



2024 AIR Forum Sponsor Prospectus

Colorado Convention Center

Denver, CO

May 28–31, 2024

Why Sponsor?

Make your mark at 2024 AIR Forum, the world's largest gathering of higher education professionals working in institutional research, effectiveness, assessment, planning, and related postsecondary education fields.

Share your products, services, and resources with a strong professional network! Our attendees are from all higher education sectors and make or influence decisions about the products and services that support institutional research, effectiveness, assessment, accreditation, data management, and planning activities at their organizations.



Visit airweb.org/sponsor for more information.

CONNECT WITH AN AUDIENCE INVESTED IN MAKING VALUABLE CONNECTIONS AND GAINING NEW INFORMATION

96% of attendees visit our Exhibit Hall.

72% of attendees report an interest in learning about products and services offered in our Exhibit Hall.

60% engage with our sponsors about their products and services.

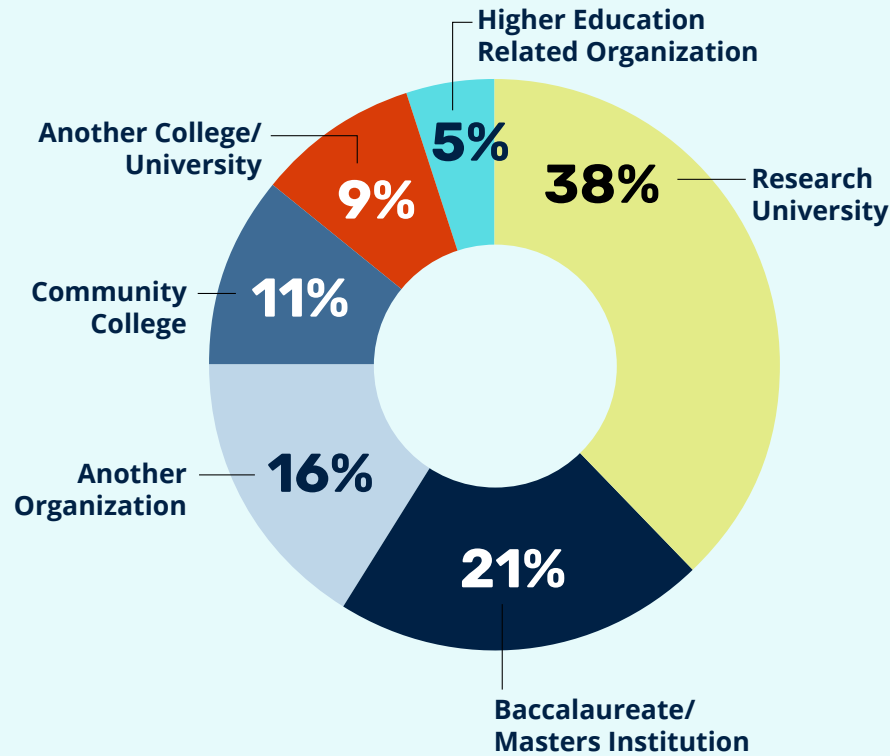
NETWORK AND BUILD RELATIONSHIPS WITH INDUSTRY INFLUENCERS AND LEADERS

87% of attendees indicate networking and making professional connections are among the top reasons for attending the AIR Forum.

