

2026

Shape the Future of AI in Higher Education

OCTOBER
28-30, 2026

ATLANTA, GA
and ONLINE



CONFERENCE *on*
AI *and* **HIGHER**
EDUCATION

AAC&U

BUILDING A PATH FORWARD

The rapid emergence of artificial intelligence is reshaping teaching, learning, institutional operations, and the future of academic work. Colleges and universities are moving quickly—from isolated experimentation toward coordinated, institution-wide strategies that address academic integrity, curricular transformation, workforce preparation, and operational innovation.

The **AAC&U Conference on AI and Higher Education** convenes leaders from across the campus ecosystem to share evidence-based practices, examine persistent challenges, and develop integrated approaches to responsible AI adoption.

Designed for faculty, academic leaders, student affairs professionals, IT specialists, librarians, researchers, presidents, provosts, and institutional decision-makers, the conference highlights practical strategies institutions can implement now while exploring longer-term governance, policy, and ethical considerations. Participants will leave with concrete tools, cross-institutional insights, and collaborative connections that support mission-aligned AI innovation.

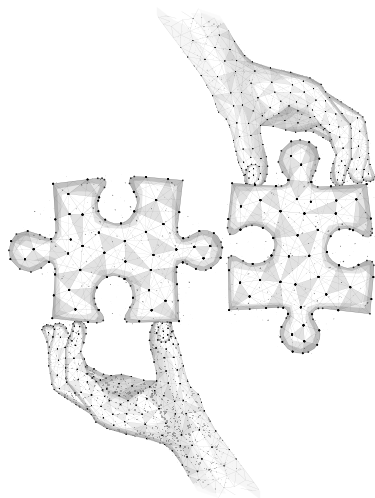
With its cross-functional focus and emphasis on institutional strategy, the conference complements AAC&U's broader AI programming by centering campus-wide transformation rather than discipline-specific or classroom-only applications.

Conference Exposure

Sponsors will be exposed to AAC&U's expansive membership, which includes more than 1,200 institutional, individual, and affiliate members in the US and globally.

This is the first year that AAC&U is hosting the Conference on AI and Higher Education, but there has been great significant early interest across the diverse membership types as well from non-member audiences.

Sponsors will be recognized on AAC&U's website, in promotional materials and in social media marketing. AAC&U's online reach includes over 143,000 subscribers to the monthly-published AAC&U News e-Newsletter and an average of over 425,000 monthly website views.



Participants engage with both practical implementation strategies and broader institutional questions, including governance, ethics, workforce implications, and the alignment of AI initiatives with institutional mission and values.

Based on comparable AAC&U convenings such as the Conference on Learning and Student Success (CLASS), AAC&U anticipates strong national participation from institutions actively navigating digital and AI transformation.

Who Attends?

AAC&U conferences bring together a broad and diverse community of higher education professionals representing institutions of all types—public and private, two-year and four-year, residential and online.

Attendees include:

- Faculty and faculty developers
- Presidents, provosts, and senior academic leaders
- Deans and department chairs
- Student affairs professionals
- IT leaders and instructional designers
- Librarians and researchers
- Institutional strategy and innovation leaders
- Assessment and curriculum professionals



WHY PARTNER WITH AAC&U?

AAC&U represents a microcosm of the entire higher education community. Participants come from every kind of institution to confront urgent challenges, consider approaches to institutional transformation, and chart a path forward for higher education.

The Conference on AI and Higher Education provides sponsors with opportunities to:

- Engage directly with institutional decision-makers shaping AI strategy
- Demonstrate thought leadership in an emerging and rapidly evolving space
- Build relationships across academic and administrative leadership
- Increase brand visibility among AAC&U's national network
- Support responsible, mission-aligned innovation in higher education

AAC&U welcomes creative and collaborative partnership ideas that enhance the conference experience while advancing institutional goals.

Conference Focus Areas

Conference content explores:

- Academic integrity and assessment redesign in an AI-enabled environment
- Teaching, learning, and curricular transformation
- Institutional AI strategy and operational innovation
- Governance, policy, and ethical frameworks
- Student success and AI-enhanced support services
- The future of academic work and workforce preparation

Expected Audience Profile

Based on AAC&U conference participation patterns:

- Faculty and academic leaders: ~40–45%
- Student affairs and institutional leaders: ~15–20%
- Administrators and innovation leaders: ~20–25%
- IT, research, and instructional support professionals: ~10–15%

Participants represent hundreds of institutions nationwide and internationally.



