ASCUE
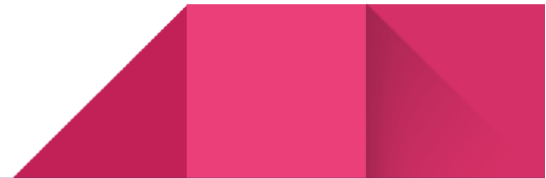## Association Supporting Computer Users in Education

Sponsorship Prospectus
June 11th-14th, 2023 | In-person Conference
Beach Cove Resort | Myrtle Beach, South Carolina

Our new ASCUE conference venue partner

What is ASCUE?

ASCUE is the Association Supporting Computer Users in Education and is an annual technology conference that takes place in Myrtle Beach, SC. The first annual conference took place in 1967 and celebrates 56 years and counting. It is comprised of attendees/members from mostly small and medium colleges and universities.

Who attends ASCUE?

Typical attendees are faculty and staff from small and medium sized colleges and universities who have an interest in various topics in the computer/technology fields. This includes, but is not limited to, CIOs, CTOs, IT Directors, Educational Technology Specialists, Provosts, Deans, Instructional Technologists, IT Support Personnel, and on-campus and faculty decision-makers, etc.

Our Mission & Vision

ASCUE is the Association Supporting Computer Users in Education and we've been around since 1968. Our members hail from all over North America. Our Board plans the conference and works hard to see everything is running smoothly. Our mission is to provide opportunities for resource-sharing, networking, and collaboration within an environment that fosters creativity and innovation in the use of technology within higher education. We have a vision, too. This vision captures where we want to see ASCUE be in the next three to five years. Here it is:

ASCUE is an international community of individuals committed to the innovation, implementation and furtherance of technology trends, equipment, and practices within higher education. ASCUE is a major catalyst for technology innovation and, as such, provides leadership and opportunities for collaboration to our members. The annual ASCUE conference is internationally recognized for innovation, creativity, and excellence.

ALL NEW VENUE! Where will ASCUE be held this year?

The Association Supporting Computer Users in Education (ASCUE), in consultation with its members, has decided to resume our annual on-site conference in Myrtle Beach, SC at a NEW location, the Beach Cove Resort, scheduled for June 11-14, 2023.

We are very excited about this new Beach Cove Resort location for the conference. This new site offers more modern rooms, larger conference space and larger, more accessible booth space for business partners to promote resource-sharing, networking, and collaboration, centered on creativity and innovation in the use of technology within higher education.

We believe that this new venue will also attract many more current ASCUE members to attend as well as attract many new members to the conference.

ASCUE By The Numbers

400

Past/present ASCUE members who receive our mailing list

79

ASCUE members attended last conference

28

Different Colleges & Universities Represented

All data provided on this page is based on 2018 Conference records
but is consistent with recent ASCUE Conferences

ATTENDEE PROFILE & CONFERENCE FOCUS

This year, ASCUE will be reaching out to its member institutions' CIOs, CTOs, and instructional technologists as well as provosts, academic deans, and influential faculty members to take part in the conference.

- **Empathy** – how is care/concern informing our decision making? How can we use technology to better care for our students? To better improve the learning experience? The work experience?

- **Equity** – How is our IT-related decision making impacting our students (or faculty/staff/etc.)? For example, is a particular policy discriminatory? Is it causing undue burden? Have we assessed the impact of a particular implementation/lesson plan/etc.

- **Intentionality** – What are the problems (learning/infrastructure, etc.) that we are trying to solve? For example, in the classroom, am I using a particular technology because it's cool or because it's helping students engage/achieve a learning outcome? How am I measuring its success? How am I accounting for the IT-related issues? What kind of support and scaffolding would I need to make this project go off without a hitch? For IT leadership – what is the experience of our systems and how can we plan (disaster recovery, updates, etc.) for improvements to have a smaller impact on high-traffic performance? How can we leverage our funding while still providing a good educational experience (through partnerships like HESS, etc.)

Some of the Colleges & Universities Represented at Past Conferences

University of Lynchburg

Wabash.

