

TAIR 36th Annual Conference Resource Fair—Thursday, February 20, 2014
8:30 am – 4:30 pm

Sponsor Prospectus

The Texas Association for Institutional Research (TAIR) invites you to participate in its annual conference offering vendors many excellent opportunities to promote their products and services. For the Platinum and Gold levels, note that there are only 4 Sponsor Track Concurrent Sessions. Platinum vendors who commit before November 30th will have first choice of times; after that date, sessions will be available on a first-come, first-served basis. Register online at <http://www.regonline.com/TAIR Sponsor>.

Platinum level - \$3,000 (2 opportunities)

- Includes basic level benefits, plus:
- Recognition as a sponsor of one TAIR Special Event: (“*Your Company – Special Event*”) or (“*Your Company –Meet, Munch, and Mingle*”)
- Extra display table
- Full-page advertisement in TAIR Conference Brochure
- Email addresses of all conference attendees (pre-conference 1 week prior to conference upon receipt of sponsorship payment)
- Large "Platinum Sponsor" sign for display table
- Access to the Demo Theater at the Resource Fair*, with first or second pick of time slots
- Sponsor Track Concurrent Session (With or Without TAIR Member)
- Two additional tickets to February 20 Luncheon
- Verbal recognition by TAIR President throughout conference.
- Up to four tickets to Special Event (limited to company employees at the conference)

Gold level - \$2,500 (4 opportunities)

- Includes basic level benefits, plus:
- Recognition as a sponsor of one luncheon or breakfast: (“*Your Company - Breakfast*” or “*Your Company - Luncheon*”)
- Extra display table
- Full-page advertisement in TAIR Conference Brochure
- Email addresses of all conference attendees (pre-conference 1 week prior to conference upon receipt of sponsorship payment)
- Large "Gold Sponsor" sign for display table
- Access to the Demo Theater at the Resource Fair*
- Sponsor Track Concurrent Session (With or Without TAIR Member)
- Two additional tickets to February 20 Luncheon
- Verbal recognition by TAIR President throughout conference.
- Up to three tickets to Special Event (limited to company employees at the conference)

Silver level - \$1,500

- Includes basic level benefits, plus:
- Half-page advertisement in TAIR Conference Brochure
- Email addresses of all conference attendees (pre-conference 1 week prior to conference upon receipt of sponsorship payment)
- "Silver Sponsor" sign for display table
- Access to the Demo Theater at the Resource Fair*
- Two additional tickets to February 20 luncheon
- Verbal recognition at February 20 luncheon
- Up to two tickets to Special Event (limited to company employees at the conference)

Bronze level - \$900

- Includes basic level benefits, plus:
- Quarter-page advertisement in TAIR Conference Brochure
- "Bronze Sponsor" sign for display table

- One additional ticket to February 20 Luncheon
- Verbal recognition at February 20 Luncheon

Basic Level - \$400

- Fully dedicated exhibit area with display table
- Attend TAIR 2014 Conference Concurrent Sessions
- Hyperlink on Conference webpage
- One ticket to February 20 Luncheon
- One 8-1/2 x 11" brochure about your product(s) in our Conference Packets

Additional Opportunities

- Branded conference bags
- Branded name badge holders & lanyards
- Branded water bottles
- Branded lunch bags

These are a great way to get your company's name out to many colleges and universities for a low cost. See <http://www.bagmasters.com/Promotional/>** for one source for these items. For any of these opportunities, vendors will be expected to provide 250 items, shipped to the conference hotel no more than one week before the beginning of the conference.

Travel Grants - \$300 each

- For \$300 each, you may sponsor travel grants for institutional researchers throughout the state who may not have the budgeted funds to attend the TAIR conference
- Travel Grant sponsors will be noted in the TAIR Conference Brochure and announced at the conference

Other options:

- ___ Additional display tables - \$55 each
- ___ Additional lunch tickets - \$25 each
- ___ Special Event tickets -\$40 each
- ___ Extension cord or power strip –No Charge

For questions, please contact:

Phil Rhodes
 2014 TAIR Resource Fair Chair
prhodes@hbu.edu (preferred)
 281-649-3417

*Vendors must provide their own computer and projector for the Demo Theater. TAIR will provide all other items (stand, microphone, screen).

** The Texas Association for Institutional Research does not specifically recommend or endorse this source. It is provided as an example only.