

CONTINUING HIGHER EDUCATION: BRIDGE TO EMPATHY, EMPOWERMENT, AND INNOVATION

ASSOCIATION FOR CONTINUING HIGHER EDUCATION
PARTNERSHIP PROSPECTUS | 2024-2025



PARTNERSHIPS MATTER

Welcome to the 2024-2025 Academic Year and to the 87th year of the Association for Continuing Higher Education (ACHE). ACHE is thriving and ready for another year providing exciting programming and networking opportunities for our members.

For those of you who may not be familiar with ACHE, we serve a diverse collection of professionals who work in a variety of roles in higher education; for-credit and non-credit programs, workforce development, personal enrichment, adult-centered programs, online teaching and learning, and more. We are very much a relational organization, valuing engagement, including engagement with our business partners.

ACHE believes in the power of collaboration. Together, we can create partnerships that can make lasting impacts on our institutions and students. By partnering with us, you are not simply becoming a business partner; you are becoming an integral part of our mission to “promote lifelong learning and excellence in continuing higher education.” We have partnership opportunities at our annual conference as well as year-long opportunities for you to increase your visibility and impact.

This prospectus is designed to provide you with a comprehensive overview of the various partnership packages available, tailored to suit a diverse range of interests and budgets. Whether you’re seeking to elevate your brand’s visibility, engage with our passionate community, or align with specific projects or events, we have options to meet your needs. Please feel free to reach out to discuss your specific interests. We are committed to providing value-added experiences for all our business partners that will benefit you and our members.

We are excited to announce that the 87th Annual Conference will take place on October 13-15, 2025 at the Hilton Milwaukee City Center Hotel in Milwaukee, Wisconsin! We look forward to gathering to share best practices and new ideas, and to network with our peers. Our theme for this year is “Continuing Higher Education: Bridge to Empathy, Empowerment, and Innovation.”

I thank you for considering partnering with ACHE and personally invite you to join us in Milwaukee!

Sincerely,
Terry Ratcliff, Ed.D.
President, ACHE 2024-2025
Associate Vice Chancellor and Chief Online Learning Officer
Antioch, University



PARTNERSHIP OPTIONS AND INCLUSIONS

	Platinum Plus	Platinum	Gold	Silver	Sustaining Business Partner
Conference Involvement					
Exhibitor Table/Chairs	✓	✓	✓	✓	
Conference Registration	4	3	3	2	1
15 Minute Presentation*	✓	✓			
Branding Opportunities					
Banner Ad in Conference App	✓	✓			
Listing in Conference App	✓	✓	✓	✓	✓
Conference Attendee Contact List	✓	✓	✓	✓	✓
Opportunity to Underwrite Swag**			✓		
Extended Benefits					
Email Spotlight to Members	✓	✓			
Company Logo on ACHE Website	✓	✓	✓	✓	✓
Mention on ACHE Social Media Channels	2x/month	2x/month	1x/month	1x/quarter	1x/quarter
One Year ACHE Membership	✓	✓	✓	✓	✓
Customized Options	✓				
Investment	\$10,000+	\$8,500	\$5,000	\$3,500	\$2,000
Max. Packages Available	5	3	6	10	10

*Partnership must be paid by 7/15/25 to ensure talk on conference schedule.

**Partnership must be paid by 8/15/25 to ensure logo printed on conference swag.

CUSTOMIZED PARTNERSHIP OPPORTUNITIES

As part of the larger adult, professional, and continuing education ecosystem, we recognize the breadth and depth of expertise that our business partners bring to our organization. To design your customized package, contact ACHEpartnerships@acheinc.org.

CORE BENEFITS

PLATINUM PLUS

- Customized options
- Conference table + 2 chairs with premium exhibit location
- Four (4) fully inclusive conference registrations
- Attendee list with name, professional title, and institution
- Advertisement in conference app
- One year organizational membership to ACHE
- Listing as a Platinum Plus business partner on the ACHE website
- Email to ACHE members spotlighting business partner scope, service(s), and benefit(s).
- Twice a month mention on ACHE social media channels

GOLD

- Conference table + 2 chairs in exhibit hall
- Three (3) fully inclusive conference registrations
- Attendee list with name, professional title, and institution
- One year organizational membership to ACHE
- Listing as a Gold business partner on the ACHE website
- Once a month mention on ACHE social media channels

SUSTAINING BUSINESS PARTNER

- Conference table + 2 chairs in exhibit hall
- One (1) fully inclusive conference registration
- Attendee list with name, professional title, and institution
- One year organizational membership to ACHE
- Listing as a Bronze business partner on the ACHE website
- Once a quarter mention on ACHE social media channel

