



Annual Conference

Sponsorship and
Exhibitor Information

Portland, Oregon

January 31 - February 3, 2024

Dear ASCA Business Partners and Exhibitors:

Thank you for considering a partnership with the Association for Student Conduct Administration (ASCA) Annual Conference.

ASCA is pleased to partner with organizations and companies such as yours and to connect you with our members. Our Annual Conference attendees range from graduate students and entry-level professionals beginning their career-long relationships with vendors to seasoned professionals serving in senior student affairs officer (SSAO) and other decision-making roles. ASCA is planning for an in-person conference in 2024, anticipating approximately 750 colleagues and members in attendance.

The 2024 Conference will be held at the Oregon Convention Center (OCC) in Portland, Oregon. This property houses multiple large open hallway spaces between meeting rooms that will provide high visibility among conference attendees. We also have exhibitor space in other high-traffic areas, such as adjacent to the Plenary Session ballroom and registration areas.

Aside from direct access to our higher education professionals, our exhibitor and business partner packages offer marketing and sponsorship opportunities at a variety of price points. 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 suggest 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 January!

Sincerely,

Tess Barker, JD, PhD
ASCA Executive Director
tess@theasca.org
979-589-4604

Why Partner with ASCA?

Thank you for your interest in sponsoring, partnering, or exhibiting with ASCA. You likely already have some familiarity with ASCA's mission and the value we bring as an Association and community of members. But what sets ASCA apart when choosing where to spend your marketing resources?

ASCA attendees value networking and relationship-building

Annual assessments of the ASCA Annual Conference consistently affirm that the primary reason professionals attend ASCA is to network and reconnect with colleagues in the field. Approximately 750 attendees are engaged and ready to connect 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 Annual Conference attracts a range of higher education professionals

About one-third of annual Conference attendees are first-time attendees. This means there are plenty of chances to connect with new institutions and individuals each year. Staff engaging in student conduct work are ever-changing, and the Conference attracts a wide variety of roles: senior student affairs officers such as vice presidents and deans, directors, assistant directors, coordinators, investigators, compliance personnel, fraternity/sorority staff, and residence life professionals.

Whether you are looking to establish connections with professionals new to student conduct, hoping to land new contracts with upper-level administrators, or to reconnect with current clients, the ASCA Annual Conference meets your needs!

Student conduct: a continually 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 staff 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's conference layout and size allows you to personally engage with prospective clients, yet large enough to make hundreds of impressions. ASCA does not believe in tucking our sponsors away in an exhibit hall. Instead, we locate exhibitors in high-traffic areas throughout the conference space to increase your visibility. At the Oregon Convention Center (OCC), the entirety of the Conference is centralized in a dedicated wing of the OCC with exhibitors located in strategic locations throughout the wing.

ASCA offers access to a wealth of engagement opportunities

Uniqueness sells, so why limit your creativity when it comes to engaging with our members? We know that you are the ones who know your audience best. Therefore, you should not have to solely pick from a preset "menu" of sponsorship options. Have an idea for a new engagement offering you'd like to pursue? Please feel free to contact ASCA Executive Director Tess Barker at tess@theasca.org to start a conversation.

Schedule at a Glance

While the most up-to-date information can be found on our conference website at www.ascaconference.com, a summary of key information is below. Those joining us for the conference in any partnership capacity are welcome to remain onsite exhibiting for the duration of the conference.

Wednesday, January 31

7:00 a.m. Conference Registration, Check-In, & Pre-Conference Sessions
Exhibitors may begin table/booth set-up

6:30 p.m. - 8:30 p.m. Welcome & Keynote Speaker

8:30 p.m. - 10:00 p.m. Opening Social

Thursday, February 1

8:15 a.m. - 9:45 a.m. Featured Speaker – Case Law Updates

10:00 a.m. - 11:00 p.m. Region Meetings

11:10 a.m. - 12:10 p.m. Concurrent Sessions

12:15 p.m. - 2:00 p.m. Queer Summit & Lunch on Your Own

2:10 p.m. - 3:10 p.m. Concurrent Sessions

3:30 p.m. - 4:30 p.m. Concurrent Sessions

4:30 p.m. - TBD Women of Color & African American/Black Male Summits

Friday, February 2

8:30 a.m. - 12:10 p.m. Concurrent Sessions

12:30 p.m. - 2:00 p.m. Awards Lunch (meal provided)

