



VENDOR PROSPECTUS

2021

ANNUAL CONFERENCE

The Higher Education Web Professionals Association hosts its Annual Conference in the fall of each year. It is a well-attended event featuring a wide range of presentations that attract higher education digital professionals from a broad variety of organizations and disciplines.

In 2020, the HighEdWeb Annual Conference was held online. The conference offered 30+ presentations, lightning talks, digital poster presentations, and welcomed about 2000 web and digital communication professionals from around the world.

HighEdWeb 2021 (#HEWeb21) will bring together content marketers and developers, designers and managers, programmers and writers – along with other professionals from across the web and digital communication disciplines – this Oct. 4-5 online. With three tracks of presentations, one outstanding keynote, and interactive digital events, we know this will be another stellar HighEdWeb experience.

INSTITUTIONS

HighEdWeb conferences are truly international events, attracting higher education professionals from institutions throughout the United States and beyond. Past attendees have hailed from Australia, Brazil, Canada, England, Germany, Italy, New Zealand, Saudi Arabia, Singapore, Spain, Sri Lanka and Sweden.

For a sample list of participating institutions, contact sponsors@highedweb.org

OUR ATTENDEES

HighEdWeb Annual Conference attendees are diverse in their backgrounds, organizations, and professional roles. They are an active, strongly-networked community and are eager to embrace new ideas and technologies to help further the web and digital at their home institutions. HighEdWeb attendees often act as champions – in their organizations and on social media – for the partners and tools with which they work.

Our attendees cover a wide range of positions in colleges and universities, such as:

Account executives	Marketers
Admissions staff	Mobile specialists
Accessibility specialists	Programmers
Application developers	Professors
Assistant directors	Social media managers
Business analysts and officers	Student service teams
Chief communications officers	Systems and networking professionals
Chief information officers	User experience architects
Chief marketing officers	User experience designers
Communications specialists	Web architects
Content strategists	Web designers
Digital media specialists	Web and database developers
Directors	Web managers
Editorial directors	Web writers
Instructional technologists	Web Managers
IT staff	Web Writers
Librarians	

STANDARD SPONSORSHIP LEVELS

\$9,000
(Four available)

PLATINUM

This is the ultimate package to gain maximum exposure at the HighEdWeb Annual Conference.

BENEFITS

- **Enhanced virtual hall presence** - will include the Standard virtual hall presence, as well as, the ability to host live Q&A's and live polling.
 - Includes paid registration for 4 individuals as the virtual hall representative.
- **45-minute pre-recorded presentation slot** - in one of our main conference tracks.
- **Social media announcement before the event** - written by the HEWeb Marketing/Communication team about sponsorship leading up to the conference.
- **Social media announcement during and after the event** - written by the Sponsor.
- **Listing on event website and emails.**
- **Conference attendee list with email** - List provided for all conference attendees including Name, Title, Institution, Email. Attendees will need to opt-in to be included in the attendee list. Provided on or before September 19, 2021 (2-weeks prior to event date) and October 19, 2021 for any new registrations not included in the first list.
- **Elevator pitch/product demo** - Optional, 10 minute pre-recorded product demo to be played during a scheduled break. Sponsor name be included in the schedule. Analytics on attendees will be provided after the event.
- **Dedicated Slack channel in the HighEdWeb Slack community** - from the time your sponsorship is confirmed until two weeks following the live event where you'll be able to interact with HighEdWeb members.
- **Bumper graphic before each session** - Sponsor logo and thank you presented prior to each session.
- **Email to attendees** - a pre-conference or post conference email communication including a brief introduction to your product or services, sent by HighEdWeb on sponsor behalf.
- **Company or personality profile** - a pre-conference or post conference profile in our [Link Journal](#).
- **Discounted registration cost** - for 2 attendees

\$5,000
(Unlimited)

GOLD

The Gold sponsorship is a top opportunity to get your brand noticed during the HighEdWeb Annual Conference.

BENEFITS

- **Standard virtual hall presence** - will include the Basic virtual hall presence, as well as, the ability to meet virtually during the conference, schedule future meetings, live chat, survey, and visitor insights.
 - Includes paid registration for 2 individuals as the virtual hall representative.
- **Listing on event website and emails.**
- **Conference attendee list with email** - List provided for all conference attendees including Name, Title, Institution, Email. Attendees will need to opt-in to be included in the attendee list. Provided on or before September 19, 2021 (2-weeks prior to event date) and October 19, 2021, for any new registrations not included in the first list.
- **Social media announcement before the event** - written by the HEWeb Marketing/Communication team about sponsorship leading up to the conference.
- **Elevator pitch/product demo** - Optional, 10 minute pre-recorded product demo to be played during a scheduled break. Sponsor name be included in the schedule. Analytics on attendees will be provided after the event.
- **Dedicated Slack channel in the HighEdWeb Slack community** - from the time your sponsorship is confirmed until two weeks following the live event where you'll be able to interact with HighEdWeb members.
- **Bumper graphic before each session** - Sponsor logo and thank you presented prior to each session.
- **Discounted registration cost** - for 1 attendee

\$2,000
(Unlimited)

EXHIBITOR

A great way to get exposure and meet new potential clients.

BENEFITS

- **Basic Virtual Hall Presence** – will include a visual listing of all 2021 sponsors organized by level. The basic booth will consist of your company name, logo, 150-word description, up to 4 prerecorded videos, and digital resources for attendees.
 - Includes paid registration for 1 individual as the virtual hall representative.
- **Social Media Announcement before the event** – written by the HEWeb Marketing/Communication team about sponsorship leading up to the conference.
- **Listing on event website and emails.**

ADD-ON SPONSOR OPPORTUNITIES

We are excited to offer these additional Annual Conference sponsorship opportunities, allowing you to choose your desired level of support and to get the very best value to meet your needs and budget. These packages can be added on to enhance your General package.

ACCESSIBILITY PARTNER

(One available)

Each year, HighEdWeb responds to the ever-changing accessibility needs of our attendees. Your support allows us to create an inclusive and welcoming environment for all members of our community.

KEYNOTE PARTNER

(One available)

In the past, HighEdWeb has welcomed stars and geniuses. Each year, our keynotes inspire attendees to go out and continue to improve the state of the web in higher education. Your support can help us with expenses for these speakers.

CUSTOM SPONSORSHIP OPPORTUNITIES

You may also choose to maximize your visibility through a more customized sponsorship of the HighEdWeb Annual Conference and of other HighEdWeb events. These opportunities are delivered on an individual basis; contact sponsors@highedweb.org for more information.

CONTACT

Joseph Vugteveen
HighEdWeb Sponsorship Manager
sponsors@highedweb.org



NOTE: HighEdWeb maintains a policy of not sharing contact information (e.g. phone numbers, email addresses) for its attendees, unless attendees give prior consent.