



TAIR 39th Annual Conference
Conference Dates: Sunday, February 26th - Wednesday, March 1st
Hilton Houston NASA Clear Lake, Houston, TX
Sponsor Fair—Tuesday, February 28, 2016
Time: 8:30 am – 4:30 pm

Sponsor Prospectus

The Texas Association for Institutional Research (TAIR) invites you to participate in its annual conference offering sponsors many excellent opportunities to promote their products and services.

Register online at <http://www.regonline.com/TAIR Sponsor>.

NOTE: Registration opens November 7, 2016

In response to several requests from sponsors, we have moved to an 'a la carte' sponsorship model. You may select from the options below, and the total value will determine the level of your sponsorship.

Sponsorship Level	Minimum Amount
Bronze	\$2,000
Silver	\$3,000
Gold	\$4,000
Platinum	\$5,000

NOTE: For Platinum and Gold level sponsorships, there are only (4) Four Sponsor Track Concurrent Sessions available. Each of these sessions and choice of time will be awarded to the highest level sponsors on a first-come, first-serve basis.

Sponsorship option	General sponsorship Description	Cost
Non-exhibiting Sponsorship Package	<ul style="list-style-type: none"> ➤ Recognition in the TAIR Conference Brochure. ➤ Recognition on the TAIR website. ➤ Registration bag insert. (qty. 300) (must be delivered to hotel 48 hours prior to start of conference) ➤ Recognition on the TAIR signage. 	\$250
Bronze Package (Base-level required for Exhibiting Sponsors)	<ul style="list-style-type: none"> ➤ Exhibit Table [additional tables = \$25/ NASA Hilton] ➤ Recognition on the TAIR website (Includes hyperlink to sponsor's choice of landing page). ➤ Recognition in the TAIR Conference Brochure. ➤ Registration bag insert. (qty. 300) ➤ Recognition on the TAIR signage. ➤ One (1) Representative Registration [Sponsor representatives may attend all meal functions, general sessions, concurrent sessions, and special interest groups] ➤ *NEW* Scavenger Hunt [Exhibiting sponsors will be given a QR code for display at their booth. Conference attendees will be encouraged to visit booths to scan the codes. Participants who scan all the codes will be entered into a prize drawing to be announced at the sponsor fair.] 	\$2,000
Additional Sponsor Registrations	<ul style="list-style-type: none"> ➤ Representative Registration [Sponsor representatives may attend all meal functions, general sessions, concurrent sessions, and special interest groups] 	\$300
Sponsorship option	Event sponsorship opportunities (description)	
Breaks Mid-Morning / Afternoon [Only three (3) available]	<ul style="list-style-type: none"> ➤ Recognition as a sponsor of one morning or afternoon snack: (Sponsored in part by "Your Company" - Morning Break or Afternoon Break) and signage on tabletop 	\$350

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Breakfast (2)/ Lunch (2) Sponsorship <i>[Only four (4) available]</i>	➤ Recognition as a sponsor of one luncheon or breakfast: [excludes Pre / Post workshop service] (Sponsored in part by “ <i>Your Company</i> ” - Breakfast or Luncheon) and Signage on tabletop <i>[May be multiple sponsors for each, if full sponsorship is desired, contact sponsor coordinator for price]</i>	\$900
Special Event or Meet Munch Mingle Sponsorship <i>[Only two (2) available]</i>	➤ Recognition as a sponsor of one TAIR Special Event: ○ (Special Event sponsored in part by “ <i>Your Company</i> -”) or (Meet, Munch, and Mingle sponsored in part by “ <i>Your Company</i> ” and Signage on door marquis <i>[May be multiple sponsors for each, if full sponsorship is desired, contact sponsor coordinator for price]</i>	\$1,350
General Session Sponsorship <i>[Only two (2) available]</i>	➤ Recognition as a sponsor of one TAIR Special Event: ○ (Sponsored in part by “ <i>Your Company</i> ”) and signage on door marquis <i>[does not guarantee speaker selection] [May be multiple sponsors for each, if full sponsorship is desired, contact sponsor coordinator for price]</i>	\$1,350
Sponsorship Workshop Presentation	➤ Pre-conference workshop presentation on Sunday, February 26 th . ○ Presentation time slots: ○ 9am-12pm and 1pm-4pm. ➤ Post-conference workshop presentation on Wednesday, March 2 nd . ○ Presentation time slots: ○ 1pm-4pm. (2) Sponsors will be noted in the TAIR Conference Brochure and announced at the conference.	\$750 (3 hours = half-day) \$1,250 (6 hours = full-day)
Sponsorship option	Additional Sponsorship Opportunities <small>(description)</small>	
Conference Attendee List	➤ Email addresses of all conference attendees [Sponsors will receive one (1) week prior to conference upon receipt of sponsorship payment] NOTE: Only available to Bronze, Silver, Gold, & Platinum sponsor levels.	\$250
Special Event Ticket	➤ Ticket to attend special event	\$75
Travel Grant	➤ Sponsor travel grants for institutional researchers throughout the state who may not have the budgeted funds to attend the TAIR conference. <i>[Travel Grant sponsors will be noted in the TAIR Conference Brochure and announced at the conference.]</i>	\$350
App Recognition	➤ Logo added to sponsor page in mobile conference app	\$150

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General Submission formats: (App submissions have alternate required formats specifications.)

Logo/ Image:

- Standard image file formats
 - (Preferred: .AIT/ .EPS/ .AIT/ .SVG)
 - (Alternative: .JPG/ .JPEG/ .PNG/ .TIF/ .GIF/ .BMP/ .PDF)

Text (sponsor bio's / sponsor descriptions)

- 500 words
- Plain Text

Additional Opportunities: (These do not count toward sponsorship levels) (All quantities: 300)

- Branded conference bags
- Branded water bottles
- Branded lunch bags
- Conference lanyards

These are a great way to get your company's name out to many colleges and universities for a low cost. See <http://www.bagmasters.com/Promotional/>¹ for example options.

Please note, for any of these opportunities, sponsors will be expected to have them shipped to the conference hotel no more than one week before the beginning of the conference.

For questions, please contact:

Daniel O'Hanlon

2017 TAIR Sponsor Fair Chair

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¹*The Texas Association for Institutional Research does not specifically recommend or endorse this source. It is provided as an example only.*