



TAIR 40th Annual Conference
 Conference Dates: February 11 – 14, 2018
 Omni Corpus, Corpus Christi Texas
 Sponsor Fair—Tuesday, February 13, 2018
 Time: 8:30 am – 4:30 pm

Sponsor Prospectus

The Texas Association for Institutional Research (TAIR) invites you to participate in its annual conference by offering sponsors excellent opportunities to promote their products and services. Sponsors may select opportunities from the Sponsorship Options table.

(Sponsor level is based on total value of the options selected)

Sponsorship Level	Minimum Amount
Platinum	\$3,000
Gold	\$2,000
Silver	\$1,500
Bronze	\$1,000
Friends of TAIR (Non-Exhibiting)	Less Than \$1,000

Register online at <https://www.regonline.com/TAIR Sponsor2018>.

NEW DATE Registration opens - September 18, 2017

NOTE:

1. Total of two (2) sponsor track concurrent sessions are available and limited to Platinum and Gold sponsorship levels. These sessions and choice of times will be awarded to the highest-level sponsors on a first-come, first-served basis.
2. All sponsorship options may be subject to change due to schedule modifications.

Sponsorship Options

Sponsorship Options	Sponsorship Description	Price
Marketing Sponsorship	<ul style="list-style-type: none"> • Recognition in the TAIR Conference Brochure • Recognition on the TAIR website (<i>Sponsor's choice of landing page hyperlink</i>) • Recognition on the TAIR signage (<i>where applicable</i>) • Registration bag inserts (<i>must be delivered to hotel no sooner than 48 hours prior to start of conference</i>) 	\$300
Exhibiting Sponsorship	<ul style="list-style-type: none"> • Everything included in the Marketing Sponsorship • One (1) Exhibit Table (<i>includes: 2 chair, trash can</i>) • One (1) Representative Registration – Entitles holder to attend all meal functions, general and concurrent sessions, and special interest groups. <p><i>Note: Sponsors must register additional attendees through sponsor portal.</i></p>	\$1,000



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Sponsorship Options	Sponsorship Description	Price
Additional Exhibit Table	<ul style="list-style-type: none"> Add one (1) additional exhibit table to an Exhibiting Sponsorship 	\$45
Additional Representative(s) Registration	<ul style="list-style-type: none"> Add one (1) Representative(s) Registration to an Exhibiting Sponsorship – Entitles additional representative(s) to attend all meal functions, general and concurrent sessions, and special interest groups. <p><i>Note: Only eligible for sponsors who have reached the Bronze level.</i></p>	\$300
Break Partial Sponsorship	<ul style="list-style-type: none"> Recognition as a partial sponsor of one (1) morning or afternoon break snack Sponsorship announced, “Our morning (or afternoon) break sponsored in part by [Sponsor Name]”. Sponsor recognition on snack serving tables Limited quantity based on program schedule 	\$350
Meal Partial Sponsorship	<ul style="list-style-type: none"> Recognition as a partial sponsor of one (1) conference meal (breakfast or luncheon) (excludes workshop meals) Sponsorship announced, “Our breakfast (or luncheon) sponsored in part by [Sponsor Name].” Sponsor recognition on snack serving tables Quantity limited to two (2) breakfasts and two (2) luncheons <p><i>Note: Each meal may be sponsored by multiple representatives. Contact sponsor coordinator for full sponsorship price.</i></p>	\$900
Meet, Munch, and Mingle Partial Sponsorship	<ul style="list-style-type: none"> Recognition as a partial sponsor of the Meet, Munch, and Mingle reception Sponsorship announced, “Meet, Munch, and Mingle sponsored in part by [Sponsor Name]”. Signage on door marquee <p><i>Note: The event may be sponsored by multiple representatives. Contact sponsor coordinator for full sponsorship price.</i></p>	\$1,400
Special Event Partial Sponsorship	<ul style="list-style-type: none"> Recognition as a partial sponsor of one (1) TAIR Special Event Sponsorship announced, “Special event sponsored in part by [Sponsor Name]”. Signage on door marquee <p><i>Note: The event may be sponsored by multiple representatives. Contact sponsor coordinator for full sponsorship price.</i></p>	\$1,400



