



Association of  
International Educators

# NAFSA 2012 ANNUAL CONFERENCE & EXPO

MAY 27-JUNE 1, 2012 • HOUSTON, TEXAS, USA • GEORGE R. BROWN CONVENTION CENTER



**ACCESS • Partnerships • Decisionmakers**



## EXHIBITOR PROSPECTUS

Exposition May 29-June 1, 2012

[www.nafsa.org/houston](http://www.nafsa.org/houston)



# Strategic Partnerships at NAFSA 2012

*“The only truly  
international conference  
attracting the  
decisionmakers.”*

— Gail Gershon, QS,  
NAFSA Global Associate

Successful partnerships require strategic collaboration. The NAFSA 64th Annual Conference & International Education Expo will provide abundant opportunities to explore the right partnerships for your organization.

Be a part of something big as decisionmakers in U.S. higher education and representatives from more than 100 countries gather in Houston to discover big ideas for comprehensive internationalization.

Offer breakthrough solutions and forge new partnerships among a fast growing group of professionals at the largest international education event in the world!

Exhibit and engage with the most influential concentration of forward-thinking international educators and administrators who serve nearly 3 million students and scholars seeking assistance with everything necessary to study, live, volunteer, and research abroad.

At the NAFSA annual conference, you will do more than exhibit. You will:

- discover emerging trends in mobility,
- establish new partnering deals,
- participate in vital networking opportunities, and
- identify marketplace performances that help your organization to expand business for tomorrow.

## Houston, Texas—Discover Big Ideas!

As the fourth-largest city in the United States, Houston prides itself on its international appeal and diversity. Headquarters to 25 Fortune 500 companies, well-known for its world-class art scene, and a city in which more than 80 languages are spoken, Houston is seen as an economic leader. It's a city that thinks big yet stays true to its southern roots by welcoming all who visit.





# Face-to-Face with the Right Decisionmakers

Make the most of face-to-face contact with an exclusive network of university presidents and chancellors, provosts, deans, senior international officers, directors and advisers of international and education abroad offices and programs, leaders of international organizations, government representatives, administrators, faculty, admissions and recruitment officers, researchers of internationalization—all with tremendous influence in purchasing decisions.

## Your Best Marketing Opportunity

Business happens at the NAFSA Expo. In a single location, meet and connect with the right decisionmakers from around the world who are ready to renew and create new strategic partnerships. Leverage the NAFSA Annual Conference & Expo to:

- Renew partnerships
- Broker new business with current and prospective partners
- Showcase your products, services, and programs
- Launch new products
- Raise the profile of your institution
- Establish presence and credibility as a supporter of international education

NAFSA welcomes exhibitors who support our mission and offer products and services that enhance international educational opportunities.

**We're here to answer your questions and help you find the right fit for the audience you are trying to reach.**

**Contact Cara Stann, exhibit manager, at +1.202.737.3699 ext. 2603, or e-mail [caras@nafsa.org](mailto:caras@nafsa.org).**