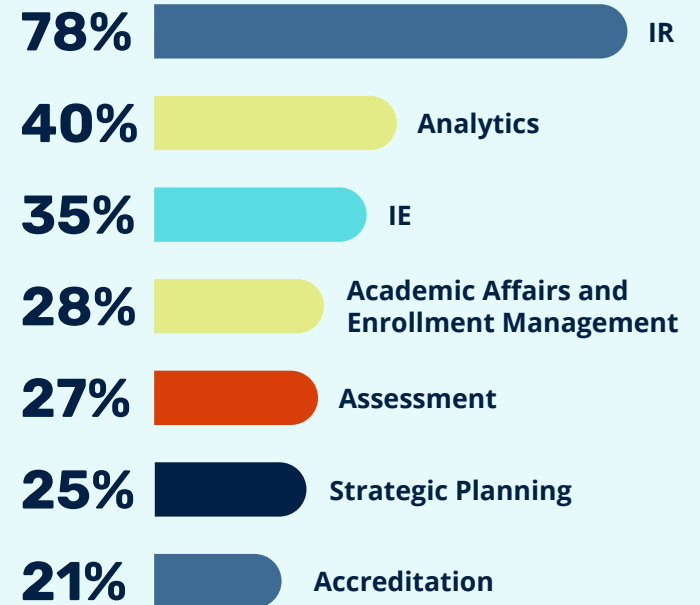
80% would recommend our Exhibit Hall to colleagues due to the variety of products and services featured.

Gain Brand Exposure Among a Strong Professional Network

ATTENDEES BY TYPE OF ORGANIZATION



ATTENDEES BY ROLES



ANNUAL ATTENDANCE **1,500+**

Visit airweb.org/sponsor for more information.

Thank You to Our 2023 Sponsors

DIAMOND



PLATINUM



GOLD



SILVER



Exhibit Hours

Tuesday, May 28

7:00 a.m. – 4:00 p.m.
Exhibitor Move-in

4:45 p.m. – 6:30 p.m.
Reception in the Exhibit Hall

Wednesday, May 29

10:00 a.m. – 6:00 p.m.
Exhibit Hall open

4:45 p.m. – 6:00 p.m.
Reception in the Exhibit Hall

Thursday, May 30

8:00 a.m. – 2:30 p.m.
Exhibit Hall open

2:30 p.m. – 7:00 p.m.
Exhibitor Move-out

For a detailed schedule, visit [sponsor resources](#).



Visit airweb.org/sponsor for more information.

Sponsor Benefits

Our Exhibit Hall is the central networking hub for all attendees and sponsors. Here, you'll optimize your marketing dollars when it comes to positioning your organization and directly engaging with higher education professionals. Each sponsor package comes with a booth in the Exhibit Hall, as well as the following standard benefits:

Standard Booth Package

- 10' x 10' booth with options to increase
- Amenities include 8' high back drape, 3' high divider drape on each side
- 6' table, two chairs, one waste bin

Pre and Post Attendee Mailing Lists

- To include name, title, institution, and mailing address. Lists are for one-time use.
- Delivered within two-weeks pre and post conference

Complimentary Sponsor Rep Registration Passes

- All sponsors receive a minimum of two complimentary registrations with the option to increase through different leveled packages.
- Sponsor representative registration is a full meeting registration that includes access to all events and activities.

Attendee Engagement Opportunities on Show Floor

- Ability to offer in-booth sponsor giveaway to over 1,500 attendees
- Networking receptions
- Coffee breaks, lunch breaks, and a dessert break
- Sponsor demos and "Ask an Expert" sessions
- On-site gamification: Our mobile app will gamify the attendee experience with a Passport Contest. The objective is to increase attendee participation and drive traffic to sponsor booths throughout the entire conference with prizes and winners each day! Attendees receive a digital stamp from each booth they visit and those who collect stamps from all booths are entered into a prize draw. All sponsors have to do is scan attendee QR codes with the lead retrieval app.

Online Recognition

- Sponsor name, logo, company description, website link, and social media handles that are provided will be displayed on sponsor listing webpage.
- Sponsor logo displayed on entrance unit to the Exhibit Hall and on welcome slides for opening and closing keynotes.