2:00 p.m. - TBD ASCA explores Portland

Saturday, February 3

8:15 a.m. - 9:15 a.m. Concurrent Sessions

9:30 a.m. - 11:00 a.m. Featured Speaker – Legislative & Public Policy Updates

11:10 a.m. - 12:10 p.m. Concurrent Sessions

12:20 p.m. - 1:20 p.m. Closing Keynote

6:00 p.m. Exhibitors must have items removed from the OCC

Venue: The Oregon Convention Center (OCC) & Hyatt Regency in Portland

Hyatt Regency Portland and the Oregon Convention Center (375 NE Holladay St, Portland, OR 97232) will serve as the conference site for the 2024 ASCA Annual Conference. Just a few Metro stops from the Portland International Airport (PDX), the conference hotel is located across the street from the Oregon Convention Center with nearby dining options available from both. Our conference hotel and OCC are minutes away from downtown Portland via the Metro or car, with more restaurant and shopping options.

ASCA has a room block contracted with the hotel at a rate of \$178/night plus tax (single/double). We encourage you to reserve a room early by calling 971-222-1234 or by visiting the “book a room” link located at this site: <https://www.hyatt.com/en-US/group-booking/PDXRP/G-ASC1>. Please note that there are a limited number of room nights offered at the conference rate. Additional information about the room block can be found on the link above.

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

ASCA Annual Conference

Hold for 01/31/2024

Your Name

c/o Hyatt Regency Portland at The Oregon Convention Center

375 NE Holladay St.

Portland, OR 97232

Additional Information about Partnering with ASCA

ASCA has adopted policies and protocols to help ensure participants at in-person events are able to benefit fully from the professional development experience. Key policies and protocols can be found on the [ASCA website](#). Some of the relevant key policies are:

- [ASCA Endorsement and Sponsorship Policy](#)
- [ASCA Event Accessibility Guidelines](#)
- [ASCA Online Code of Conduct](#)
- [Health and Wellness Protocols](#)

Partnership Levels and Benefits

ASCA invites new and returning partners to participate at the Annual Conference. Options are outlined below, but this is not meant to be an exhaustive list. Please feel free to reach out to suggest a new package, combinations of sponsorships, or new marketing approaches that meets your needs.

Gold Level Partner (\$9,000)

- Three conference registrations
- Exhibitor booth with two tables with ability to select location[^]
- Named as sponsor for one all-Conference Session* with the opportunity to greet participants from the stage
- Listed in electronic program and on conference website
- Access to conference registrant list before and after event
- Three promotional mentions via ASCA social media
- Advertisement as Gold Level Partner in 2 pre-conference newsletters
- Opportunity to host an evening reception in the OCC with room fee waived. All other costs such as food/beverage/entertainment to be paid for by Partner

Silver Level Partner (\$6,000)

- Two conference registrations
- Exhibit booth with one table
- Named as Silver Level Partner for one all-Conference Session* with the opportunity to greet participants from the stage
- Listed in electronic program and on conference website
- Access to conference registrant list before and after event
- One promotional mention via ASCA social media
- Advertisement as silver level sponsor in one pre-conference newsletters

Bronze Level Partner (\$3,000)

- One conference registration
- Exhibit booth with one table
- Named as Bronze Level Partner for one all-conference coffee break or pre-conference lunch with logo recognition on/around tables
- Listed in electronic program and on conference website
- Access to conference registrant list before and after event

Exhibitor Package (\$900)

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

[^] Gold Partners will have until December 1, 2023 to select location, with selection occurring in order sponsorship applications and payment are completed.

*All-Conference sessions include: Opening Session; Awards Luncheon; Closing Session; and two Plenary Sessions (Case Law Updates and Legislative & Public Policy Updates). Session sponsorships will be confirmed in the order sponsorship applications and payments are completed.

A La Carte

The items below may be purchased as add-on items to complement your premiere partnership package or simply buy components as needed to supplement your exhibitor partnership. All prices listed per unit.

- Additional Conference Registrations (\$500)
 - All persons attending the conference on behalf of partnered organizations are required to be registered for the conference. This rate is less than our standard conference rate to better support business partner's attendance.
- Additional Table in Exhibit Area (\$250)
- 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 - let's talk!)

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 Sponsor and/or Exhibit at the ASCA Annual Conference](#)

Found at:

<https://docs.google.com/forms/d/e/1FAIpQLSf0epSS5cH9xxKUZexbF7GEqZtTVcFmc6Ujmc1xnt4cgGGA/viewform>

After submitting a Request to Sponsor and/or Exhibit, ASCA staff will provide additional information and an Exhibitor Agreement.

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

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ASCA Executive Director
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979-589-4604