

2023

# CONFERENCE SPONSORSHIPS



**PHOENIX, ARIZONA  
DECEMBER 6-9, 2023**

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# OVERVIEW

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## GENERAL INFORMATION

AIRC's Annual Conference is a must attend event where over 450 professionals gather to discuss the most important topics and issues impacting the international enrollment management field.

The Annual Conference is an ideal venue for effective networking and for showcasing your products and services to current and prospective partners.

AIRC offers a range of sponsorship, exhibit and advertising opportunities as a service to conference attendees, and which bring outstanding visibility to your company or organization. AIRC depends on the generosity of its sponsors to make the Annual Conference a success. Demonstrate your support of AIRC and its Annual Conference by securing a sponsorship today!

## 2022 ATTENDEE PROFILE

**450** Attendees

**245** Institutions

**132** AIRC Certified Agencies

**56** Service Providers

**15** Strategic Partners

**16** Countries Represented

**41** U.S. States Represented

**118** Campus Leaders/Decision-Makers

**68** Agency Owners/Directors

Representative Attendee Titles:

- CEO/Founder/President
- Vice President/Dean
- Director/Associate Director
- Manager/Partner
- Recruiter/Officer/Counselor

## 2022 CONFERENCE STATS

**80** Exhibitors

**9** Package Sponsors

**34** Breakout Sessions

December 4-7, 2022 - Los Angeles, CA

## QUESTIONS?

Contact us at [staff@airc-education.org](mailto:staff@airc-education.org).

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# AT-A-GLANCE

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The full description of each sponsorship item can be found on pages 5-10.

<b>SPONSORSHIP ITEM</b>	<b>COST</b>
<b>CONFERENCE PACKAGE</b>	
First Class Package (AIRC Member)	\$7,500
Business Class Package (Non-member)	\$9,500
<b>EXHIBIT HALL</b>	
Exhibit Table (AIRC Certified Agency)	\$400
Exhibit Table (Institutional Member or SPA)	\$1,600
Exhibit Table (Non-member)	\$2,000
Hosting Member	\$2,750
Travel Grant Sponsor	\$2,750
Demo Session	\$750
<b>BRANDED ITEMS</b>	
Name Badges/Lanyards	\$4,000
Notebooks	\$3,000
Pens	\$1,500
Fun Run	\$750
Trivia	\$750
Conference Lounge	\$4,000
Hotel Key Cards	\$3,000
Hotel Elevators	Cost TBD

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# AT-A-GLANCE

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SPONSORSHIP ITEM	COST
<b>CONFERENCE TECH</b>	
Hotel Wifi	\$3,000
Technical Support	\$3,000
Conference App - Homepage Banner Ad	\$5,000
Conference App - Push Notification	\$750
<b>SOCIAL ACTIVITES</b>	
Keynote Speaker/Opening Address	\$5,000
Awards and Certification Luncheon	\$5,000
Wednesday Evening Reception	\$11,500
Thursday Evening Reception	\$11,500
Thursday Evening - Reserve Speakeasy	\$1,000
Your Friday Evening Event in the Ballroom or Rooftop	\$1,000
Closing Plenary Toast	\$750

**The Exhibit Table option for Institutional Members or Service Provider Affiliates (\$1,600) and non-members (\$2,000) includes 1 complimentary registration. Any other organization staff attending and working the table must register for the conference separately.**

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# DESCRIPTIONS

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## Conference Package Overview

### First Class Package (\$7,500)

If you're looking to maximize your organization's exposure before, during, and after the conference, consider reserving a sponsorship package. Packages are designed to showcase your organization's products and services through multiple channels, including the AIRC website and bi-monthly newsletters, LinkedIn, in-person signage, and a dedicated exhibit table. Reserved for AIRC Members, the **First Class Package** includes the following benefits:

- ✓ 3 complimentary registrations to the AIRC Annual Conference
- ✓ 1 exhibit table
- ✓ Logo prominently displayed at registration table (signage provided by AIRC)
- ✓ Logo on AIRC Annual Conference website
- ✓ Acknowledgement in all conference specific communications
- ✓ Acknowledgement in the AIRC Inside Look newsletter (4,700+ subscribers)
- ✓ LinkedIn post thanking sponsor prior to the conference with booth number listed and custom message from sponsor included (1,700+ followers)
- ✓ Acknowledgement during conference opening address
- ✓ Reserved table at Awards and Certification luncheon

Conference sponsorship packages commence on July 1st, 2023 and will run through December 31st, 2023. Packages must be paid in full prior to the start of benefits.