First Time Sponsor and Multi-event Sponsor Rate

Any organization that has not sponsored an AAC&U event in the last two years is eligible for a one-time 10% sponsor discount. Any organization that has sponsored the 2027 AAC&U Annual Meeting or any other thematic conference for fiscal year 2027 (July 1, 2026 through June 30, 2027) is eligible for a one-time 10% sponsor discount.

CONFERENCE SPONSORSHIP OPPORTUNITIES

AAC&U offers several sponsorship packages designed to provide meaningful engagement with higher education leaders and to support the Conference on AI and Higher Education.

These opportunities provide varying levels of visibility, engagement, and access to leadership for organizations seeking to connect with institutional decision-makers.

Conference sponsors will engage directly with institutional decision-makers from colleges and universities globally including presidents, provosts, faculty leaders, innovation officers, and senior administrators.



SPONSORSHIP LEVEL 1

All sponsors at this level receive complimentary registration for attendees and access to opt-in registrants' contact information for networking purposes. We offer only one Presenting sponsor opportunity, and two Platinum sponsor opportunities making Level 1 the most exclusive option.

Presenting Sponsor

\$50,000

- The highest level of sponsorship, offering maximum exposure across the entire conference and all marketing campaigns
- Co-branding on lanyards & conference-wide
- Logo on website, mobile app & signage
- Remarks at Opening Plenary Session
- Welcome Reception Host recognition
- Curated invitation-only off-site dinner (up to 12 guests)
- One push app notification during the conference
- Opt-in registrant list in advance of meeting
- 50-minute concurrent session opportunity
- Exhibit booth space
- 5 complimentary registrations

Platinum Sponsor

\$35,000+

- Funds either the Friday Plenary Session or the Closing Plenary Session with featured recognition and visibility
- 60-second video before plenary session
- App push notification during conference
- 50-minute concurrent session
- Exhibit booth
- Post-conference opt-in registrant list
- 4 complimentary registrations

SPONSORSHIP LEVEL 2

All sponsors at this level will receive 1-3 complimentary conference registrations depending on tier, sponsor logo on conference webpage, mobile app, and signage.

Gold Sponsor

\$15,000-\$34,999

- 3 complimentary conference registrations
- 50-minute concurrent session opportunity
- Exhibit booth
- Post-conference opt-in registrant list

Silver Sponsor

\$6,001-\$14,999

- 2 complimentary conference registrations
- Exhibit booth
- Post-conference opt-in registrant list

Bronze Sponsor

\$5,000-\$6,000

- 1 complimentary conference registration
- Exhibit booth



OTHER SPONSORSHIP OPPORTUNITIES

Invite-Only Sponsor-Hosted Luncheon

Investment: \$25,000 (2 available)

Opportunity to convene a targeted audience during the conference.

Benefits include:

- Partner-hosted luncheon (75-person maximum)
- Partner-led programming (subject to approval)
- Exhibit booth
- Opt-in attendee list (pre- and post-conference)
- Three complimentary registrations
- Recognition as a **Gold Tier Sponsor**

Networking Lounge & Charging Hub Sponsor

Investment: \$25,000 (1 available)

Exclusive branding within a dedicated networking lounge open throughout the conference, providing a high-visibility gathering space for attendees.

Benefits include:

- Exclusive lounge signage and branding
- Partner-branded charging stations
- Specialty coffee cart activation
- Exhibit booth
- Opt-in attendee list (post-conference)
- Three complimentary registrations
- Recognition as a **Gold Tier Sponsor**



OTHER SPONSORSHIP OPPORTUNITIES

All Resource Hub Sponsor

Investment: \$12,500 (1 available)

Sponsor a central resource hub where attendees can explore curated AI tools, publications, and institutional resources.