PLATINUM

- Conference table + 2 chairs with premium exhibit location
- Three (3) fully inclusive conference registrations
- Attendee list with name, professional title, and institution
- Advertisement in conference app
- One year organizational membership to ACHE
- Listing as a Platinum business partner on the ACHE website
- Email to ACHE members spotlighting business partner scope, service(s), and benefit(s).
- Twice a month mention on ACHE social media channels

SILVER

- Conference table + 2 chairs in exhibit hall
- Two (2) fully inclusive conference registrations
- Conference lanyards, nametags, and ribbons
- Underwrite cost of conference nametags, ribbons, and lanyards branded with business partner logo
- Conference bags/totes
- Underwrite cost of conference bags/totes branded with ACHE conference and business partner logo
- Conference water bottles
- Underwrite cost of water bottles branded with ACHE conference and business partner logo

CUSTOMIZED OPTIONS

SELECT ONE

- Day 1 Breakfast: Logo on screen prior to and during breakfast, business partner mention by ACHE president, 15 minute presentation prior to morning keynote
- Day 1 Lunch: Logo on screen prior to and during lunch, business partner mention by ACHE president, 15 minute presentation prior to panel or serve as facilitator for employer panel fireside chat
- Day 2 Breakfast: Logo on screen prior to and during breakfast, business partner mention by ACHE president, 15 minute presentation prior to morning keynote
- Day 2 Lunch (awards ceremony): Logo on screen prior to and during breakfast, business partner mention by ACHE president, 15 minute presentation prior to awards ceremony
- President's Reception: Logo prominently displayed at beverage/food areas, business partner mention by ACHE president, 10 minute presentation at invitation only social event
- Day 0 Pre-Convention Lunch : Logo on screen prior to and during lunch, business partner mention by ACHE president, 15 minute presentation prior to pre-conference
- Day 0 Pre-Convention A Full Day: Logo on screen prior to and during lunch, business partner mention by ACHE president, 15 minute presentation prior to pre-conference
- Day 0 Pre-Convention B Half Day: Logo on screen prior to session start, business partner mention by ACHE president, 15 minute presentation prior to pre-conference
- Day 0 Pre-Convention C Half Day: Logo on screen prior to session start, business partner mention by ACHE president, 15 minute presentation prior to pre-conference
- Day 3 Breakfast (business meeting): Logo on screen prior to and during breakfast, business partner mention by ACHE president, 15 minute presentation prior to morning meeting
- Welcome Party: Logo prominently displayed at beverage/food areas, business partner mention by ACHE president
- Conference App: Logo prominently displayed at the registration table, business partner mention by ACHE president
- Conference lanyards, nametags, and ribbons: Underwrite cost of conference nametags, ribbons, and lanyards branded with business partner logo
- Conference bags/totes: Underwrite cost of conference bags/totes branded with ACHE conference and business partner logo
- Conference water bottles: Underwrite cost of water bottles branded with ACHE conference and business partner logo



WHO WE ARE

The Association for Continuing Higher Education (ACHE) is a dynamic network of diverse professionals who are dedicated to promoting excellence in continuing higher education and to sharing their expertise and experience with one another. As one of the oldest professional associations for adult, continuing, and higher education professionals, ACHE has maintained its relevance via a strong network of sustained volunteerism. The values and framework of ACHE are built on the foundation of professional development, collegiality, equity, access, inclusion, belongingness, and service to both credit and non-credit continuing education. All of these values continue to guide the mission of ACHE. The institutional members of ACHE range from large 2 and 4 years institutions across the nation, as well as international members.

OUR MISSION

The Association for Continuing Higher Education is dedicated to promoting lifelong learning and excellence in continuing higher education. As an organization of colleges, universities, and individuals, we encourage professional development, research, and exchange of information for its members and continuing higher education to enhance and improve society.

OUR GOALS

1. Emphasize the importance of lifelong learning and excellence in continuing higher education.
2. Provide for and support the personal, professional, and career development of its members. Provide a forum for formal presentation and discussion of issues, ideas, practices, programs, and standards in continuing higher education through regional and national meetings.
3. Encourage research in the field of adult and continuing higher education which are shared through the Association's Journal of Continuing Higher Education, a refereed publication, and through programs and events.
4. Cultivate and promote thought leadership through publications, programs, and events.
5. Recognize leadership and contributions to the field of continuing higher education by members and others.
6. Assure the Association's long-term viability through prudent management of its assets and careful stewardship of its resources.
7. Cooperate with other organizations and groups whenever possible in the achievement of the Association's goals.

Association for Continuing Higher Education

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