



 **AESS** | ASSOCIATION FOR ENVIRONMENTAL STUDIES AND SCIENCES

Sponsorship & Advertising Opportunities

Community, commitment, collaboration:
Moving toward a just future
AESS's 2nd low-carbon conference

June 28 - July 1, 2021
virtual event



ABOUT THE 2021 CONFERENCE

The Association for Environmental Studies and Sciences (AESS) will hold our 13th annual conference as a virtual event June 28-July 1, 2021. Our theme is Community, commitment, collaboration: Moving toward a just future. The AESS 2021 Low-Carbon Virtual Conference welcomes ESS-related panel and presentation proposals in the interdisciplinary sciences, social sciences, natural resource management, natural sciences, environmental humanities, sustainability, education, activism, and more. This year AESS is soliciting proposals in six areas of emphasis to facilitate member connections and collaboration, live networking events and workshops. Toward this end, we will also host an associated Student Summit to bring students together to support their shared interests in ESS, discuss their work, and vision for the future. Each area of emphasis connects with broader commitments of AESS to social, environmental, and racial justice.

Our conference is expected to draw more than 100 academics, practitioners, undergraduate and graduate students involved in environmental studies, science, policy, conservation, advocacy, and sustainability.

As the flagship association for interdisciplinary environmental studies and sciences, AESS seeks sponsor support to help advance the mission of the organization while keeping membership costs and conference registration low.

WHY SPONSOR THE AESS ANNUAL CONFERENCE

- Unique opportunity to engage with a diverse group of scholars, scientists, sustainability professionals and educators.
- Network with professors and students from colleges and universities across the United States.
- Sponsor names and contact information will be in the AESS Conference mobile event app as well as on the AESS website for one year.
- Receive a complimentary list of AESS registrants following the conference (terms and conditions apply as outlined on aessconference.org).

CONTRIBUTOR OPPORTUNITIES

Platinum Sponsors | \$1500 (2 available)

- Exhibitor booth in Virtual Exhibitor Hall, including booth manager access
- Recognition as Platinum Sponsor: static logo placement on Virtual Event Platform and event log-in screen plus verbal acknowledgements during opening and closing remarks
- Individual Platinum Sponsor Advertisement displayed as pre-roll video for Opening or Closing sessions
- One (1) general conference registration and three (3) student registrations
- 100-word pre-event email pitch
- Pre- and post-conference attendee lists

Gold Sponsors | \$750

- Exhibitor booth in Virtual Exhibitor Hall, including booth manager access
- Recognition as Gold Sponsor: logo placement on Virtual Event Platform carousel ad plus verbal acknowledgements during opening and closing remarks
- Three (3) student registrations
- Pre- and post-conference attendee lists
- 100-word pre-event email pitch

Silver Sponsors | \$500

- Exhibitor booth in Virtual Exhibitor Hall, including booth manager access
- Recognition as Silver Sponsor: logo placement on Virtual Event Platform carousel ad plus verbal acknowledgements during opening and closing remarks
- One (1) student registration
- Pre- and post-conference attendee lists

Contributor | \$300

- Recognition as Contributor: listed on Virtual Event Platform Sponsor List
- Pre- and post-conference attendee lists
- Two (2) student registrations OR One (1) general registration

Friend | \$150

- Recognition as Friend of AESS: listed on Virtual Event Platform Sponsor List
- One (1) student registration OR One (1) session sponsorship (*see features explained*)

Exhibitor | \$400

- Exhibitor booth in Virtual Exhibitor Hall, including booth manager access for up to two (2) exhibit managers.
- Pre- and post-conference attendee lists

All options above include at least one social media mention, your logo on the AESS websites with a link to your website, and virtual event profile management control.

Conference Registration includes access to presentations, keynotes, workshops, live Q&A sessions, and virtual chat room features. Complimentary registrations will come in the form of single-use discount codes for sponsor to use/gift at-will.

Early-Bird Special

The first 5 organizations to register as Gold or Platinum contributors will also be offered a 3D booth and lead-retrieval at no extra cost.

(Lead-retrieval is available for purchase for all sponsors/exhibitors).