SPONSORSHIP LEVELS



DIAMOND
\$16,000 (Limit 2)

PLATINUM
\$10,000 (Limit 6) **SOLD OUT**

GOLD
\$7,000

SILVER
\$4,000

	DIAMOND \$16,000 (Limit 2)	PLATINUM \$10,000 (Limit 6) SOLD OUT	GOLD \$7,000	SILVER \$4,000
Sponsor Representative Registrations¹	5 (\$2,500 value)	4 (\$2,000 value)	3 (\$1,500 value)	2 (\$1,000 value)
Booth Packages	20' x 20' Island Booth At entrance of Exhibit Hall with standard amenities	10' x 20' Booth 1st choice of booth location with standard amenities	10' x 10' Booth 2nd choice of booth location with standard amenities	10' x 10' Booth 3rd choice of booth location with standard amenities
Sponsored Sessions²	Choice of: (1) 45-minute speaker session OR (1) discussion group AND (1) 20-minute product demo OR (1) "Ask an Expert" session (guaranteed to not compete with another sponsored session)	Choice of: (1) 45-minute speaker session OR (1) discussion group OR (1) 20-minute product demo OR (1) "Ask an Expert" (may compete with another sponsored session)	Choice of: (1) 20-minute product demo OR (1) "Ask an Expert" (may compete with another sponsored session)	<i>Not available</i>
On-Site Gamification³	✓	✓	✓	✓
Email Marketing⁴	✓	✓	✓	Add-on available: \$650
Attendee Email List⁵	✓	✓	Add-on available: \$750	<i>Not available</i>
Onsite Meeting Space⁶	✓	Add-on available: \$750	Add-on available: \$750	Add-on available: \$750
Social Media Recognition	(3) Posts Total	(2) Posts Total	(1) Posts Total	<i>Not available</i>
Option for Early Preview of the 2025 AIR Forum Sponsor Prospectus	✓	✓	✓	✓

¹Note: Sponsor representatives must be from the same company that registered with the sponsorship.

²Note: See [page 9](#) for additional details.

³Our mobile app will gamify the attendee experience with a Passport Contest. Increase attendee participation with exhibitors throughout the entire conference with prizes and winners each day!

⁴(1) 100-word paragraph in a promotional email to attendees on behalf of sponsors. No more than (5) sponsors will be included per email.

⁵Pre-conference attendee email list for those who've opted to receive marketing information from our sponsors. List is for one-time use.

