



ORLANDO, FL
May 20-23, 2025
Pre-conference: May 19-20

2025 AIR Forum Sponsor Prospectus

Rosen Shingle Creek
Orlando, FL
May 20-23, 2025

Why Sponsor?

Make your mark at 2025 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.

MAKE VALUABLE CONNECTIONS WITH AN INQUISITIVE AUDIENCE

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.

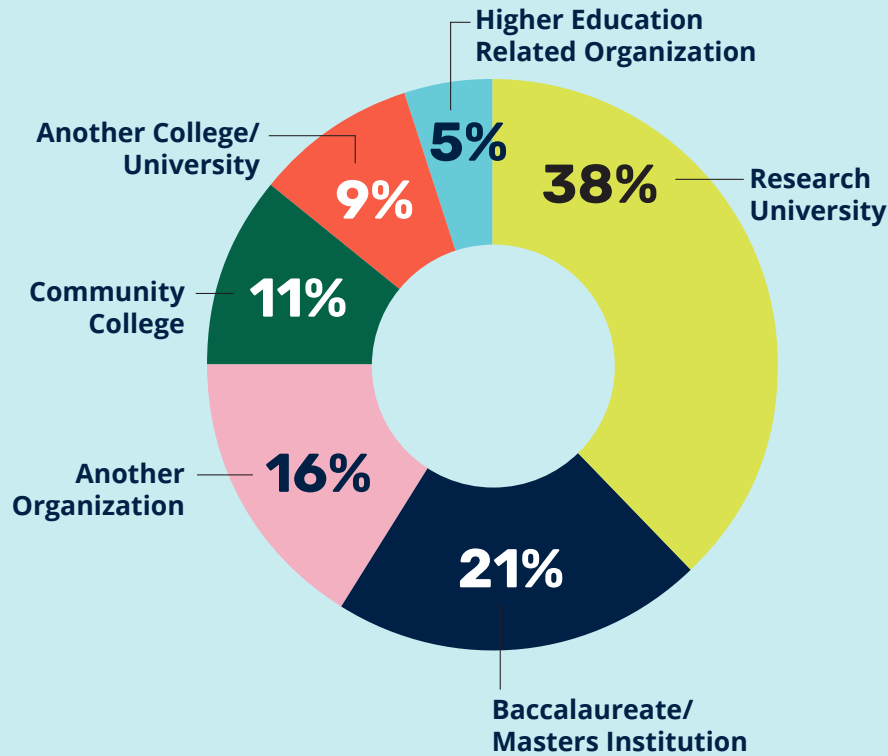
BUILD RELATIONSHIPS WITH HIGHER EDUCATION LEADERS

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

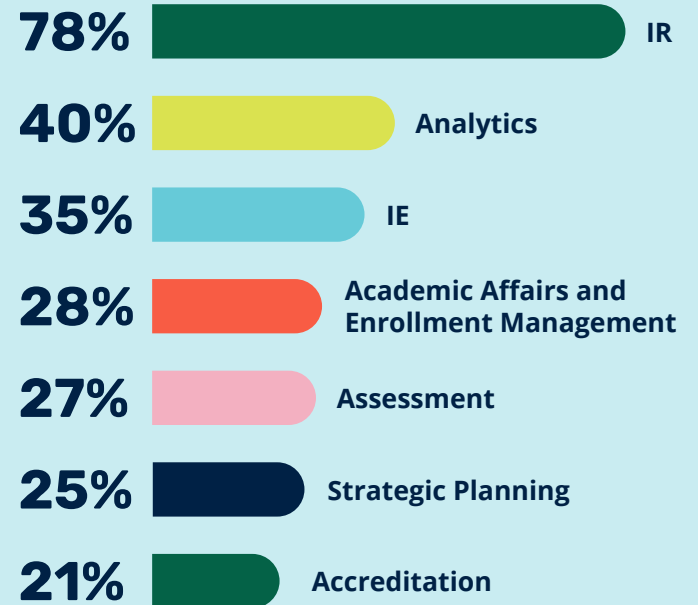
80% would recommend our Exhibit Hall to colleagues due to the variety of products and services featured.

Gain Brand Exposure Among a Strong Professional Network

ATTENDEES BY TYPE OF ORGANIZATION



ATTENDEES BY ROLES



ANNUAL ATTENDANCE **1,500+**

Thank You to Our 2024 Sponsors

DIAMOND



PLATINUM



GOLD



SILVER



EXHIBITOR

Exhibit Hours

Tuesday, May 20

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

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

Wednesday, May 21

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 22

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 who build and support data informed decision cultures. 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 attendees
- Networking receptions
- Coffee breaks, lunch breaks, and a dessert break
- Sponsor demos and "Ask an Expert" sessions
- On-site gamification: Participation in the AIR Forum networking activity to drive booth attention (with option to opt out)

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 8)

GOLD
\$7,000

SILVER
\$4,000

	DIAMOND \$16,000 (Limit 2)	PLATINUM \$10,000 (Limit 8)	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: (2) 45-minute sessions (choice of speaker session OR discussion group) OR (1) 45-minute session and (1) 20-minute product demo session or "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 session OR (1) "Ask an Expert" session (may compete with another sponsored session)	Choice of: (1) 20-minute product demo session OR (1) "Ask an Expert" session (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: \$950	<i>Not available</i>
Social Media Recognition	(3) Posts	(2) Posts	<i>Not available</i>	<i>Not available</i>
(1) Lead Retrieval License⁷	✓	✓	✓	✓
Early Preview of the 2026 AIR Forum Sponsor Prospectus	✓	✓	✓	✓

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

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

³ Participation in the AIR Forum networking activity to drive booth attention (with option to opt out)

⁴ A promotional email to attendees introducing sponsors. Will include sponsor logo and link to sponsor webpage.





