



Texas Association for Institutional Research  
47<sup>th</sup> Annual Conference, February 25-28, 2025  
Omni Hotel - Corpus Christi, Texas  
900 N. Shoreline Blvd., Corpus Christi, Tx 78401

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 in **Corpus Christi, Texas**. 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	\$3,500
Gold	\$2,500
Silver	\$2,000
Bronze	\$1,500
Friends of TAIR (Non-Exhibiting)	Less Than \$1,500

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

Sponsor registration begins: **October 14, 2024**

Payment Deadline: **Friday, January 13, 2025**

Vendor Day(s): **February 26-27, 2025**

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

A 45-minute concurrent session presentation slot will be awarded to sponsors at the Gold and Platinum Sponsorship Levels as of **Friday, January 31, 2025**. Information about the session (Title, Abstract, and Presenters) must be received by **Monday, January 20, 2025** in order to be included in the printed brochure and conference app along with payment in full.

Options with a limited number of slots (e.g. reception, meals, special event, etc.) are awarded on a first come, first served basis.

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

Dina Sosa-Hegarty  
TAIR Sponsor Liaison  
[Dsosa@dallascollege.edu](mailto:Dsosa@dallascollege.edu)

Morgan Carter  
TAIR Vice-President and Program Chair  
[vice-president@texas-air.org](mailto:vice-president@texas-air.org)

## Sponsorship Options

Option	Description	Price
Marketing Sponsorship	<ul style="list-style-type: none"> <li>• Recognition in the TAIR Conference Brochure and App</li> <li>• Recognition on the TAIR website</li> <li>• Recognition on TAIR signage at the event (where applicable)</li> <li>• Distribution of one (1) printed marketing item at registration</li> </ul> <p><b>Note: Inserts must be delivered or mailed to the hotel by Thursday, February, 20, 2025.</b></p> <ul style="list-style-type: none"> <li>• Conference Attendee List includes the names, institutions, and email addresses for conference attendees provided <b>one (1) week prior to the conference: Friday, February 14, 2025.</b></li> </ul> <p><i>Note: Distribution of the list is conditional on receipt of payment.</i></p>	\$600
Exhibiting Sponsorship	<ul style="list-style-type: none"> <li>• All items included under Marketing Sponsorship plus:</li> <li>• One (1) Exhibit Table/Booth in Vendor Area</li> <li>• One (1) Representative Registration Entitles holder to attend keynote addresses, concurrent sessions, meals, and other TAIR organized events held during the conference with the exception of the TAIR Special Event</li> </ul> <p><i>Note: All sponsor representatives must be registered.</i></p> <ul style="list-style-type: none"> <li>• Conference Attendee List includes the names, institutions, and email addresses for conference attendees provided <b>one (1) week prior to the conference; Friday, February 14, 2025.</b></li> </ul> <p><i>Note: Distribution of the list is conditional on receipt of payment.</i></p>	\$1500

## A la Carte Options

Option	Description	Price
Additional Representative Registration	<ul style="list-style-type: none"> <li>• Intended for the registration of additional sponsor representatives attending the conference. Each additional representative registration allows the representative to attend keynote addresses, concurrent sessions, meals, and other TAIR organized events held during the conference excluding the TAIR Special Event.</li> </ul> <p><b>Note: All sponsor representatives must be registered.</b></p>	\$300
Break/ Beverage Sponsorship	<ul style="list-style-type: none"> <li>• Recognition as the sponsor for one (1) break or unlimited beverage offering during the conference.</li> <li>• Sponsorship recognition will be announced at a general session on the day of the break/beverage service.</li> </ul> <p>LIMIT 4</p>	\$350

Option	Description	Price
Pre-Conference Workshop Sponsorship	<ul style="list-style-type: none"> <li>• Available only to Gold and Platinum Level Sponsors</li> <li>• Allows sponsors to provide one (1) 3-hour workshop prior to the official start of the conference <ul style="list-style-type: none"> <li>- Designed to provide attendees with hands-on experience and skill development</li> </ul> </li> <li>• Recognition in the TAIR Conference Brochure and App</li> </ul> <p><i>Note: Workshop description (title, abstract, and presenters) must be received by <b>Friday, November 15, 2024</b> 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 final description must be received no later than <b>Friday, January 17, 2025</b> in order to be included in the conference brochure and app.</i></p> <p>LIMIT 2: Morning or afternoon</p>	\$1000
Keynote Sponsorship	<ul style="list-style-type: none"> <li>• Recognition as the sponsor for one (1) TAIR General Session Keynote Address</li> <li>• Sponsorship recognition announced at the beginning of the session</li> <li>• Recognition in the TAIR conference brochure and app</li> </ul> <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>	\$1250
Meal/Reception Sponsorship	<ul style="list-style-type: none"> <li>• Recognition as a sponsor of one (1) conference meal or reception</li> <li>• Sponsorship recognition announced during the meal or reception and noted in program brochure and conference app</li> <li>• Meal sponsorships are limited by the number of meals offered</li> <li>• LIMIT 4</li> </ul>	\$1250
Discussion Table Sponsorship	<ul style="list-style-type: none"> <li>• Allows sponsor to reserve a 10-seat banquet table during one of our two networking lunch sessions</li> <li>• Allows sponsor to invite specific attendees to join them at the table during that lunch session</li> <li>• LIMIT 2 per sponsor (1 each day)</li> </ul>	\$500

Option	Description	Price
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"> <li>• Recognition in the conference brochure and app</li> <li>• Sponsor recognition made during a general session.</li> </ul> <p><i>Note: Sponsorship does not grant any rights in the determination of grant recipients.</i></p>	\$350

**Promotion of Sponsorship**

All sponsors are expected to provide a 120 word description (“elevator speech”) of their company, product, and/or recent successes AND one PowerPoint slide to be used to promote your sponsorship of TAIR.

**Additional Branding Opportunities:**

Branding opportunities provide sponsors with options to get your company name out in front of all conference attendees by providing items for use at the conference. Examples of branding opportunities include:

- Branded Conference Bags
- Water Bottles
- Lanyards for nametags

A minimum quantity of 300 per item is required, and items must be delivered to the hotel by **Thursday, February 20, 2025**. For more information on branding opportunities, please contact either:

Dina Sosa-Hegarty  
 TAIR Sponsor Liaison  
[Dsosa@dallascollege.edu](mailto:Dsosa@dallascollege.edu)

Morgan Carter  
 TAIR Vice-President and Program Chair  
[vice-president@texas-air.org](mailto:vice-president@texas-air.org)

## 2024-2025 Sponsor Terms and Conditions

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

- 1) Full Payment.
  - a) Sponsor contract must be paid in full no later than 30 calendar days prior (Monday, January 13, 2025) 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 Forum 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.
      - (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.
  - 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 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.
- 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 one week prior to the start of the 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) 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 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:**

Logo:

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

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

Logos must be received by **Friday, January 17, 2025** in order to be included in the conference brochure and app.

Text:

Format: Plain Text

Workshop descriptions must be received by **Friday, November 1, 2024** in order to be included in the registration system at the beginning of registration.

Final Concurrent Session and Workshop descriptions must be received no later than **Friday, January 20, 2025** in order to be included in the conference brochure and app.

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