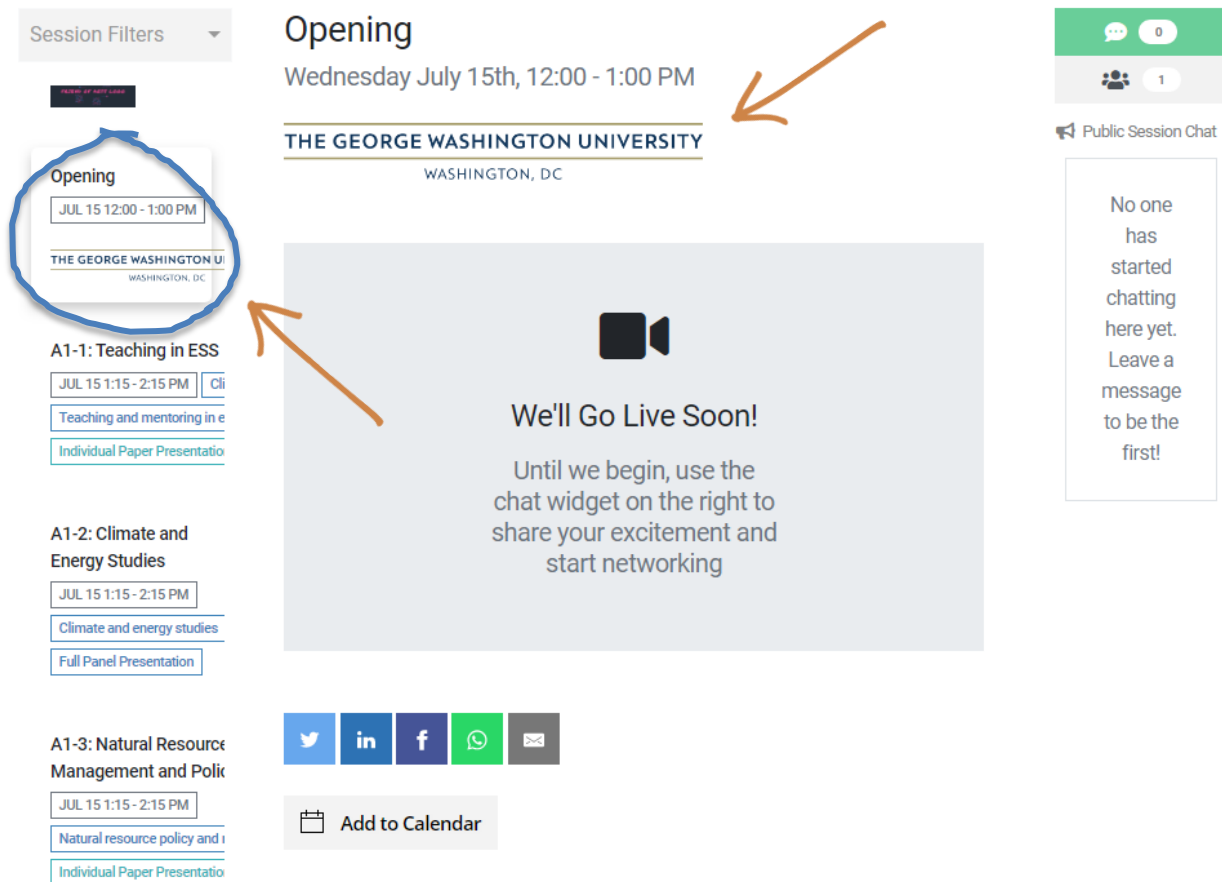
EXPLANATION OF FEATURES

We invite you to explore what our virtual event platform will offer by viewing samples below

Session Sponsorship

Your logo appears on the master schedule as well as the session page. Logo is clickable on event app and links to company profile listing. Organizations may select any session from panel sessions scheduled June 28 – July 1. Panel choice preferences must be specified in an email to events@aessonline.org and are filled in order of receipt.

Note: multiple organizations may sponsor a single session.



Networking

Want to start a conversation with someone? Did someone send you a pm (private message) in the portal? Here's where sponsors can also see impressions - who clicked on your company's virtual profile. You'll be able to chat with attendees while still virtually attending the event. No need to sign into another interface. A record of your chats will remain in your portal in this