If your organization or institution is not an AIRC member, we welcome you to consider the **Business Class Package (\$9,500)**. The Business Class Package includes all of the benefits listed above and is reserved for non-AIRC members only.

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# DESCRIPTIONS

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## A La Carte Overview

### **Exhibit Table**

Showcase your organization's products or services during dedicated exhibit hall hours. Sponsor will be provided with a 6 ft. table, 2 chairs, and white tablecloth. Tables are reserved on a first-come, first-served basis, and the sponsor may choose their table location within the exhibit hall after payment has been received.

### **Hosting Member**

For institutions, agencies, or organizations located in the Southwest region. Showcase your offerings and increase visibility by sending multiple representatives to the conference. Each hosting member receives a complimentary exhibit table and their logo will be displayed on the conference website and LinkedIn. If 3 or more representatives attend, a 50% discount is provided for 1 attendee.

### **Travel Grant**

Help support an institution or agency representative attending the conference through a travel grant. Sponsor logo, description, and promotional video will be shared with the travel grant recipient prior to the conference. A complimentary exhibit table will be included.

### **Demo Session**

Showcase your organization's product or services during a 30-minute demo session. Sponsor will be provided with a laptop, screen, and projector, with theater-style chairs for attendees. A mobile app notification will be sent to all conference attendees 30 minutes prior to the start of the demo session, which will be held during dedicated exhibit hall hours.

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# DESCRIPTIONS

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## A La Carte Overview

### **Name Badges/Lanyards**

Prominently display your organization's logo on the conference name badges and lanyards, which are regularly worn by attendees each day of the event and are required for entry to AIRC's Conference. AIRC will order a minimum of 450 name badges and arrange delivery to conference hotel.

### **Notebooks**

Prominently display your organization's logo on the conference notebooks that are provided to each attendee. AIRC will order a minimum of 450 notebooks and arrange delivery of notebooks to conference hotel.

### **Pens**

Make your organization's logo stand out during and after the conference. Sponsor logo will be displayed on the conference pen provided to each attendee. AIRC will order a minimum of 450 pens and arrange delivery of notebooks to conference hotel.

### **Fun Run**

What better way is there to start the day than an outdoor fun run/walk with colleagues? Help energize conference attendees during the 3 mile outdoor loop. Sponsor may provide commemorative items in accordance with their sponsored activity, i.e t-shirts, hats, water bottles.

### **Trivia**

Highlight your organization's logo during Friday afternoon's trivia featuring an open bar. Sponsor logo will be displayed on the trivia cards.

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# DESCRIPTIONS

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## A La Carte Overview

### **Conference Lounge**

Provide a comfortable meeting space for attendees to gather. The lounge will include stylish furniture which may include a couch, chairs, and side tables. Sponsor may display their own pop-up banner.

### **Hotel Key Cards**

Be the first and last thing guests see during their stay. Sponsor logo will be displayed on the Renaissance Phoenix Downtown hotel key cards.

### **Hotel Elevators**

Showcase your organization's brand to conference attendees as they navigate through the hotel to different events. Sponsor branding will be added to the conference level elevator doors for maximum exposure to attendees.

### **Hotel Wifi**

Help attendees stay connected on multiple devices throughout the conference. Sponsor may choose the wifi password within hotel AV guidelines. Your logo will be displayed on the wifi signage at the AIRC registration table and in the conference mobile app.

### **Technical Support**

Help conference presenters stay connected with ease through sponsored technical support. Sponsor logo will be displayed on apparel worn by AIRC's technical support staff.

### **Conference App - Banner Ad**

Prominently display your organization's banner ad on the homepage of the conference app, which is used multiple times each day by conference attendees.