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Sponsorship Options	Sponsorship Description	Price
General Session Partial Sponsorship	<ul style="list-style-type: none"> Recognition as a partial sponsor of one (1) TAIR general session Sponsorship announced, “Sponsored in part by [Sponsor Name]”. Signage on door marquee Sponsorship does not guarantee speaker selection <p><i>Note: The general session may be sponsored by multiple representatives. Contact sponsor coordinator for full sponsorship price.</i></p>	\$1,400
Workshop Presentation (Limited Opportunities)	<ul style="list-style-type: none"> Available to Gold and Platinum Level Sponsors Recognition in the TAIR Conference Brochure Presenters announced at conference Workshops Times <ul style="list-style-type: none"> o Sunday, February 11, 2018, 9am to 12pm (1) o Sunday, February 11, 2018, 1pm to 4pm (1) Choice of half-day or full-day presentations 	
	Half-Day (3 hour session)	\$750
	Full-Day (6 hour session)	\$1,250
Conference Attendee List	<ul style="list-style-type: none"> Email address list of all conference attendees one (1) week prior to conference <p><i>Note: Distribution of list is conditional on receipt of payment.</i></p>	\$250
Special Event Admission	<ul style="list-style-type: none"> Admission of one (1) registrant to special event 	\$75
Travel Grant Sponsorship	<p>TAIR administers a program to afford the institutional researchers at colleges and universities with limited budgets the opportunity to attend our annual conference by issuing grants to paid conference attendees to subsidize the travel expense.</p> <ul style="list-style-type: none"> Recognition in the TAIR Conference Brochure Sponsorship announced, “Travel grant sponsored by [Sponsor Name]”. 	\$350
Additional Branding Opportunities		
<p>Branding opportunities are a great, low cost opportunity to get your company's name out to the TAIR membership.</p> <ul style="list-style-type: none"> Branded conference bags; water bottles; lunch bags; Conference lanyards Min quantity 300 Additional examples at http://www.bagmasters.com <i>Note: TAIR does not specifically recommend or endorse this source. It is provided as an example only.</i> Branding opportunities do not count toward sponsorship levels. <ul style="list-style-type: none"> o (must be delivered to hotel no sooner than 48 hours prior to start of conference) 		



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2018 Sponsor Terms and Conditions

The following terms and conditions apply to all Sponsors participating in the annual TAIR conference.

- 1) Full Payment.
 - a) Sponsor contract must be paid in full no later than **60 calendar days prior to conference start date**.
 - i) Sponsors failing to make the final payment as required will forfeit all monies and participation as a Sponsor.
- 2) Acceptance of Contract.
 - a) TAIR reserves the right to accept or reject any Sponsor contract.
- 3) Cancellations and Refunds.
 - a) Cancellation of Event.
 - i) In the event that the Forum is canceled, postponed, or relocated due to fire, strikes, government regulations, casualties, Acts of God, or other causes beyond TAIR's control, TAIR will refund monies paid and cancel fees.
 - (1) The Sponsor waives any and all damages and claims for damages should the event be cancelled.
 - b) Cancellation of Contract.
 - i) Sponsors who cancel by written notice received at the TAIR Executive Office no later than **60 business days prior to conference start date** are entitled to a refund of monies paid less applicable fees and costs incurred by TAIR.
 - (1) No refunds will be granted after 60 days prior to conference start.
 - (2) On-site cancellation requests due to delayed shipment of booth materials, delayed flights, and such will not be honored.
- 4) Sponsor Representative.
 - a) Each Sponsor will name at least one person to be the Sponsor's representative in connection with the installation, operation, and removal of the exhibit.
 - b) Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Sponsor shall be responsible.
 - c) Additional representatives may be registered for an additional fee.
- 5) Assignment of Space.
 - a) Space assignments will be made based on the date of receipt of completed contracts, Sponsorship level, and considerations to enhance the function.
 - b) TAIR will make the final decision on booth placement to best meet the needs of the event.
- 6) TAIR is not responsible for the handling and receiving of shipments.
- 7) Vendor booth/ space.
 - a) Each space includes one 6' table, two side chairs,
 - b) Additional equipment may be rented through the event center (hotel).
- 8) Installation and Dismantling.
 - a) Booths are expected to be completely installed and all packing and freight removed prior to the opening of the event space.



