



Texas Association for Institutional Research
48th Annual Conference, February 24-27, 2026
Moody Gardens Resort - Galveston, Texas
1 Hope Blvd, Galveston, TX 77554

The Texas Association for Institutional Research (TAIR) is a non-profit organization supporting institutional research and planning across Texas higher education. With over 300 members from 120+ institutions, TAIR offers professional development and networking opportunities.

Join us for our **48th Annual Conference in Galveston, Texas** where sponsors can connect with attendees and promote their services. Sponsorships are grouped into five tiers by total value.

Sponsorship Level	Minimum Amount
<i>Platinum*</i>	-
<i>Gold</i>	\$2,500
<i>Silver</i>	\$2,000
<i>Bronze</i>	\$1,500
<i>Friends of TAIR</i>	Less Than \$1,500

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

Sponsor registration begins: **October 6, 2025**

Payment Deadline: **January 9, 2026**

Vendor Days: **February 25-26, 2026**

- A 45-minute concurrent session will be awarded to *Gold* and *Platinum* sponsors confirmed by **Friday, January 9, 2026**. Session title, abstract, presenter names, and full payment must be submitted by **Monday, January 19, 2026**.
- Limited options (e.g., receptions, meals, etc) are awarded on a first-come, first-served basis.
- All sponsorship options may be subject to change due to schedule limitations.

* Only one *Platinum* Sponsor will be accepted. To receive this designation and exclusive recognition throughout the conference app, the Platinum Sponsorship option must be selected during registration.

For all sponsorship-related questions or comments, please contact:

Rick Leyva & Brianna Edwards
TAIR Sponsor Liaisons
rick.leyva@DallasCollege.edu
bedwards1@DallasCollege.edu

Dan Hubbard
TAIR Vice-President and Program Chair
vice-president@texas-air.org

Sponsorship Options

Option	Description	Price
Marketing Sponsorship	Includes: <ul style="list-style-type: none"> Recognition in the conference brochure, app, website, and on-site signage One (1) printed marketing item distributed at registration (Must be delivered to the hotel by Thursday, February 19, 2026) Conference Attendee List with name, institution, and email (Provided by Friday, February 13, 2026 upon receipt of full payment) 	\$600
Exhibiting Sponsorship	Includes everything in Marketing Sponsorship , plus: <ul style="list-style-type: none"> One (1) exhibit table/booth in the vendor area One (1) representative registration (Includes access to meals, keynotes, sessions, and TAIR-organized events) Eligibility to add Platinum Sponsorship Upgrade 	\$1,500

À La Carte Options

Option	Description	Price
Platinum Sponsorship Upgrade	Only one available – must be paired with an Exhibiting Sponsorship (\$1,500) <ul style="list-style-type: none"> <u>Exclusive</u> branding of the conference app One (1) 45-minute concurrent session presentation (Session title, abstract, presenters, and payment due by Monday, January 19, 2026) Recognition as the Platinum Sponsor in the brochure and app Additional logos may be requested for conference app branding. 	\$2,000
Additional Representative Registration	Must be paired with an Exhibiting Sponsorship (\$1,500) <ul style="list-style-type: none"> Adds one (1) sponsor representative Includes meals, keynotes, sessions, and TAIR-organized events <p>All sponsor representatives must be registered</p>	\$400
Break or Beverage Sponsorship	<ul style="list-style-type: none"> Recognition as the sponsor of one (1) break or beverage service Recognition announced during a general session Limit: 4 available 	\$350

Pre-Conference Workshop	<p><i>Must be paired with an Exhibiting Sponsorship (\$1,500)</i></p> <ul style="list-style-type: none"> • One (1) 3-hour hands-on workshop before the conference begins • Workshop title, abstract, and presenters due by Friday, November 14, 2025 for inclusion in the registration system • Final details must be submitted by Friday, January 16, 2026 • Limit: 2 available (morning and afternoon) 	\$1,000
Keynote Sponsorship	<ul style="list-style-type: none"> • Recognition as the sponsor for one (1) keynote session • Announced at the beginning of the session and listed in brochure and app • Limit: 2 available (Opening and Closing Keynotes) <p><i>Note: Sponsorship does not include input on speaker or topic</i></p>	\$1,250
Meal or Reception Sponsorship	<ul style="list-style-type: none"> • Recognition as sponsor of one (1) meal or reception • Announced during the meal/reception and listed in brochure and app • Limit: 4 available 	\$1,250
Discussion Table Sponsorship	<ul style="list-style-type: none"> • Reserve a 10-seat table during one (1) networking lunch session • Invite attendees to join your table • Limit: 2 per sponsor (1 per day) 	\$500
Travel Grant Sponsorship	<ul style="list-style-type: none"> • Supports attendee travel through TAIR's travel grant program • Recognition in brochure, app, and during a general session <p><i>Note: Sponsorship does not grant any rights in the determination of grant recipients.</i></p>	\$350

Promotion of Sponsorship

To help us feature your organization in conference materials and the conference app, all sponsors are asked to submit the following:

- **Short company description (~120 words)** which highlights your organization, services, or recent accomplishments.
- **One promotional PowerPoint slide** to be included in the general session slide rotation.
- **Company logo(s)** for the conference app (JPEG, JPG, PNG, GIF):
 - Square logo (300x300 pixels or larger)
 - Banner logo (1872x320 pixels with an aspect ratio of 936x160 pixels)
- **Public-facing URL** that directs attendees to your website, product page, or landing page.
- **Tagline (optional)** with a 120-character limit.
- **Social media links (optional).**

All information can be provided and uploaded through the Exhibitor Portal online. A link will be provided during registration or upon request.

Submission deadline: Friday, January 16, 2026

Additional Branding Opportunities

Sponsors may also contribute branded items for attendee use throughout the conference. Examples include:

- Conference bags
- Water bottles
- Lanyards for nametags

Minimum quantity: 300 items

Delivery deadline: **Thursday, February 19, 2026** (ship directly to the hotel)

For more information on branding opportunities, please contact either:

Rick Leyva & Brianna Edwards
TAIR Sponsor Liaisons
rick.leyva@DallasCollege.edu
bedwards1@DallasCollege.edu

Dan Hubbard
TAIR Vice-President and Program Chair
vice-president@texas-air.org

2025-2026 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 9, 2026**) 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.

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

Rick Leyva & Brianna Edwards
TAIR Sponsor Liaisons
rick.leyva@DallasCollege.edu
bedwards1@DallasCollege.edu

Dan Hubbard
TAIR Vice-President and Program Chair
vice-president@texas-air.org