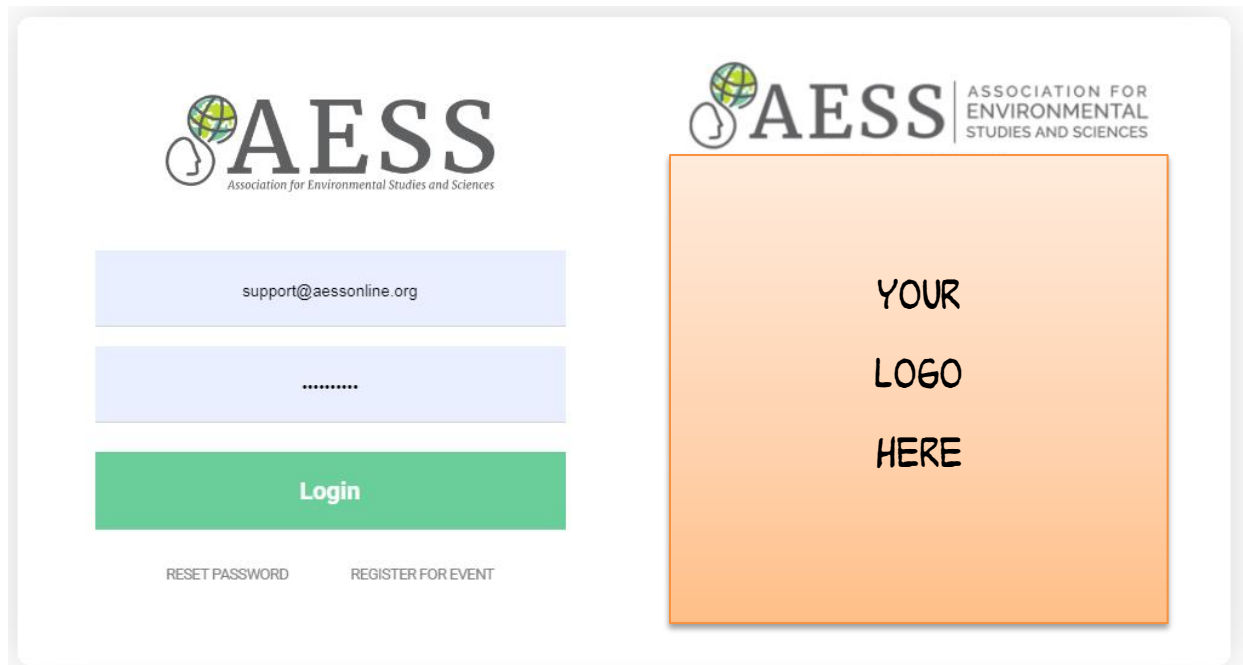
networking area. You can also meet for a video chat as long as your hardware supports a mic and camera.

Pre-Roll Videos

Attendees will see your video (mp4 under 25MB) when they visit a session page you've sponsored. See the grey box in the above sample session? That's where your video will appear. These play on loop until the session goes to live Q&A. Not sure how to make one? We can help you out.

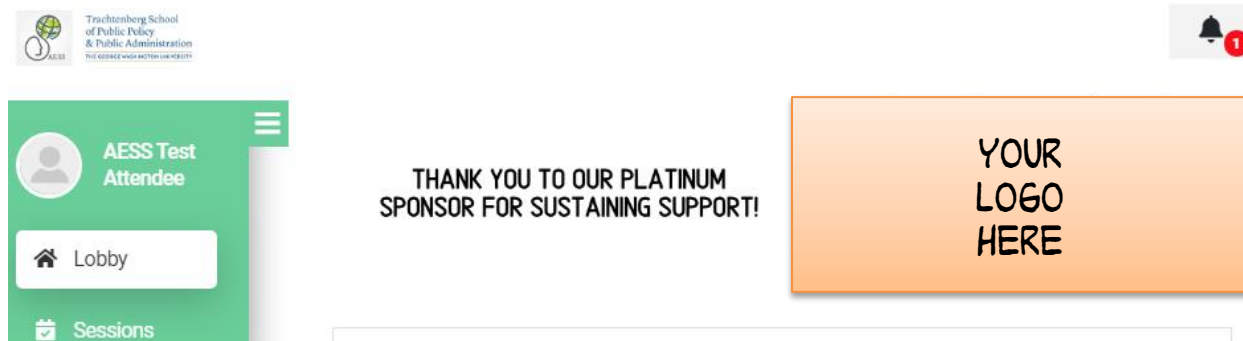
Portal Login Page

Don't login without seeing who our platinum sponsor is for 2021!



Lobby

All attendees enter the portal through the lobby – our fancy portal homepage. We like to show our partnerships here, too!



PROFILE MANAGEMENT AND REGISTRATION

After you complete the sponsor or exhibitor form, you will have the opportunity to make edits to your organizational profile(s).

Profile Features

Please note that your organization will be responsible for uploading and maintaining the content on these pages:

- Company Logos
- Company Description
- Company promotional video or video ad
- Representative Details (booth manager or point of contact)
- Company Materials/Collateral (file uploads)
- Company Contact and Social Media Information

For more details, view the [virtual exhibitor video](#) for samples and tutorials.

Registration

- Complimentary registration codes are single-use and tied to the ticket level (student, general).
- Representatives will register through the online registration system using a discount code. Codes will be distributed to sponsors when registration opens.
- The main sponsor contact person will receive the codes and is responsible for distributing the complimentary codes to the appropriate individuals.

