



Sponsorship Prospectus

CONFERENCE ON HIGHER EDUCATION PEDAGOGY

February 4 – 6, 2026

The Inn at Virginia Tech &
Skelton Conference Center

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Blacksburg, VA 24060

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CENTER FOR EXCELLENCE IN
TEACHING & LEARNING
VIRGINIA TECH.

About CHEP

Each year, the annual Conference on Higher Education Pedagogy (CHEP) welcomes over 450 faculty and instructors in Higher Education dedicated to teaching excellence. Participants showcase the best pedagogical practice and research in higher education today. Sessions address disciplinary and interdisciplinary instructional strategies, outcomes, and research. Ultimately, the conference is an opportunity to demonstrate effective instructional practice and disseminate the latest research aimed at improving the quality of higher education.

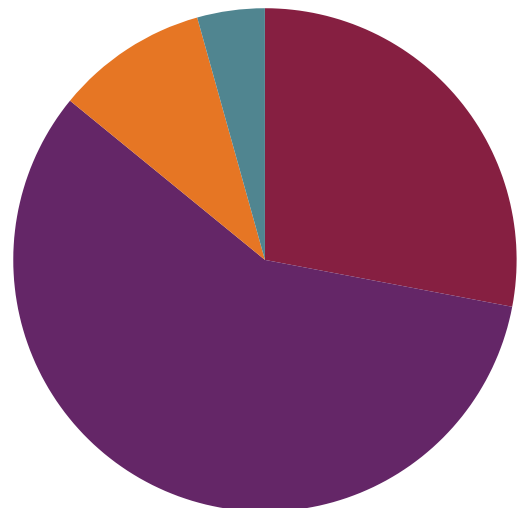
Benefits for Sponsors

Sponsors at all levels have the opportunity to participate in and display materials at CHEP, be listed in the program, and have a link on the Conference website. Be a part of this event where over 450 faculty and instructors from institutions across the world come together in a dedicated mission to teaching excellence!

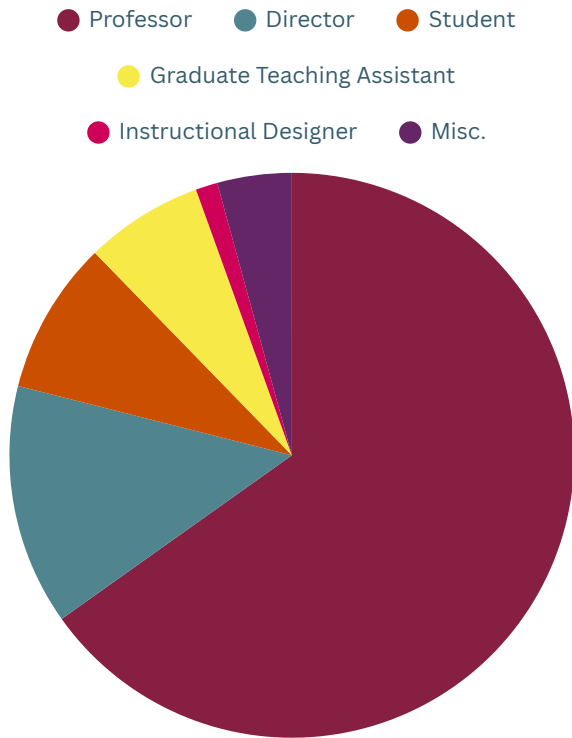
Who attends CHEP

In 2025, we welcomed roughly 460 instructors, faculty members, and graduate students to our conference. Over half of the conference attendees were from outside institutions, and forty percent of participants attended the conference for the first time.

- Virginia Tech Faculty
- Non-VT Faculty
- Virginia Tech Students
- Non-VT Students



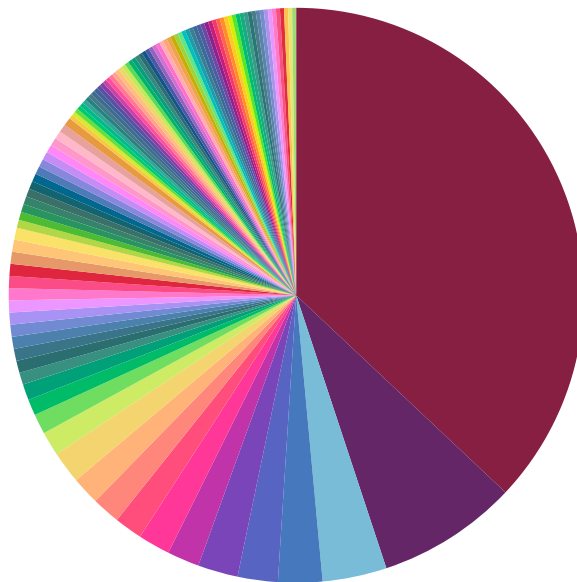
Titles of Attendees



The majority of conference attendees are teaching faculty. While roughly two-thirds of the individuals who attended CHEP 2025 were in the teaching space as instructors, we also hosted those that were in leadership positions for teaching focused centers, graduate students who were presenting their research, instructional designers, program coordinators, and academic advisors.