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

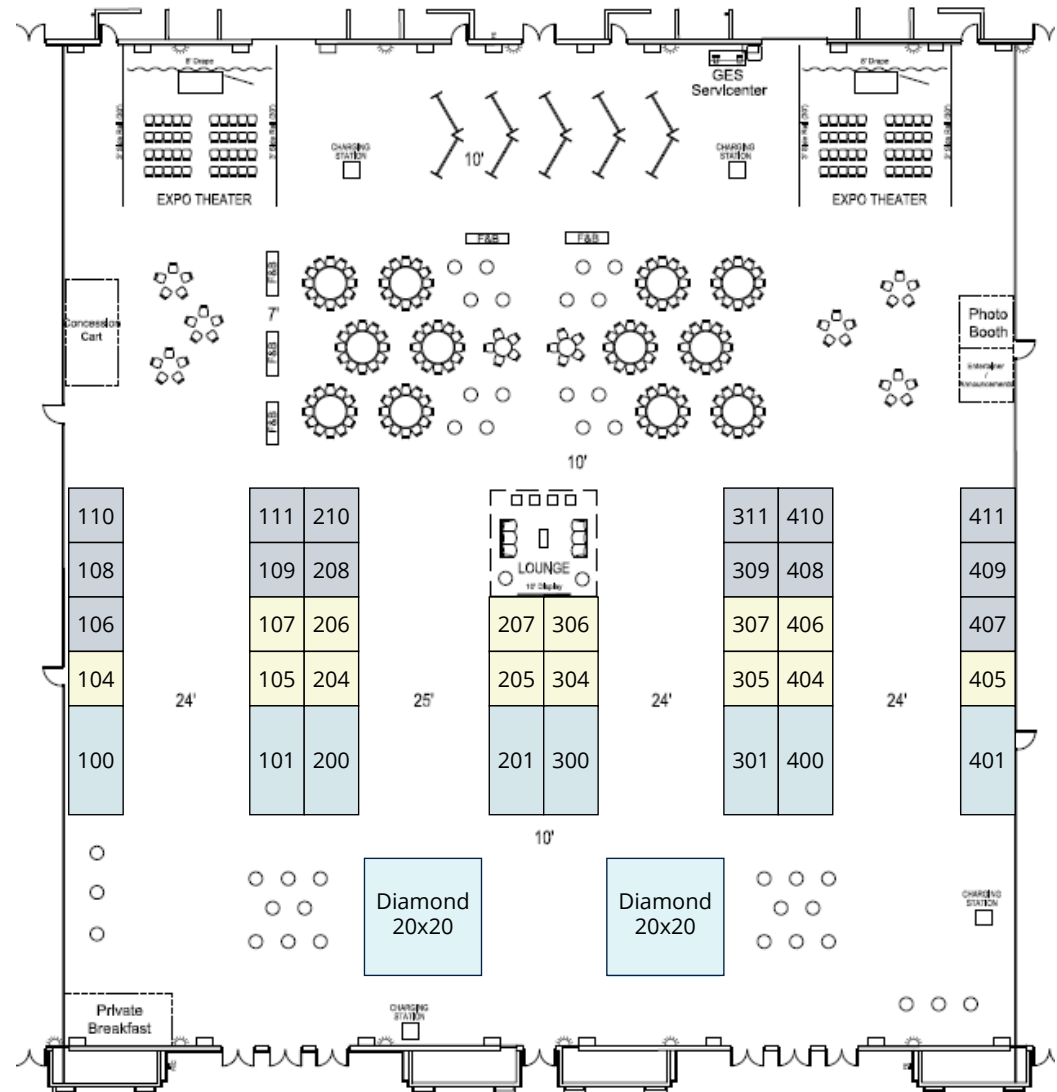
⁶ Located at the conference center for private meetings or functions. Subject to availability. Note: Cannot be used as a session; food and beverage must be ordered from the venue at an additional cost.

⁷ One complimentary lead retrieval license available per company. Additional licenses available for purchase.

2025 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 demo sessions 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 with a sponsor package.*

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 21, 2025.*

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 is not required.*

Lanyards: \$3,500

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 the AIR Forum logo. Lanyards developed and supplied by AIR Forum staff. *(Available to Diamond, Platinum, and Gold sponsors).*



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 attendees. *The deadline to confirm these sponsorships is March 31, 2025.*

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

Place your company logo alongside the 2025 AIR Forum logo on the official conference tote bag. All attendees will receive a tote bag at registration. AIR Forum staff will coordinate with the 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 2025 AIR Forum logo. These branded, reusable water bottles will be available for all attendees at registration. AIR Forum staff will coordinate with the 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.

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 21, 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.

Key Deadlines

April 14, 2025

Deadline to become
a sponsor

April 21, 2025

Deadline for sponsors to
submit session information

April 29, 2025

Deadline for GES discount
on 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.