



2027 TAIR ANNUAL MEETING SPONSOR PROSPECTUS

Waco Convention Center | Waco, Texas
March 30-April 2, 2027



Why Sponsor TAIR?

TAIR (Texas Association for Institutional Research) is the professional organization supporting institutional research, planning, evaluation, and policy analysis in Texas institutions of higher education. Make your mark at the TAIR 49th Annual Conference!

Our members are involved in decision support at their institutions and have the ability to make or influence decisions on new products and services that support institutional research, effectiveness, assessment, accreditation, data management, planning activities, and more across the state of Texas.



TAIR IS...

300+
Members

Representing

200+
Institutions

Working in

Institutional Research

Analytics

Institutional Effectiveness

Academic Affairs

Enrollment Management

Assessment

Strategic Planning



Thank You to Our 2026 Sponsors

Platinum



Gold



Bronze





Sponsorship Levels	Platinum \$3,500	Gold \$2,500	Silver \$2,000	Bronze \$1,500
Exhibitor Booth	✓	✓	✓	✓
Sponsor Representative Registrations	3	2	2	1
Recognition (App, Website, Signage, Brochure)	Top Tier	Premium	Enhanced	Standard
Printed Marketing Item Distribution	✓	✓	✓	✓
Attendee List (with emails)	✓	✓	✓	✓
Break/Beverage Sponsorship	✓	✓	✓	—
Concurrent Session (45-min)	✓	✓	—	—
Keynote OR Meal/Reception Sponsorship	1 Included	—	—	—
Conference App Branding	Exclusive	—	—	—
Exclusivity	Limit 1	—	—	—



Sponsorship Add-Ons

If you'd like to customize your sponsor package, we have additional sponsor opportunities available! These add-ons are only available with a sponsor package.

Additional Representative Registration: \$400

Adds one (1) sponsor representative. Includes meals, keynotes, sessions, and TAIR-organized events.

Discussion Table Sponsorship: \$500

Reserve a 10-seat table during one (1) networking lunch session. Invite attendees to join your table. Limit: 2 per sponsor (1 per day)

Break or Beverage Sponsorship: \$350

Recognition as the sponsor of one (1) break or beverage service. Recognition announced during a general session. Limit: 4 available

Travel Grant Sponsorship: \$350

Supports attendee travel through TAIR's travel grant program. Recognition in brochure, app, and during a general session.

Note: Sponsorship does not grant any rights in the determination of grant recipients.





Additional Sponsorship Opportunities

Take your company exposure to the next level by adding one or more of these marketing opportunities to your sponsorship package.

Pre-Conference Workshop: \$1,000

Limit: 2 available (morning and afternoon)

Make your presence known by leading one (1), interactive 3-hour hands-on workshop before the conference begins. Workshop title, abstract, and presenters due **by Friday, December 18, 2026**. Final details must be submitted by **Friday, January 8, 2027**.

Keynote Sponsorship: \$1,250

Limit: 2 available (Opening and Closing Keynotes)

Be recognized as the exclusive sponsor for one (1) keynote session. Your sponsorship will be announced at the beginning of the session and will be listed in the conference brochure and app.

Meal or Reception Sponsorship: \$1,250

Limit: 4 available

Stand out by being acknowledged as the exclusive sponsor of one (1) meal or reception. Your company will be recognized during the meal or reception and the sponsorship will be listed in the conference brochure and app.



Important Dates

October 24, 2026

Sponsor registration
opens

February 26, 2027

Deadline for payment

Connect with us!

For more information on sponsorship opportunities, please contact either:

Kate Richardson & Rick Leyva

TAIR Sponsor Liaisons

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Carmen Allen

TAIR Vice-President and Program Chair

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