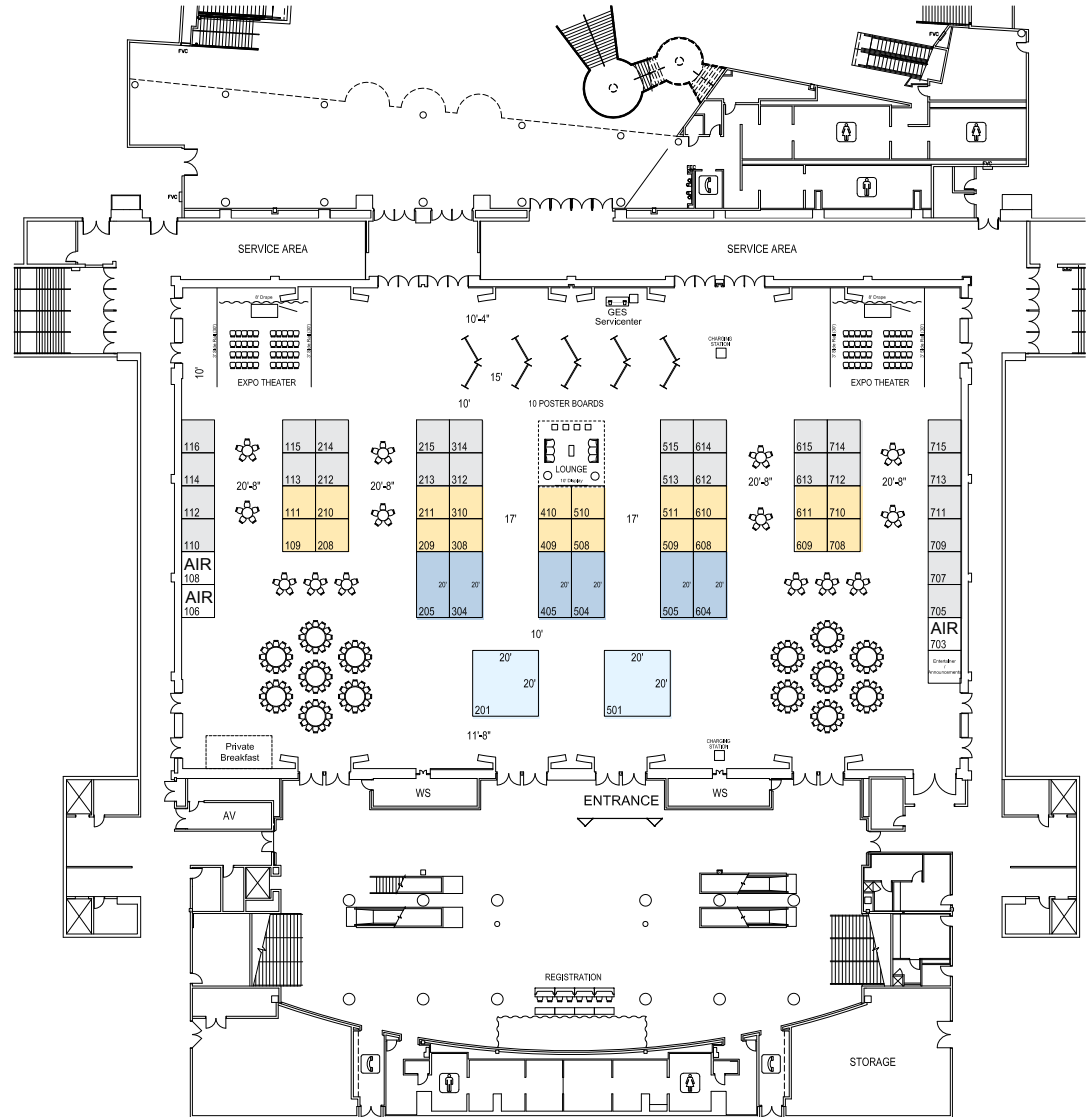
⁶Located at the convention center for private meetings or functions. Subject to availability. Note: Cannot be used as a session; food and beverage must be ordered from the venue at an additional cost.

Visit airweb.org/sponsor for more information.

2024 AIR Forum Exhibit Hall Floor Plan

Note: The Exhibit Hall floor plan is subject to change.

-  **DIAMOND**
-  **PLATINUM**
-  **GOLD**
-  **SILVER**



About Sponsored Sessions

Speaker sessions are 45-minute concurrent sessions that share innovative applications, research practices, and professional work products in IR, effectiveness, assessment, planning, or other data-centered functions.

Discussion groups are 45-minute concurrent sessions that focus on research, applications, practice, or topics of interest related to the effective use of data in higher education. Three to five questions submitted with the session proposal provide the structure for the discussion that follows. No AV is provided for these interactive group discussions.

Note: Speaker sessions/discussion groups are concurrent sessions of academic nature, are non-commercial, and should not be used to demo a product or solicit sales.

Product demonstrations are 20-minute sessions presented in the Exhibit Hall Expo-Theaters that offer an enhanced method of marketing your products and services.

“Ask an Expert” sessions are 20-minute sessions presented in the Exhibit Hall Expo-Theaters that provide participants with the opportunity to be updated about a topic of interest in a highly interactive manner. Each session consists of an informal discussion arising from a question and answer format.



Sponsorship Package Add-Ons

Want to customize your sponsor package to meet your business objectives? We've created an à la carte menu of options you can add to your leveled sponsor package. These add-ons are only available for our Diamond, Platinum, Gold, and Silver sponsors.

Additional Sponsor Representative Registrations: \$500

Only four additional sponsor representative registrations can be purchased per sponsor. All additional representatives should be processed at the member or nonmember rate through the regular AIR Forum registration system. *Note: Deadline to purchase additional sponsor representative registrations is April 29, 2024.*

Product Demonstration or "Ask an Expert" Session: \$500

Note: One per sponsor, subject to availability. Not available for Silver sponsors.