North Central State College

WASHINGTON AND LEE UNIVERSITY

COASTAL CAROLINA UNIVERSITY

MERCER UNIVERSITY

Cairn UNIVERSITY

Young Harris COLLEGE EST. 1886

UNIVERSITY of MOUNT UNION

CAMPBELL UNIVERSITY

SAINT FRANCIS UNIVERSITY 18 47

BEREA COLLEGE

PURDUE UNIVERSITY®

WAKE FOREST UNIVERSITY

LSUS SHREVEPORT

VANDERBILT UNIVERSITY

SAINT MARY'S COLLEGE NOTRE DAME, IN

CENTRE COLLEGE

EMORY UNIVERSITY

Contact us at sponsors@ascue.org

Some of the Sponsors That Have Supported ASCUE
at Past Conferences

These great companies gained exposure and engagement with our national membership and conference attendees including **CIOs, CTOs, Provosts, Deans, Instructional Technologists, decision-making & influential Faculty, and all levels of technology professionals** by supporting the ASCUE National Conference.

We hope that you will join these companies in working with us and our members in 2023.

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2022 ASCUE Conference | Sponsorship pricing

⬤	**Platinum Sponsors**	**$2,500**
⬤	**Gold Sponsors**	**$1,500**
⬤	**Silver Sponsors**	**$750**
⬤	**Bronze Sponsors**	**$500**

Sponsorship Opportunities	Bronze	Silver	Gold	Platinum
Sponsors Logo and Link to Website on the ASCUE Sponsors Web Page & all communications	✓	✓	✓	✓
Recognition During Welcome & Annual Business Meeting	✓	✓	✓	✓
Tiered (Platinum, Gold, Silver, Bronze) hyperlinked sponsor logo displayed prominently on Registration page (outside event).	✓	✓	✓	✓
Tiered (Platinum, Gold, Silver, Bronze) hyperlinked sponsor logo displayed prominently on Reception page (inside event).	✓	✓	✓	✓
Sponsor logos applied to print or email conference mailings with sponsorship level status		✓	✓	✓
Your own 45-min breakout session in the conference schedule. *			✓	✓
Sponsors can receive the full list of attendees with name, email, institution.			✓	✓
Social Media shout outs via Twitter and Facebook				✓
Sponsor table (8') at the in-person conference		1 day	All days	All days

* Sponsors <u>must</u> commit prior to 5/1/23 to be guaranteed a session slot.

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Additional Sponsorship Opportunities

Website Sponsor ($200)
Make a donation of $200 or more and you will receive recognition during our annual business meeting, and your logo will be placed on our website with a link to your website for a term of no less than 1 year.

Door Prize Sponsor ($25 – $100 door prize value)
Donate a door prize with a retail value of $25-$100 and you will receive recognition during our annual business meeting.

Special Event Sponsors (at cost for event)
Many sponsors have offered a special event for the on-site members and their families in the Myrtle Beach, SC. area such as mini-golf, area shows and more. Please talk with us about these opportunities if you would like to offer a special event.

- Family Bowling Event/Sports Outing (sign-up to 80) - $850
- Family GoCart Event (sign-up to 41) - $700

Onsite Meals / Refreshment Breaks (at cost for event)
Sponsors in the past have sponsored on-site members a special sponsored networking lunch or dinner featuring some time to share product and service information to attendees. Attendees always appreciate the food and beverage provided during the event. Signage during the sponsored meals and coffee breaks will recognize the sponsor as well as acknowledgement on our website.

- **Break Sponsorships**
- **Breakfast Sponsorships**
- **Lunch Sponsorships**
- **Dinner Sponsorships**

Additional Custom Sponsorships

Additional sponsorship opportunities are available such as keynote speaker sponsorship and others. If there are any special considerations or specific business goals that your company is looking to achieve, we are more than happy to discuss those with you.

Sponsorship Terms and Conditions

Sponsorship invoices are sent April 1st. Full payment is due by May 30th. If a sponsor decides to commit after May 30th, we will work with them to receive payment in a reasonable time frame prior to the start of the conference. We accept sponsorship payments via check or credit card. Contact us at (sponsors@ascue.org), and our ASCUE Sponsor Relations Coordinator will be happy to respond to any questions and requests for more information.