



**2025 ASCA  
ANNUAL  
CONFERENCE**  
**PORTLAND, OR**

**Dear ASCA Business Partners and Exhibitors:**

Thank you for partnering with the Association for Student Conduct Administration (ASCA) and our Annual Conference. We know the ASCA Annual Conference is a strategic way for your organization to connect you with large numbers of student conduct professionals in a meaningful way. Here are key details about the 2025 Annual Conference:

When: February 5 - 8, 2025  
Where: Oregon Convention Center (OCC) & the Hyatt Regency at the OCC  
Portland, Oregon  
Who: Approximately 750+ attendees including SSAOs and other decision makers

This will be our third and final year 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 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 options below are examples of partnerships ASCA has developed based on past Exhibitor and Business Partner feedback. If you have other ideas for how to best connect your business to conference participations, please contact me to start the conversation.

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,

Tess Barker, JD, PhD  
ASCA Executive Director  
[tess@theasca.org](mailto:tess@theasca.org) | 979-589-4604



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## **Why Partner with ASCA?**

### 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 business partners to learn about your services and products.

### 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, fraternity/sorority staff, and housing professionals.

### Student conduct: a continually growing field of professionals

As higher education evolves, ASCA's reach expands. The dynamic nature of colleges has led to an expansion in the populations served by ASCA and our members. Exhibitors will be able to interact with a wide variety of offices including: fraternity/sorority life, conduct, housing, case management, behavioral intervention, threat assessment, campus safety, sexual misconduct, legal affairs, and more.

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

ASCA's dedicated location within the OCC and the overall conference size allows you to personally engage with prospective clients, yet is large enough to make hundreds of impressions. ASCA does not tuck our business partners into a closed exhibit hall. Instead, we locate exhibitors in high-traffic areas to increase your visibility. The Annual Conference is centralized in a dedicated wing of the OCC with exhibitors located strategically throughout the space.

### 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](mailto:tess@theasca.org) to start a conversation.



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## **Sponsorship Levels, Exhibitor Partnerships, and Benefits**

### **Gold Level Partners (\$9,000) - 2 Sponsorships Available**

- Three conference registrations
- Exhibitor space with two tables with ability to select location(s)^
- Named as Gold sponsor for one all-Conference Session\* with the opportunity to greet participants from the stage (3-5 minutes)
- Acknowledged in electronic program and on conference website
- Access to conference registrant list before and after event
- Three promotional mentions on ASCA social media
- Advertisement as Gold Level Partner in two pre-conference newsletters
- Opportunity to host a meeting or reception in the OCC or Hyatt with room fee waived. Other costs such as food/beverage to be paid for by the Partner.

### **Silver Level Partners (\$6,000) - 2 Sponsorships Available**

- Two conference registrations
- Exhibitor space with one table
- Named as Silver sponsor for one all-Conference Session\* with the opportunity to greet participants from the stage (3-5 minutes)
- Acknowledged in electronic program and on conference website
- Access to conference registrant list before and after event
- One promotional mention on ASCA social media
- Advertisement as Silver level sponsor in one pre-conference newsletters

### **Bronze Level Partners (\$3,000) - 1 Sponsorship Available**

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

### **Exhibitor Package/Active [Business Partner](#) Membership (\$900)**

#### **Exhibitor Package/Regular (\$1,100)**

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



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## **A La Carte Add-Ons**

- Additional Conference Registration (\$500)
  - All persons attending the conference on behalf of partner organizations are required to be registered. This rate is lower than even our early bird conference rate to support business partner participation
- Additional Table in Exhibit Area (\$250)
- Additional Table in Opening Reception Area during event (\$100)
- Sponsorship of First-Time Attendee Welcome (\$500)
- Sponsorship of All-Conference VooDoo Donut Break (\$1,500)
- 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)
- Water Bottle Sponsorship (\$1,500)
- Your Idea Here (Varies - let's talk!)