In-Booth Food or Beverage Station: \$1,000 + Food/Beverage Costs (Limit 3 Per Day)

Be the most sought-after booth to visit at the conference! Host a mimosa, bloody mary, coffee bar, or serve warm chocolate chip cookies and other treats at your booth on Wednesday or Thursday. We will support your efforts with a push notification on the conference mobile app.

Additional 10' x 10' Booth: \$1,600

Standard sized booth with 8' high drape, 3' high divider drape on each side, 6' table, two chairs, and one waste bin. *Note: The Exhibit Hall is carpeted. Booth carpet or flooring is available from the GSC, but not required.*

Additional Sponsorship Opportunities

These unique marketing opportunities are open to any organization who would like to take their company exposure to the next level. Each of these sponsorship opportunities has been tailored specifically to allow every type of AIR Forum partner to get brand exposure and name recognition among our 1,500+ attendees.

Lanyards: \$3,000 plus the cost of 1,500 lanyards (1 Available)

Keep your company name front and center on our conference lanyards. Each attendee will receive this item with their badge to display their name for all conference related events. Single-color print, co-branded with AIR Forum logo. Lanyards developed and supplied by AIR Forum staff.

Conference Bags: \$3,000 plus the cost of 1,500 conference bags (1 Available)

Place your company logo alongside the 2024 AIR Forum logo on the official conference tote bag. All attendees will receive a tote bag at registration. AIR Forum staff will coordinate with sponsor for seamless production.

Water Bottles: \$3,000 plus the cost of 1,500 water bottles (1 Available)

Customized and co-branded with your logo and the 2024 AIR Forum logo. These branded, reusable water bottles will be available for all attendees at registration. AIR Forum staff will coordinate with sponsor for seamless production.

AIR Forum Wi-Fi Sponsor: \$15,000 (1 Available)

Be the exclusive sponsor of AIR Forum Wi-Fi. Your company will be top of mind with every attendee while viewing your branded splash page each time they log onto the network.

Mobile App Sponsorship: \$15,000 (1 Available)

Get noticed by all attendees with this exclusive high-profile opportunity on our mobile app. Attendees access all of AIR Forum's details via the app and use it daily during the conference. You will gain ideal exposure with click-through banner ads on both the home page and the official agenda. *Deadline to confirm this sponsorship is March 31, 2024.*

Opening Keynote Sponsorship: \$15,000 (1 Available)

Be recognized with a 30-second ad (video) as the exclusive sponsor of the opening keynote on Wednesday, May 29, at 10:00 a.m. Includes a reserved table at the front, recognition in opening announcements and welcome slides, logo on keynote signage, ad on session listing in app, and mention in app push notifications.

Headshot Booth: \$20,000 (1 Available)

Sponsor your own branded headshot booth on the exhibit show floor. Attendees will have the opportunity to receive a complimentary headshot taken by a professional photographer. Participants will leave with your company branded flash drive containing their photos or online branded download site. As an additional benefit, your company will receive two mobile app push notifications, reminding attendees to get their headshot taken. *Deadline to confirm this sponsorship is March 31, 2024.*

Visit airweb.org/sponsor for more information.

AIR FORUM 2024

Key Deadlines

April 15, 2024

Deadline to Become
a Sponsor

April 29, 2024

Deadline for sponsors to
submit session information

May 6, 2024

GES Discount Deadline
Date for Orders

Don't miss this opportunity to **connect with our exclusive community** of higher education professionals.
Register today!



Sponsor With Us

Online registration, sponsor resources, Exhibit Hall map, and terms and conditions are available at airweb.org/sponsor.

Connect With Us

For more information, email the AIR Forum sponsor team at sponsor@airweb.org.

Visit airweb.org/sponsor for more information.