



Texas Association for Institutional Research

43rd Annual Virtual Conference

February 22 - March 5, 2021

The Texas Association for Institutional Research (TAIR) is a non-profit, professional organization supporting institutional research, planning, assessment, evaluation, and policy analysis in Texas institutions of higher education. With over 300 members representing over 120 different institutions and system offices from across the state, TAIR serves as one of the primary sources of professional development as well as a professional networking resource among our members. We invite you to participate in our upcoming Annual Conference to be held virtually this year. We strive to offer sponsors a variety of opportunities to interact with our attendees to promote your products and services. Sponsorship levels fall into five (5) broad categories based on the amount of sponsorship provided.

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

Sponsorship Levels are determined based on the total value of options selected.

Sponsor registration begins: **June 15, 2020**

Sponsor registration website: <http://www.cvent.com/d/r7qj11/4W>

Payment Deadline: **January 29th, 2021**

NOTE: All sponsorship options may be subject to change due to schedule limitations or changes.

All questions and comments regarding sponsorship opportunities and options should be sent to either:

Amanda Moske
TAIR Sponsor Liaison
Amanda.Moske@und.edu (best method)
701-777-2456

Dan Su
TAIR Vice-President and Program Chair
Dan.Su@tamuc.edu
903-468-3048



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Sponsorship Options

Option	Description	Price
Conference Attendee List	<ul style="list-style-type: none"> List of names, institutions, and email addresses for conference attendees provided one (1) week prior to the conference <p><i>Note: Distribution of the list is conditional on receipt of payment</i></p>	\$250
Marketing Sponsorship	<ul style="list-style-type: none"> Recognition in the TAIR Conference Brochure and App Recognition on the TAIR website Recognition on TAIR signage at the event (where applicable) 	\$300
Co-presentation Sponsorship	<ul style="list-style-type: none"> All items included under Marketing Sponsorship plus: Conference Attendee List One (1) Representative Registration <ul style="list-style-type: none"> Entitles holder to attend keynote addresses, concurrent sessions, and other TAIR organized events held during the conference Presentation with a registered TAIR member affiliated with a higher education institution. <p><i>Note: All sponsor representatives must be registered.</i></p> <p>LIMIT 10</p>	\$1500
Additional Representative Registration	<ul style="list-style-type: none"> Intended for the registration of additional sponsor representatives attending the conference. Each additional representative registration allows the representative to attend keynote addresses, concurrent sessions, and other TAIR organized events held during the conference. <p><i>Note: All sponsor representatives must be registered.</i></p>	\$300
Additional Co-presentation	<ul style="list-style-type: none"> Double your footprint by co-presenting with an additional TAIR member affiliated with a higher education institution. 	\$250
Conference Workshop Sponsorship	<ul style="list-style-type: none"> Allows sponsors to provide one (1) 3-hour workshop during the conference. <ul style="list-style-type: none"> Designed to provide attendees with hands-on experience and skill development Includes one (1) additional sponsor representative registration Recognition in the TAIR Conference Brochure and App <p><i>Note: Workshop description (title, abstract, and presenters) must be received by October 23rd to be included in the registration system at the start of conference registration. Information received after that point will be added to the registration system during routine updates. The description must be received no later than January 29th in order to be included in the conference brochure and app.</i></p> <p>LIMIT 2</p>	\$900



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Keynote Sponsorship	<ul style="list-style-type: none">• Recognition as the sponsor for one (1) TAIR General Session Keynote Address• Recognition in the conference brochure and app <p><i>Note: Sponsorship does not grant any rights to speaker or topic selection</i></p> <p>LIMIT 2: Opening Keynote and Closing Keynote</p>	\$500
Travel Grant Sponsorship	<p>TAIR administers a program to assist professionals involved in institutional research at colleges and universities with travel budgets the opportunity to attend our annual conference by providing grants to help cover travel expenses. Assistance from sponsors in providing funding for these grants is always appreciated. Each grant recipient is awarded \$350.</p> <ul style="list-style-type: none">• Recognition in the conference brochure and app• Travel Grants will be awarded for future in-person conferences. <p><i>Note: Sponsorship does not grant any rights in the determination of grant recipients.</i></p>	\$350



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2020-2021 Sponsor Terms and Conditions

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

1) Full Payment.

a) Sponsor contract must be paid in full no later than 60 calendar days prior to conference start date unless otherwise agreed upon.

i) Sponsors failing to make the final payment as required will forfeit all monies and participation as a Sponsor at the discretion of the TAIR Executive Committee.

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 conference is canceled, postponed, or relocated due to fire, strikes, government regulations, casualties, 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.

4) Sponsor Representative.

a) Each Sponsor will name at least one person to be the Sponsor's representative.

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) Co-presentation Opportunity.

a) Co-presentations must include a registered TAIR member affiliated with a higher education institution.

b) A list of member institutions will be made available upon request by potential sponsors to determine possible co-presentation options.

c) Each co-presentation is expected to adhere to the following format:

- 45 minutes dedicated to the presenting TAIR member(s). This portion should primarily focus on implementations of current, updated, and new partner solutions.
- 15 minutes dedicated to sponsor. This portion can focus on providing information about the solution presented by the TAIR member and/or discuss additional products available or in-production.

d) TAIR will make the final decision on date and time assignment for the co-presentation to best meet the needs of the event.



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6) Sponsor Promotion (where applicable).

- a) TAIR will include the sponsor's promotional materials and references to the sponsor, such as the sponsor's name and/or 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.

7) Communications with Conference 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 following the annual conference.

8) 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:

Logo:

Preferred format: .AIT/ .EPS/ .AIT/ .SVG

Alternative format: .JPG/ .JPEG/ .PNG/ .TIF/ .GIF/ .BMP/ .PDF

Logos must be received by Jan 29th in order to be included in the conference brochure and app.

Text:

Format: Plain Text

Workshop descriptions must be received by October 23rd in order to be included in the registration system at the beginning of registration.

Co-presentation descriptions must be received no later than Jan 29th in order to be included in the conference brochure and app.

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