference website
- One conference registration (non-transferable)



Conference Pricing and Forms

Conference Pricing and Forms

Completed forms may be emailed or mailed to: Dean Hoke • dean.hoke@aaua.org • 642 N. Madison Street, Bloomington, IN 47404.

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 7/15/24	Standard After 7/15/24
\$1,000	\$1,250

Amount
\$ _____

One complimentary conference registration is included with your booth purchase.

Registrant 1 Name: _____

Registrant 1 Email: _____

Additional conference registrations: \$399 each.

Additional Registrant 1 Name: _____

Additional Registrant 1 Email: _____

Additional Registrant 2 Name: _____

Additional Registrant 2 Email: _____

Booth/Registrant Total Amount \$ _____

Payment Options

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

Visa Mastercard AMEX

Invoice me Check in mail (payable to "AAUA")

Contact Name: _____

Phone Number: _____

Email Address: _____

The personal information provided will not be used for any purposes other than those stated on this form unless you provide your consent. Should you have any questions concerning your personal information, please contact Dean Hoke at dean.hoke@aaua.org or call 502-257-1063.

Sponsorships

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

	Amount	Amount
Breakfast Bar	\$10,000	\$ _____
Refreshment Breaks	\$10,000	\$ _____
Pre-Conference Workshops (2)	\$2,500	\$ _____
Opening Reception, Monday	\$15,000	\$ _____
Luncheon Event Tuesday	\$5,000	\$ _____
Wednesday Plenary and Panel	\$7,500	\$ _____
Pre-Conference Refreshment Breaks	\$2,500	\$ _____
Recognition Dinner (3 available)	\$5,000	\$ _____
Conference Tote Bag	\$2,500	\$ _____
Conference Lanyards	\$2,000	\$ _____
Registration Grants (5 grants of \$600 each)	\$3,000	\$ _____

Partnership Levels

Partnership levels are year - long supporters of AAUA and its mission. Check which category you fall into:

Friends (\$1,000)

Bronze (\$5,000)

Gold (\$10,000)

Platinum (\$15,000)

Total Amount

\$ _____

Terms and Conditions

Cancellations and Refunds

Exhibitor and sponsor packages are non-refundable, with the exception that AAUA 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, AAUA 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 AAUA. 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 accepted. 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 the 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

AAUA 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 conference as a whole. This includes but is not limited to, an exhibit which displays or provides unsuitable material and is determined by AAUA to be objectionable. 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, and security of property, including cash and credit cards. Aggressive solicitation of products in the exhibit space is strictly prohibited.

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 AAUA. 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 AAUA 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 the 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 AAUA and the host property and their respective employees and agents against any claims, damages, or expenses arising out of the exhibitor/sponsor's use of the premises.

Terms and Conditions

Indemnification

Exhibitor/ Sponsor agrees that it will indemnify and hold and save AAUA, whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses, and judgments recovered from or averted against AAUA on account of injury or damage to person or property to the extent that any such damage or 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 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 AAUA by Exhibitor/sponsor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of AAUA. Exhibitor/sponsor covenants and agrees that in case AAUA 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 AAUA 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 AAUA. The AAUA 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 agree to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Mailing Lists

AAUA will provide an attendee list (the "List") of the AAUA 2024 Conference to a sponsor/exhibitor as described in the exhibitor and sponsor packages and subject to the terms and conditions of this Policy. AAUA is the sole owner of the List, and all the information contained on the List is the sole and exclusive property of AAUA. AAUA will provide the List to a sponsor/exhibitor to promote their participation in the AAUA 2024 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 AAUA or use any AAUA trademark, logo, or slogan in any way in the sponsor's communications with those on the List, without AAUA's prior written consent; (iii) not make any representation, overt or implied, that AAUA 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 AAUA event in the future and using any AAUA attendee or membership list in the future. Violation of this Policy may also be grounds for legal action against the exhibitor/sponsor.



The slide features a dark blue background on the left and a pattern of overlapping, semi-transparent blue triangles on the right. The text is white and positioned on the dark blue area.

AAUA Partnership Opportunities

Partnership Levels For The American Association of University Administrators

AAUA Partnership Levels				
Partnership Opportunities	Platinum \$15,000	Gold \$10,000	Bronze \$5,000	Friend \$1,000
AAUA Partner Recognition certificate	✓	✓	✓	✓
Dedicated space on AAUA Partners web page. Includes logo and company description	✓	✓	✓	✓
Social media share of your partnership announcement	✓	✓	✓	✓
Underwriting credit on AAUA Podcast Series	✓	✓		
Dedicated Media Announcement of Partnership	✓	✓		
Banner Ad Inclusion in Newsletter	✓ ✓	✓		
On-site Exhibition Table(s) for National Conference	✓ ✓	✓	✓	
Number of complimentary registrations for National Conference	✓ ✓ ✓	✓ ✓	✓	
Opt-In Conference Attendee List (Titles and Institutions)	✓	✓	✓	
National Conference Sponsor recognition certificate, signage and, pre-plenary slideshow	✓	✓	✓	



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