



# Annual Conference Exhibitor Information

Crystal City, Virginia

February 9-12, 2022

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Dear ASCA Exhibitors:

Thank you for your consideration as an exhibitor with the Association for Student Conduct Administration Annual Conference.

Each year, the Association is pleased to partner with organizations and companies, such as yours, to bring valuable exhibits to our approximately 1,000 attendees. Our attendees range from graduate students and entry-level professionals beginning their career-long relationships with vendors to seasoned professionals serving in senior student conduct officer (SSAO) roles. In this continued COVID environment, ASCA is planning for an in-person event, with hopes that 500-600 of our colleagues will be able to join us.

The Conferences 2022 will be held at the Crystal Gateway Marriott in Arlington, VA. This property houses multiple large open hallway spaces between meeting rooms that will allow for high visibility among conference attendees.

Aside from direct access to our higher education professionals, our exhibitor and business partner member packages offer a variety of marketing and sponsorship opportunities at a variety of price points to suit any budget. We believe that you are the one who knows your clients and their needs best and, therefore, know how best to reach these audiences. The enclosed materials demonstrate examples of partnerships which you may choose to pursue or choose to contact us to pitch additional ideas that best suit your needs.

Thank you again for your willingness to consider a partnership with ASCA. As you review the enclosed materials, please feel free to reach out to me at the contact information below. We look forward to working with you and seeing you in February!

Sincerely,

Christine Simone  
ASCA Deputy Director  
979.589.4604  
[christine@theasca.org](mailto:christine@theasca.org)

## Why Consider Exhibiting at ASCA?

Thank you for considering an exhibit relationship with the Association for Student Conduct Administration. The fact that you are reading this document indicates you likely already have some idea of what ASCA has to offer as an Association and network of members, but what sets ASCA apart when choosing where to spend your marketing time and dollars?

### ASCA attendees value networking and relationship-building.

Annual assessments of the ASCA Annual Conference consistently yield data affirming that the primary reason that professionals choose to attend ASCA is for the opportunity to network and reconnect with colleagues in the field. We expect a population of nearly 500-600 conference attendees who are engaged with those around them and ready to converse with speakers, exhibitors, and each other to learn more about persons and products to fit the unique needs of their individual college campuses.

### The ASCA Conference attracts a range of higher education professionals.

Yearly, about a third of the attendees to the ASCA Conference are first-time attendees to the event meaning that there are new chances to connect with institutions and individually year-to-year. The persons engaging in student conduct work are ever-changing, and the Conference attracts senior student affairs officers such as vice presidents and deans, but also directors, assistant directors, coordinators, investigators, compliance personnel, and residence life professionals. Whether you are looking to mingle with professionals new to student conduct to begin foundational rapport, looking to land new contracts with upper-level administrators, or are looking to reconnect with current clients, the ASCA Conference meets these needs.

### Student conduct continues to be a growing field of professionals.

As the landscape of higher education continues to evolve, ASCA's reach is expanding. Once a group primarily for deans and their staffs who were working as hearing officers, the dynamic nature of college campuses has led to an expansion in the populations served. Exhibitors will be able to interact with staff from offices such as, but not limited to, fraternity and sorority life, student conduct, residence life and housing, behavioral intervention, threat assessment, campus safety, sexual misconduct, legal affairs, and more.

### ASCA's exhibitor space is more personal than a traditional exhibit hall.

Larger conference events fill giant exhibit halls and hope that attendees will prioritize taking the time to walk through these spaces. ASCA is small enough to personally engage with prospective clients, but large enough to make hundreds of impressions. ASCA does not believe in tucking our sponsors away in an exhibit hall, but rather locates exhibitors in high-traffic areas within the conference space to drive up visibility. At the Crystal Gateway Marriott in the greater Washington, D.C. area, the entirety of the conference will be located on the second floor of the conference center and all exhibitors will be able to showcase their products and personnel in the wide atrium area that runs the length of the corridor adjacent to the property's multiple ballrooms.

### ASCA offers access to a wealth of engagement opportunities.

We know that you are the ones who know your audience best. Therefore, you should not have to solely pick from a pre-determined "menu" of vendor and investment options at the conference. Uniqueness sells, so why limit your creativity when it comes to engaging with our members? Have an idea for a new engagement offering you'd like to pursue or looking to name your price? Please feel free to contact ASCA Deputy Director, Christine Simone, at [christine@theasca.org](mailto:christine@theasca.org) to start the conversation.

## **Crystal Gateway Marriott Arlington, VA**

The Crystal Gateway Marriott will serve as the conference site for the 2022 ASCA Annual Conference.

