

**TAIR 37<sup>th</sup> Annual Conference Resource Fair—Thursday, March 5, 2015**

**8:30 am – 4:30 pm**

**Sponsor Prospectus**

*The Texas Association for Institutional Research (TAIR) invites you to participate in its annual conference offering sponsors 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. Each of these 4 sessions and the choice of time will be awarded to the highest level sponsors on a first-come, first-served basis. Register online at <http://www.regonline.com/TAIR Sponsor>.*

In response to several requests from sponsors, we have moved to an 'a la carte' sponsorship model this year. You may select from the options below, and the total value will determine the level of your sponsorship.

<u>Sponsorship Level</u>	<u>Minimum Amount</u>
Basic	\$500
Bronze	\$1000
Silver	\$1,500
Gold	\$2,500
Platinum	\$3,000

<b>Benefit</b>	<b>Description</b>	<b>Cost</b>
Basic Package (Required)	Exhibit Table, hyperlink on TAIR website, Sponsor level recognition, brochure in conference bag, one name badge/luncheon ticket	\$500
Additional Name Badge/Luncheon Ticket	ID for additional sponsor representatives. Includes ticket to luncheon during the Resource Fair March 5 <sup>th</sup>	\$35
Conference Attendee List	Email addresses of all conference attendees (pre-conference 1 week prior to conference upon receipt of sponsorship payment)	\$250
Special Event Ticket	Ticket to attend special event	\$75
Travel Grant	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.	\$350
<b>Ad in Conference Brochure</b>		
¼ Page	Quarter page ad in conference brochure approx. 3.5"x5" portrait	\$500
½ Page	Half page ad in conference brochure approx. 7"x5" landscape	\$750
Full Page	Full page ad in conference brochure approx. 7"x10" portrait	\$1,000
<b>Food/Event Sponsorships</b>		
Breakfast/Lunch Sponsorship (4 available, limit 1 per vendor)	Recognition as a sponsor of one luncheon or breakfast: (“Your Company - Breakfast” or “Your Company - Luncheon”)	\$750
Special Event/MMM Sponsorship (2 available, limit 1 per vendor)	Recognition as a sponsor of one TAIR Special Event: (“Your Company – Special Event”) or (“Your Company –Meet, Munch, and Mingle)	\$1250

#### Additional Opportunities (These do not count toward sponsorship levels)

- 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, sponsors will be expected to provide 300 items, shipped to the conference hotel no more than one week before the beginning of the conference.

#### Other options

\_\_\_ Additional display tables - \$55 each

\_\_\_ Extension cord or power strip –No Charge

For questions, please contact:

Phil Rhodes  
2015 TAIR Resource Fair Chair  
[prhodes@mcclennan.edu](mailto:prhodes@mcclennan.edu) (preferred)  
254-299-8636

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