Design Tips

1. Just about every sponsor opportunity that involves placing an image in the PheedLoop system also supports GIFs. GIFs are a powerful way to create more engaging and animated visuals, and even support additional sponsors in one graphic. Just watch out for the size of GIFs, try to keep them under 5 MB.
2. We strongly suggest using [Canva](#) to create visuals. It is an incredibly easy and affordable to use web-based application that allows you to create beautiful graphics, videos, documents, animations, and more.
3. A lot of graphics don't have specific dimensions associated with them because they depend greatly on the natural proportions of logos being uploaded. Some areas in PheedLoop will suggest sizes and resolutions, others may not. We strongly recommend exploring our guide [Design Guidelines for Logos and Event Graphics](#).

CONTRACT & ONLINE PAYMENT

Sponsors and exhibitors request an invoice by emailing canthon@aessonline.org.

Terms and Conditions

- 1. Code of Conduct:** All sponsors and AESS attendees are expected to adhere to the conference [code of conduct](#). By completing an application to exhibit or be a sponsor, you acknowledge that you have reviewed and will abide by the code.
- 2. Payment & Cancellation Policy:** Full payment is due to receive access to the virtual event platform. Payment is expected by June 1 unless other arrangements have been made. Refunds will be issued within 72 hours of payment, less cancellation fee of \$50. Refunds will not be issued after June 1, 2021.
- 3. Conference Participation:** Complementary conference registration gives access to all sessions on Monday through Thursday plus opening keynote and awards ceremony. AESS welcomes sponsor participation in and during sessions in the capacity of an attendee and encourages networking and collaboration for all of our guests.
- 4. Digital Solicitation Guidelines:** As part of your participation in AESS 2021, you will have access to the attendee mailing and email list, which contains contact information for those attendees who have not opted out to receive communications. Please remember that this list cannot be added to your internal database without obtaining permission from the user. Conference attendee lists are to be used only to promote AESS 2021 and/or to promote the exhibiting company's presence and/or to promote the exhibitor products or services. Physical addresses can be used for multiple pre-conference mailings, and email addresses can be used for multiple communications prior to or during the events. However, only one email communication can be sent post conference for appropriate follow-up after the event, unless user opts-in to continue receiving correspondence from your organization.
- 5. Event Portal:** Sponsors will have a robust profile listing on the event portal. It is the responsibility of the sponsor to populate information and maintain this profile through the event. AESS is not responsible for the accuracy of sponsor/exhibitor information contained in the profile.
- 6. Registration:** Sponsors will receive an invitation to register once contract payment has cleared and registration is open for the event.

ABOUT AESS

The Association for Environmental Studies and Sciences (AESS) (<https://aessonline.org>) is an independent, faculty-and-student-based professional association in higher education, designed to serve the needs of environmental scholars and scientists who value interdisciplinary approaches to research, teaching, and problem-solving. Founded in 2008, the Association seeks to provide its more than 650 members with the latest environmental information and tools to create better courses, strengthen research, develop more satisfying careers, harness the power of a collective voice for the profession, and enjoy each other's company at national and regional meetings. Membership benefits include membership directory access, mentoring resources for students and faculty, access to a curated journals database, curriculum resources, and access to the *Journal of Environmental Studies & Sciences* (JESS), published by Springer.

A major aim of AESS is to encourage interdisciplinary understanding of environmental science, law, policy, management, ethics, history, and economics. From its beginning, AESS has been envisioned as a community of environmental scholars and scientists, not a confederation of disciplines. Fundamental to its members' embrace of higher education is the notion that broad advances in environmental knowledge require disciplinary, interdisciplinary, and trans-disciplinary approaches to research and learning.

AESS is committed to achieving its goals by:

- expanding capacity for cross-campus collaboration, mentoring, and shared scholarship;
- creating a collegial process for networking, sharing ideas, publishing, and promoting both disciplinary and interdisciplinary programs and conferences;
- developing model curricula and professional standards, and guidelines;
- supporting the career development of student and faculty members; and
- providing professional advice and public outreach on important matters of environmental science, policy, and management.

AESS OFFICERS

Valerie Banschbach, President
Katharine Owens, President-Elect
Michael Finewood, Secretary
Richard Groover, Treasurer

BOARD OF DIRECTORS

Laureen Elgert
Lissy Goralnik
Diamond Holloman
Abby Lindsay Ostovar
Erin Pischke
Karin Warren

AESS STAFF

Carolyn Anthon, Managing Director
canthon@aessonline.org
Valerie Rountree, Program Chair

JESS

Walter A. Rosenbaum, Editor-in-Chief
E. Chris Parsons, Managing Executive Editor
Associate Editors
Editorial Board