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- b) Crates, freight, and/or packaging may not be stored in booths during show hours.
 - i) Extraneous materials left in booths may be removed and stored at the Sponsor's risk and expense.
 - c) Sponsor property is the sole responsibility of the sponsor. TAIR is not responsible for loss or damage of sponsor property. Sponsor property must be properly marked or identified by Sponsors.
 - d) Packing and dismantling displays prior to the event closing is prohibited without permission from TAIR.
 - e) Exhibit materials left unattended after the official close of the event will be considered abandoned and discarded.
- 9) Restrictions.
- a) Demonstrations must be located so viewers will be within the Sponsor's space, and not blocking aisles or neighboring exhibits.
 - b) TAIR reserves the right to restrict, prohibit, and/or remove exhibits which are objectionable in the opinion of TAIR, are inappropriate or may detract from the general character of the event.
 - i) In the event of such restriction or removal, TAIR is not liable for any refund of any amount paid hereunder.
 - c) All Sponsors must confine their sales activities to their booth areas.
 - d) Brochures may not be distributed in the aisles or in other parts of the building unless they are included in the conference promotional bags and program.
- 10) Sponsor Listing in Promotional Materials (where applicable).
- a) If included within the applicable package and where applicable, TAIR will include the sponsor's promotional materials and references to the sponsor, such as the sponsor's name, logo.
 - b) To ensure inclusion of any materials, such information and artwork must be provided within the agreed time limit and format. The failure of any sponsor to meet specific deadlines shall not result in the return of any sponsorship fees already paid or relieve the obligation to complete the payment of any remaining sponsorship fees.
- 11) Communications with Forum Attendees.
- a) Sponsors who purchase the attendee roster, may use said roster to communicate with attendees of annual conference.
 - b) Attendee roster will be sent electronically to all sponsors who have paid for roster no later than 1 week prior to annual conference.
- 12) Security.
- a) Each Sponsor has the responsibility of safeguarding its own exhibit materials or goods from the time they are placed in the exhibit space until they are removed.
- 13) Liability.
- a) *To the extent authorized by the laws and constitution of the State of Texas, the Sponsor hereby assumes entire responsibility for and hereby agrees to protect, defend, indemnify and save the host hotel, its owners, its operator, TAIR and*



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each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the host hotel and its employees and agents.

14) Insurance.

- a) The Sponsor acknowledges that neither TAIR, host hotel, its owners, nor its operator, maintain insurance covering Sponsor's property and that it is the sole responsibility of the Sponsor to obtain business interruption and property damage insurance insuring any losses by Sponsor.

15) Compliance.

- a) The Sponsor assumes responsibility for compliance with all pertinent ordinances, regulations, and codes of local, state, and federal governing bodies; together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held.
- b) Cloth decorations must be flameproof.
- c) Wiring must comply with facility, fire department and Electrical Underwriters' rules.

16) ADA Requirements.

- a) Sponsors are reminded that the Americans with Disabilities Act (ADA) ensures equal access to all participants of TAIR meetings.
- b) Booth spaces must be fully accessible to those with physical disability or sight impairment in compliance with all applicable laws and regulations, including without limitation, the Americans with Disabilities Act (U.S. Public Law 101-336).

17) Management.

- a) TAIR reserves the right to interpret, amend, and enforce these terms and conditions, as it deems appropriate to ensure the success of the exhibition.

IMAGE / TEXT SUBMISSION REQUIREMENTS:

General Submission formats:

- Logo/ Image:
 - Standard image file formats
 - (Preferred: .AIT/ .EPS/ .AIT/ .SVG)
 - (Alternative: .JPG/ .JPEG/ .PNG/ .TIF/ .GIF/ .BMP/ .PDF)
 - **DUE no later than 60 calendar days prior to conference start date**
If logos are not received, TAIR is not responsible for their exclusion from program/ conference materials.
- Text (sponsor bio's and sponsor descriptions)
 - 500 words
 - Plain Text

For questions, please contact:

Daniel Ohanlon - 2018 TAIR Sponsor Fair Chair - dohanlon@austincc.edu - 512.223.7585