Just one metro stop from Reagan International Airport, the hotel is connected to the metro via a sizeable underground mall with dozens of eateries and shops for your convenience, and a short ride of a few more stops on the metro puts you in the heart of Washington, D.C.

ASCA has a room block contracted with the hotel at a rate of \$192 per night, plus tax. We encourage you to reserve a room early by calling 703.920.3230 or by visiting the “book a room” link located at this site: <http://ascaconference.com/location-and-hotel/>. Please note that there are a limited number of room nights offered at the conference rate. Please check the above link for additional information about the room block.

Packages can be held for delivery to you up to three days prior to your arrival and should be mailed directly to you at:

ASCA Annual Conference  
Hold for 02/XX/2022  
Your Name  
c/o Crystal Gateway Marriott  
1700 VA-110  
Arlington, VA 22202

## Conference Schedule at a Glance

While the most up-to-date information can be found on our main conference website at [www.ascaconference.com](http://www.ascaconference.com), the information below contains the items that are of the biggest priority to business partners, sponsors, and exhibitors. Those joining us for the conference in any partnership capacity are welcome to remain onsite exhibiting for the duration of the conference.

### Wednesday, February 9, 2022

- Conference Registration, Check-In, & Pre-Conference Sessions
  - Exhibitors may begin set-up of their table areas in the exhibition hall as early as 7 a.m. to maximize visibility as attendees check-in for the conference throughout the day. For the evening reception, it is recommended that you have staff present at your exhibit by 7:30 p.m.
- 6 p.m. - 8 p.m.: Welcome & Keynote Speaker
- 8 p.m.: Opening Reception, Located in Exhibitor Area

### Thursday, February 10, 2022:

- 8 a.m.: Continental Breakfast
- 9 a.m. – 12:30 p.m.: Conference Sessions
- 11:30 a.m.- 1:00 p.m.: Awards Lunch
- 1:30 p.m. – 2:30 p.m.: Conference Sessions
- 2:45 p.m. – 4:15 p.m.: Featured Speaker

### Friday, February 11, 2022:

- 7:30 a.m.: Continental Breakfast
- 8:30 a.m. – 10:00 am: Featured Speaker
- 10:15 a.m. – 11:15 a.m.: Conference Sessions
- 11:30 a.m. – 1:30 p.m.: Region Meetings & Lunch on Own
- 1:45 p.m. – 5:30 p.m.: Conference Sessions

### Saturday, February 12, 2022:

- 7:30 a.m.: Continental Breakfast
- 8:30 a.m. – 12:00 p.m.: Conference Sessions
- 12:00 – 1:00 p.m.: Lunch on Own
- 1:00 p.m. – 2:00 p.m.: Conference Sessions
- 2:15 p.m.: Closing Keynote
- 3:30 p.m.: Conference Closes
  - Exhibitors will need to plan to have their items removed from the tabling area by 6 p.m. so that hotel staff may begin clean-up.

## **Information on Exhibitor Opportunities**

ASCA invites new and returning exhibitors to participate at the Annual Conference. Several options are outlined below, but this is not meant to be an exhaustive list. Please feel free to reach out to pitch ideas for new packages, combinations of sponsorships, or new marketing approaches.

### **Exhibitor Package (\$1000):**

- One conference registration
- Exhibit booth with one table
- Listed in electronic program and online PDF
- Access to conference registrant list before and after event

### **Al a Carte:**

The items below may be purchased as add-on items to complement your exhibitor package. All prices listed per unit.

- Additional Conference Registrations (\$400)
  - All persons attending event on behalf of partnered organizations are required to be registered for the conference. Exhibitors will be permitted to register for the conference at the “early bird” member rate of \$400 per registrant.
- Additional Table in Exhibit Area (\$250)
- Sponsorship of a Featured Speaker Session (\$1,000, two available)
- Sponsorship of a Snack Break in Exhibitor Area (\$1,500)
- Sponsorship of First-Time Attendee Welcome (\$500)
- Mention in Pre-Conference Newsletter (\$250)
- ASCA Social Media Shout Out During Conference (\$150)
- ASCA Social Media Shout Out Prior to Conference (\$100)
- Access to Sponsor-Created Poll Feature on Conference App (\$1,500)
- Continuous Banner Advertisement on Conference Mobile App (\$2,500)
- Your Idea Here (Varies)

## **ASCA Endorsement and Sponsorship Policy**

The following is a policy that will be used by the ASCA Board of Directors and its representatives to make decisions about and respond to endorsement, advertising, and sponsorship requests of the Association, its circuits, committees, etc.

