2018

AIRC

ANNUAL CONFERENCE SPONSOR & EXHIBITOR OPPORTUNITIES

10th Annual Conference December 5-8, 2018 Weston, Florida
The American International Recruitment Council (AIRC), a non-profit 501(c)(3) standards and development organization founded in 2008, sets standards of ethical practice and promotes best practice guidelines for recruiting international students to U.S. colleges and universities.

**Mission Statement**
The American International Recruitment Council works to safeguard the interests of both international students and enrolling institutions through the promotion of ethical, standards-based international recruitment strategies.
The AIRC Annual Conference is a distinctive event bringing together senior-level professionals and decision-makers in international student recruitment. Every year organizational leaders, institutional/pathway members, AIRC certified agencies, federal agency representatives and others interested in professionalizing international student recruitment attend AIRC's conference. This year, an expected 400 plus participants will attend and engage in thought-provoking conversations and extensive networking with colleagues.

AIRC offers a limited number of sponsorship, exhibitor, and marketing opportunities. In addition to specific benefits listed in this document, all sponsors and exhibitors will be recognized in the conference program.

Note: Sponsorships are subject to eligibility under AIRC sponsor rules. Please contact staff regarding availability of items. To be included in the conference program, sponsors must commit by September 1st.

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Location: Bonaventure Resort, Weston, FL
December 5-8, 2018

The 2018 conference will be held in Weston, Florida, 20 minutes from Ft. Lauderdale and a 50 minute drive from Miami International Airport. Set on 23 tropically landscaped acres, Bonaventure Resort is a premier full-service resort and conference center with a newly renovated 60,000 square feet of event space.

Conference Venue Location

250 Racquet Club Rd Weston, FL 33326
Bonaventureresortandspa.com
2018 AIRC Conference

Why sponsor at the AIRC conference?
Watch this video

Why attend the AIRC conference?
Watch this video

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Event Items

Items come with benefits listed below. All exhibitors/advertisers will be recognized in the conference program

Luncheon Plenary
Visible display at luncheon with sponsor name, logo and/or tag line
-Sponsor gives opening remarks at luncheon
-Sponsor cost includes meal and beverage (coffee, tea, water)
-Sponsor is provided with one 6-foot table in the sponsor/exhibit area
2 Complimentary conference registrations provided
$10,000 (member) $11,000 (non-member) # Available: 1

Evening Reception
Sponsor banner placed at entrance & acknowledgement in opening remarks
-Cost includes light appetizers and beer, wine or soda catering
2 Complimentary conference registrations
$10,000 (member) $11,000 (non-member) # Available: 2

Networking Lunch- Boxed Lunch
Sponsor marketing materials or product placement at box lunch distribution
-Cost includes boxed lunch and beverage
-Sponsor is provided with one 6-foot table in the sponsor/exhibit area
1 Complimentary conference registration provided
$6,000 (member) $7,000 (non-member) # Available: 1
Event Items

All Conference Breakfast
Sponsor promotional material placed on breakfast tables
- Sponsor is provided with one 6-foot exhibitor table in the exhibit area
1 Complimentary conference registration
$3000 (member) $3500 (non-member) # Available: 3

Privately Hosted Breakfast
Sponsor hosts private breakfast for custom targeted audience
- Sponsor is provided with one 6-foot exhibitor table in the exhibit area
- Presentation room is available for breakfast and presentation for up to 30
- Display sign with organization name during breakfast
1 Complimentary conference registration
$2,200 + cost of food and catering (member)
$2,500 + cost of food and catering (non-member)
# Available: 2

Coffee Break
Visible display at coffee break with sponsor name, logo and/or tag line
- Sponsor fee includes coffee costs
- Option for accompanying snacks at additional cost
- Contact A IRC for sponsoring multiple breaks
$1,400 (member) $1,500 (non-member) # Available: 7

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Technology Items

Conference Promotional Video
Sponsor name will be embedded in the opening credits of the conference video, which will be posted on the AIRC website for at least one year following the conference.
-Sponsor is provided with one 6-foot exhibitor table in the exhibit area
  1 Complimentary conference registration
  $2,700 (member) $3,100 (non-member) # Available: 1

Wireless Internet for Conference
Sponsor name appears on Wi-Fi password card provided at registration desk
-Sponsor provides printed cards to AIRC by designated date
  1 Complimentary conference registration
  $2,700 (member) $3,100 (non-member) # Available: 1

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Exhibiting & Advertising Items

Exhibitor Table
Exhibitor is provided with one 6-foot exhibitor table in the exhibit area
-Must be approved by A IRC. Non-member exhibitors may not be a recruiting organization or business
-Electric power will not be provided by A IRC
1 Complimentary conference registration
$1800 (member) $2000 (non-member) # Available: 20

Commemorative Conference Items
Sponsor can choose between pens, notebooks, water bottles or other items per A IRC's approval
-Sponsor provides quantity of 450
-Item must fit inside conference bag each attendee will receive
-Item must arrive at conference hotel by assigned due date to ensure placement
$575 (member) $675 (non-member) # Available: 3

Registration E-mailing List
ONE TIME use of e-mail list of A IRC conference attendees between 11/1/18-1/5/2019
-A IRC will send message on advertisers behalf. Sponsor will not have access to the list
-A IRC must approve of message
-Limited to organizations sponsoring A IRC events or exhibiting
$400 (member) $500 (non-member) # Available: One per advertiser
Exhibiting & Advertising Items

Program Advertisement
Conference booklet front or back inside cover ad
- The sponsor will provide artwork
- Ad copy due by Sept. 15
- Contact AIRC staff for artwork instructions
$900 (member) $1,000 (non-member) # Available: 1

Program Advertisement
Full page ad in conference booklet
- The sponsor will provide artwork
  - Ad copy due by Sept. 15
- Contact AIRC staff for artwork instructions
  $700 (member) $800 (non-member) # Available: 2

Program Advertisement
1/2 page ad in conference booklet
- The sponsor will provide artwork
- Ad copy due by Sept. 15
- Contact AIRC staff for artwork instructions
  $400 (member) $500 (non-member) # Available: 4

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Exhibiting & Advertising Items

Program Advertisement
1/4 page ad in conference booklet
-The sponsor will provide artwork
-Ad copy due by Sept. 15
-Contact AIRC staff for artwork instructions
$300 (member) $350 (non-member) # Available: 8

Conference Tote Bags
Sponsor will provide 500 tote bags with organization's name, logo and/or tagline
-Each attendee will receive a tote bag
-Design and color of bag require AIRC pre-approval
-Contact AIRC staff for artwork instructions
$700 (member) $850 (non-member) # Available: 1

Marketing Insert
Sponsor will provide 500 one-page (single or doubled sided) with relevant marketing information
-Sponsor inserts will be placed inside each conference attendee tote bag
-Inserts must arrive at conference hotel by assigned due date to ensure placement in conference tote bag
$575 (member) $675 (non-member) # Available: One per sponsor

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Exhibiting & Advertising Items

Conference Lounge
Sponsor banner placed at entrance of Lounge
2 Complimentary conference registrations
$3,000 (member) $3,500 (non-member) # Available: 1

Lanyards
Sponsor will provide 500 landyards with organization's name, logo and/or tagline
-Each attendee will receive a landyard
-Design and color of landyard require AIRC pre-approval
$2,000 (member) $2,500 (non-member) # Available: 1
To apply for sponsorship & exhibitor opportunities contact:

memberservices@airc-education.org
240-547-6400 ex. 802
www.airc-education.org