Schools Represented

We are proud to share that we had over 110 schools represented at CHEP 2025. The majority of schools represented were located in Virginia or neighboring states. Last year, we welcomed conference attendees from as far as The University of Alaska, Cardiff University, and University of California, Merced.



Sponsorship Level Guide

Keynote Platinum Sponsor (\$1,500+)

2 Available Sponsorships

Keynote Platinum Sponsors are the conference's primary sponsors and in addition to the sponsorship fee, fund the honorarium for the opening or closing keynote speaker

- **Opening Keynote Remarks:**
Opportunity to address conference participants for 5 minutes (max) during the opening keynote. This opportunity is available to the first Keynote Platinum Sponsor only.
- **Closing Keynote Remarks:**
Opportunity to address conference participants for 5 minutes (max) during the closing keynote. This opportunity is available to the first Keynote Platinum Sponsor only.
- **Sponsor Booth:** One complimentary sponsor booth and priority in selecting the booth's location.
- **Conference Presentation Slot:** One complimentary conference presentation slot.
- **Conference Registration:** Three (3) complimentary conference registrations for company attendees.
- **Conference Guide and Inserts:** Premium communication opportunities:
 - One full-page advertisement in the Conference Guide
 - Up to three pieces of literature and sponsor swag in participants' conference materials.
- **Premium Logo Placement:** Premium sponsor logo placement on the following locations:
 - Conference homepage and corporate sponsors page, with link to company website
 - Front pages of the Conference Guide and Conference Proceedings'
 - Corporate Sponsors page of the Conference Guide
 - Corporate Sponsors banners hung in every presentation room during the conference
 - Corporate Sponsors banner hung during the opening and closing keynote addresses

Gold Sponsor (\$1,000)

- **Sponsor Booth:** One complimentary sponsor booth and priority in selecting the booth's location.
- **Logo Placement:** Premium sponsor logo placement on the following locations:
 - Corporate sponsors page, with link to company website;
 - Corporate Sponsors page of the Conference Guide;
 - Corporate Sponsors banners hung in every presentation room during the conference; and
 - Corporate Sponsors extra-large banner hung during the opening and closing keynote addresses.
- **Conference Presentation Slot:** One complimentary conference presentation slot.
- **Conference Guide and Inserts:** Premium communication opportunities:
 - One full-page advertisement in the Conference Guide.
 - Up to two pieces of literature and sponsor swag in participants' conference materials.
- **Conference Registration:** Two (2) complimentary conference registrations for company attendees

Silver Sponsor (\$500)

- **Sponsor Booth:** One complimentary sponsor booth.
- **Logo Placement:** Premium sponsor logo placement on the following locations:
 - Corporate sponsors page, with link to company website;
 - Corporate Sponsors page of the Conference Guide; and
 - Corporate Sponsors banners hung in every presentation room during the conference
- **Conference Guide and Inserts:** Premium communication opportunities:
 - One full-page advertisement in the Conference Guide.
 - Up to two pieces of literature and sponsor swag in participants' conference materials.
- **Conference Registration:** Two (2) complimentary conference registrations for company attendees

Bronze Sponsor (\$250)

- **Sponsor Booth:** One complimentary sponsor booth.
- **Conference Registration:** One (1) complimentary conference registration for company attendees
- **Logo Placement:** Premium sponsor logo placement on the following locations:
 - Corporate sponsors page, with link to company website; and
 - Corporate Sponsors page of the Conference Guide

Ad Placement Options

We offer a variety of ad placement options to suit your marketing needs and budget. There will be both a print and digital program available to conference guests. Choose from the following:

- **Full Page Ads – \$200**
 - Dimensions: 8.5" x 11"
 - Placement: Prime locations such as the inside front cover, inside back cover, and back cover.
 - Benefits: Maximum visibility and impact, ideal for showcasing your brand prominently.
- **Half Page Ads – \$125**
 - Dimensions: 8.5" x 5.5"
 - Placement: Strategically placed within the content to ensure high engagement.
 - Benefits: Cost-effective option with significant visibility, perfect for highlighting key messages.
- **Quarter Page Ads – \$75**
 - Dimensions: 4.25" x 5.5"
 - Placement: Positioned within the content to capture reader attention.
 - Benefits: Affordable option with targeted visibility, great for concise and impactful messaging.



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**Thank you
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