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# DESCRIPTIONS

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## A La Carte Overview

### **Conference App - Push Notification**

Alert conference attendees with a customized app notification during the event. Sponsor may customize the push notification text and choose their preferred time for sending.

### **Keynote Speaker/Opening Address**

Introduce your organization to conference attendees during the well-attended opening address. Before the keynote speaker delivers their remarks, the sponsor is invited to speak for up to 5 minutes. Sponsor branding will also be displayed during the opening and closing remarks.

### **Awards and Certification Luncheon**

Introduce your organization to conference attendees during a well-attended and respected luncheon. Sponsor is allotted up to 5 minutes to speak at the beginning of the event and sponsor branding will be displayed. Sponsor may include a branded item on tables, such as sweets, business cards, and other small items (must be discussed and coordinated with AIRC staff to determine best fit).

### **Wednesday Evening Reception**

Introduce your organization to conference attendees during the welcome reception held on the first night of the conference. Sponsor is allotted up to 5 minutes to speak at the beginning of the reception. Sponsor may bring 1 pop-up banner and other promotional materials to the reception pending approval by AIRC.

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# DESCRIPTIONS

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## **A La Carte Overview**

### **Thursday Evening Reception**

Introduce your organization to conference attendees during the popular Thursday evening reception, an ideal time for celebrating connections. Sponsor is allotted up to 5 minutes to speak at the beginning of the reception. Sponsor may bring 1 pop-up banner and other promotional materials to the reception pending approval by AIRC.

### **Thursday Evening - Reserve Speakeasy**

Continue networking with colleagues after the evening reception at the hotel's sought-after Speakeasy (hint: you will need to find the entrance, in true Speakeasy fashion!). Sponsor may determine which promotional materials are provided to guests pending approval by AIRC and the hotel. Food and beverage is not included.

### **Your Friday Evening Event in the Ballroom or Rooftop**

Host an exclusive Friday evening reception in the Grand Ballroom. Note: AIRC will work as the liaison between the sponsor and the hotel, however the sponsor will be responsible for full cost of food & beverage.

### **Closing Plenary Toast**

Provide a memorable farewell to conference attendees by sponsoring the closing toast. Sponsor branding will be displayed throughout the toast. Sponsor may bring 1 pop-up banner and other promotional materials to the closing toast pending approval by AIRC.

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# TERMS AND CONDITIONS

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All sponsorships and exhibits will be secured on a first-come, first-served basis via the online reservation form. (**Note:** No sponsorship reservations or requests will be taken over phone or by email.) For questions, please contact Staff at [Staff@airc-education.org](mailto:Staff@airc-education.org)

Sponsorship opportunities are open beginning on May 1, 2023 at 12 noon EST. Within 1-2 days of reserving a sponsorship, AIRC will verify your request and send an invoice. All invoices are due within two weeks to secure the sponsorship.

Unless otherwise specified, a la carte sponsorship items do not include complimentary registrations. Transportation, meals, and hotel accommodations are not included in any of the sponsorship opportunities.

Conference Sponsorship packages commence on July 1st and expire at the end of the Conference, excluding Conference wrap-up emails. Packages must be paid in full prior to the start of benefits. All logos must be sent to AIRC within 2 weeks of securing a sponsorship. All other files (images, advertising, etc.) must be supplied to AIRC at least 6 weeks prior to the conference.

If you are interested in annual sponsorship packages, please contact AIRC Staff at [Staff@airc-education.org](mailto:Staff@airc-education.org) for more information.

Cancellations and requests for refunds for any sponsorship items must be made in writing to [Staff@airc-education.org](mailto:Staff@airc-education.org). Upon written request, refunds for withdrawal of sponsorships will be made based on this schedule:

Up-to 30 days after agreement: 50% refund

30 days after agreement: No refund

***Non-AIRC Certified agencies, including any entity or individual, that receives commission for the recruitment, placement or referral of international students are not eligible to sponsor or attend the AIRC conference. Please contact Jennifer Wright at [Certification@airc-education.org](mailto:Certification@airc-education.org) for more information.***

**Thank you for your support of AIRC!**