1. Approved items and services must have a nexus with the vision, mission, and core values of the Association and be of benefit to ASCA members.
2. Requests must be legal, meet the ethical guidelines of the Association, and be within institutional policies where applicable.
3. All decisions about endorsements, advertising and sponsorships will be made by agreement between the President, the President-elect, and the Past President with input from the Executive Director. These decisions include but are not limited to content issues, fee waivers or reductions, use of the ASCA name and/or logo, etc. There may be times that the President will determine that input from the entire Board of Directors is necessary to make a final decision of a request.
4. A time and place may be designated at the Annual Conference, Gehring Academy, Regional/State activities, or other Association events at which vendors [exhibitors], products, and/or services may be displayed, following a fee structure created and advertised in advance of these events. Such arrangements will not be construed as an ASCA endorsement of the vendors, products, or services displayed. Exhibited materials must have this clearly stated.
5. Use of the Association name, namesake, logo, or any other symbol commonly associated with the Association is prohibited unless the Board or its leadership grants prior written approval for each individual use.
6. Prior written approval must be obtained from the Association for each and every request under this policy, unless alternative arrangements are specific in the original request.
7. An Association mailing list provided under provisions outlined in the by-laws may not be released or used for any other purpose than the purpose specified in the original request.
8. Officers (or past officers) or members (or past members) will not use their positions or the ASCA name to imply Association endorsement or sponsorship of non-ASCA activities.
9. Partnerships already established in MOU's (for example, ACPA, NASPA, AFA, FEA etc. and their affiliated state/regional organizations) are accepted as co-sponsors of national, circuit, or state affiliated ASCA activities. The Central Office can provide a list of organizations with current MOUs on file. Notification of such partnerships must be made to the Board through the appropriate liaison and/or representative.
10. Violating this policy may result in the revocation of membership and/or related privileges associated with membership, a letter of censure, or legal redress. In addition, the Association may seek to rectify any perception of implied consent on the part of the Association.

*Approved February 2006*



## **ASCA Conference Exhibitor Agreement**

The following is a binding agreement between \_\_\_\_\_ and the Association for Student Conduct Administration (ASCA) for services rendered during the 2020 ASCA Annual Conference. Any changes to the following require the agreement of the exhibitor and the ASCA Deputy Director or ASCA Executive Director.

ASCA agrees to provide display space and services listed below for the exhibitor during the 2022 ASCA Annual Conference to be held at the Crystal Gateway Marriott in Arlington, VA from Wednesday, February 9, 2022 through Saturday, February 12, 2022. ASCA, in coordination with the Crystal Gateway Marriott, agrees to be responsible for the following:

**Space:** Display space, approximately 5 feet by 10 feet, including one table and two chairs, unless otherwise purchased or agreed to by both parties.

**Equipment:** One display table (2 feet by 6 feet),  
Two chairs,  
Access to electricity supply (please bring own extension cords)

**Conference:** All persons at the conference on behalf of exhibitors are required to register for the conference at a rate of \$400 per registrant. As such, these persons will have full access to all conference events, sessions, meals, etc.

*ASCA and the Crystal Gateway Marriott are not responsible for the safekeeping of any supplies, materials, or equipment of the exhibitor. Exhibitor bears sole responsibility for the security of all such items. Exhibitor agrees to defend, indemnify, and hold harmless, Crystal Gateway Marriott, Association for Student Conduct Administration, and their owners, managers, officers, directors, agents, employees, independent contractors, subsidiaries, affiliates, and volunteers from any damages or charges resulting from the exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of exhibition premises, the hotel, or any part thereof. Exhibitor agrees to comply with all local, state, and federal laws during this time period. This agreement does not provide the endorsement of the vendor or any products by ASCA, nor should exhibitor imply such endorsement in any manner. Conference time, scope, and arrangements are subject to unforeseeable events, such as inclement weather and other catastrophic happenings. ASCA is not responsible for any expenses incurred by the exhibitor due to any changes resulting from such events. Exhibitor agrees to read and abide by the ASCA Endorsement and Sponsorship. Registration as an exhibitor during the conference implies agreement with all terms and conditions of this agreement document.*

## Registration Form

Ready to commit to a partnership with the ASCA Annual Conference? Great! For your convenience, all forms are housed electronically and can be accessed via the link below.

[Request to Exhibit at the ASCA Annual Conference](#)

Have additional questions or want to discuss opportunities with a member of the ASCA professional staff? Please contact:

Christine Simone  
ASCA Deputy Director  
979.589.4604  
[christine@theasca.org](mailto:christine@theasca.org)  
[asca@theasca.org](mailto:asca@theasca.org)