A La Carte Add-ons can be selected during your original sponsorship/exhibitor registration process or added on at a later point. Please note that some add-ons have limited availability.

If you are interested in exploring another sponsorship idea, or are not able to join us in Portland, please reach out to ASCA Executive Director, Dr. Tess Barker at [tess@theasca.org](mailto:tess@theasca.org) to discuss options.

## **Confirming Your Sponsorship**

Please complete this [online form](#) to confirm your Exhibitor Table. After submitting your information, ASCA staff will provide additional information and an Exhibitor Agreement. If you have any questions about the form, please email [asca@theasca.org](mailto:asca@theasca.org).

^ Gold Sponsors will have until December 1, 2024 to select exhibit table location(s), with selection occurring in order sponsorship applications *and* payment are received. If two Gold Sponsors request to sponsor the same All Conference session, preference will be given to when payment was received.

\*All Conference sessions available for sponsorship include: Opening Session; Business Meeting Lunch; Case Law Updates; Awards Luncheon; Public Policy/Closing Session. Sponsorships will be confirmed in the order sponsorship applications and payments are completed.



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## Schedule at a Glance

While the most up-to-date information can be found on our [conference website](#), a summary is below. Please note that ASCA promotes the set times below as official Exhibitor Hours. This allows you and your staff to schedule time to step away from your booth during low-traffic/in-session times.

<b>Wednesday, February 5</b>	<b>Optional Exhibitor Hours: 8:00 am - 5 pm</b>
7:00 a.m.	Conference Registration & Exhibitors may begin set-up
8:30 a.m. - 4:30 p.m.	Pre-Conferences
Afternoon TBD	First Time Attendee Orientation
6:30 p.m. - 7:45 p.m.	Welcome & Keynote Speaker
8:00 p.m. - 10:00 p.m.	Opening Social
<b>Thursday, February 6</b>	<b>Exhibitor Hours: 9:30 am - 12:15 pm; 1:45 pm - 5 pm</b>
8:30 a.m. - 9:30 a.m.	Region Meetings
9:45 a.m. - Noon	Concurrent Sessions 1 & 2
12:15 p.m. - 1:30 p.m.	ASCA Business Meeting & Lunch
1:45 p.m. - 2:45 p.m.	Concurrent Session 3
3:15 p.m. - 4:45 p.m.	Case Law Update
5:15 p.m. - TBD	Summits; Dinner on Your Own
<b>Friday, February 7</b>	<b>Exhibitor Hours: 8:00 am - 12:15 pm; 1:45 pm - 3:15 p.</b>
8:30 a.m. - 12:00 p.m.	Concurrent Sessions 4, 5, & 6
12:15 p.m. - 1:45 p.m.	Awards Lunch
2:00 p.m. - 3:00 p.m.	Concurrent Session 7
3:00 p.m. - TBD	ASCA explores Portland; Dinner on Your Own
<b>Saturday, February 8</b>	<b>No promoted Exhibitor Hours</b>
8:30 a.m. - 10:45 a.m.	Concurrent Sessions 8 & 9
11:00 a.m. - 1:00 p.m.	Closing Session & Public Policy and Legislative Update
6:00 p.m.	Exhibitors must have items removed from the OCC



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## **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 2025 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. The Hyatt 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). Rooms may be reserved by calling 971-222-1234 or by visiting the Hyatt's "[book a room](#)" link. Please note that there are a limited number of rooms offered at the conference rate so you are encouraged to reserve rooms as soon as possible.

## **Shipping and Handling**

Packages can be held for delivery for you at the Hyatt Regency **up to three days prior** to your arrival, with any handling costs assessed by the Hyatt directly to you. Packages should addressed to you, as noted below, and mailed directly to:

ASCA Annual Conference  
Hold for 02/05/2025  
Your Name  
c/o Hyatt Regency Portland at The OCC  
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 Guidelines](#)
- [ASCA Event Accessibility Guidelines](#)
- [ASCA Online Code of Conduct](#)
- [Safety and Wellness Guidelines](#)