Benefits include:

- Exclusive branding at the AI Resource Hub
- Recognition on conference webpage and mobile app
- Opportunity to provide curated resources or thought leadership materials (subject to approval)
- Exhibit booth
- Opt-in attendee list (post-conference)
- Two complimentary registrations
- Recognition as a **Gold Tier Sponsor**

AI in Action Demo Series

Investment: \$6,500 per demo
(4-6 available)

A curated series of short demonstrations highlighting innovative AI tools, platforms, and institutional implementations shaping higher education.

Benefits include:

- Opportunity to host a 10-15-minute demo presentation during the scheduled AI Demo Series
- Logo recognition on demo session signage and conference materials
- Exhibit booth
- Opt-in attendee list (post-conference)
- One complimentary registration
- Recognition as a **Bronze Tier Sponsor**



OTHER SPONSORSHIP OPPORTUNITIES

Sponsor-Branded Wi-Fi

Investment: \$7,500 (1 available)

Sponsor a central resource hub where attendees can explore curated AI tools, publications, and institutional resources.

Benefits include:

- Exclusive Wi-Fi branding
- Customized Wi-Fi password (subject to approval)
- Two complimentary registrations
- Recognition as a **Silver Tier Sponsor**

Networking Break Sponsor

Investment: \$7,500 (2 available)

Brand recognition during one scheduled conference networking break.

Benefits include:

- Branding displayed in the networking break area during the sponsored break
- Exhibit booth
- One complimentary registration
- Ability to distribute materials during break or QR codes
- Recognition as a **Silver Tier Sponsor**

Dine Around Sponsor

Investment: \$9,500 (3 available)

Benefits include:

- A dine around may be added to any existing sponsorship tier. Dine-arounds are held off-site, within walking distance of the conference hotel, and may include up to 12 individuals. The invitation list is curated by AAC&U.



SPONSOR BENEFITS TABLE

	Presenting Sponsor/ Partner Tier (\$50,000- \$65,000)	Platinum Tier (\$35,000- \$49,999) 2 Available	Gold Tier (\$15,000- 29,999)	Silver Tier (\$6,001- 14,999)	Bronze Tier (\$5,000- \$6,000)
Brand Visibility					
Presenting Sponsor Logo on conference webpage, mobile app, and signage	✓	✓	✓	✓	✓
Premier co-branding recognition across conference material	✓				
App push notification	✓	✓			
Banner placement across venue and remarks at opening plenary session	✓				
Verbal recognition during all plenary sessions	✓	✓			
Access & Participation					
Complimentary registrations	5	4	3	2	1
Exhibit booth* and one electrical outlet	✓	✓	✓	✓	✓
Opt-in attendee list (post-conference). Presenting sponsor receives list pre-conference.	✓	✓	✓	✓	
Thought Leadership					
50-minute concurrent session opportunity (limited availability)**	✓	✓	✓		
Signature Experiences					
Presenting Host for Welcome Reception	✓				
Sponsor co-branded conference lanyards***	✓				
Opening Plenary (May distribute collateral)	✓				
Friday Morning Plenary (May distribute collateral)		✓			
Closing Plenary (May distribute collateral)		✓			
Brand Visibility					
Curated off-site leadership dinner (“Dine Around”)	✓				

* There are two exhibit booth space options. A six-foot skirted tabletop with two chairs is priced at \$5000. Larger exhibit space up to 8 ft and designed for interactive engagement is priced at \$6000.

** Concurrent sessions must be developed and presented in partnership with a higher education institution and are subject to AAC&U review and approval.

*** Lanyard design includes alternating partner and AAC&U logos. Design coordinated by AAC&U with presenting sponsor review and final approval.

HELP US SHAPE THE FUTURE OF AI IN HIGHER ED

Conference Information

Dates:

October 28-30, 2026

Location:

Hilton Atlanta
255 Courtland Street NE
Atlanta, GA 30303

Hotel and travel information
will be available on
the [conference website](#).

AAC&U is enthusiastic about innovative and creative ways to help organizations engage with higher education leaders navigating AI transformation.

Deadline for sponsorship of the conference:

Friday, October 2, 2026

Questions?

For general conference questions:
caihe@aacu.org

To learn more about sponsorship opportunities, please contact:
advancement@aacu.org



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Sponsorship Prospectus