## Feature Your Products and Services at this High-Visibility Marketing Event

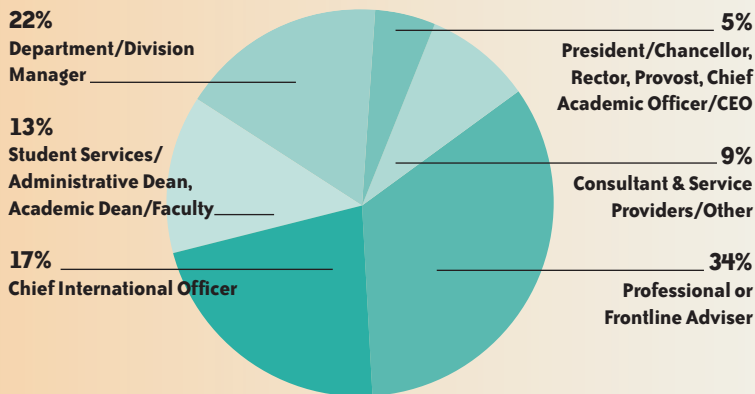
- College, University, or Consortium outside the United States
- Credential Evaluation/Translation
- Education/Internship/Work Abroad
- E-Learning
- Embassies and Government Agencies
- English as a Second Language
- Fair Trade Products
- Financial Services
- Foreign Language Schools
- Immigration Law, Visa, or Tax Services
- Information Technology/SEVIS
- Insurance or Medical Assistance Companies
- Intercultural Publications or Programs
- Marketing Products/Campus Merchandise
- Publishers
- Research/Consulting
- Security Risk Management
- Service Learning and Volunteering Abroad
- Student Housing
- Student Recruitment to the United States
- Telecommunications
- Testing Services
- Travel/Tourism
- U.S. College, University, or Consortium

**“Attendees come prepared to do business at NAFSA.”**

— Craig Heldman  
Chief Executive Officer  
Hobsons



**Almost half of the participants are experienced international education professionals averaging 10 or more years in the field.\***



**Nearly 60% of participants are based in the United States.\***

Non-U.S. participants by world region	
Europe	37.2%
Asia and the Pacific	27.8%
North America	22.4%
Latin America	9.6%
Middle East	1.5%
Africa	1.2%
The Caribbean	.3%

**Participants' top responsibilities cover a broad spectrum of international higher education.\***

Student and scholar advising	67%
Institutional exchange agreements	40%
Programs service/development	34%
Student recruitment/retention	33%
Marketing	32%
Immigration/regulatory practice	25%
Admissions/credential evaluation/placement	23%
Lead internationalization strategy	20%
Internationalizing the curriculum	18%

**Attendees on average spend nearly 60% of their conference time at the Exhibit Hall.\***

**97% of exhibitors say they will exhibit at the Expo again!**

\*Source: NAFSA Conference Participant Evaluations, July 2011



# Exhibiting Opportunities

## Expo Traffic Builders Bring Attendees Back Again and Again!

- ☀ **Be Ready For Exclusive Expo Hours—Thursday, May 31, 10:30 a.m. to 2:00 p.m.—no general concurrent sessions will be scheduled during this time.**
- ☀ Opening Celebration and Ribbon Cutting—welcomes delegates to the International Education Expo
- ☀ NAFSA Booth—showcases the valuable resources NAFSA offers to the field of international education through membership, the latest in publications, professional development, Global Partnership Program, New Century Circle, government relations, and more
- ☀ NAFSA Professional Networks—grouped by knowledge community, member-leaders answer questions about the professions, practice resources, and NAFSA leadership opportunities
- ☀ Conference Connection—offers attendees continuous Internet and e-mail access
- ☀ Poster Fairs—More than 10 Poster Fairs including Country Fair, Best Practices in Marketing and Recruiting, and Work, Internship, and Volunteer Abroad
- ☀ Refreshment Breaks and Express Lunch Concessions—for nourishment and networking

These activities will keep attendees coming back to the Expo Hall again and again. To do business. To shop. To learn. To check e-mail. And to see everything the Expo has to offer...one more time!

## Exhibit and Engage at the Center of Global Higher Education

### All exhibitors receive:

- ☀ A URL link to the exhibiting organization's home page directly from the interactive Expo Hall floor plan available at [www.nafsa.org/houston](http://www.nafsa.org/houston)
- ☀ Two complimentary, nontransferable conference registrations (approximate value \$1,400) per 10 ft. x 10 ft. booth purchased
- ☀ Exhibiting organization's name, URL, and 25-word description in the Exhibitor Information section of the NAFSA 2012 Annual Conference Program (if exhibit contract and full payment are submitted by February 29, 2012)—making it easy for prospects to find you
- ☀ Expanded listing of your organization available through purchase of display ads (see page 7)
- ☀ An exhibitor lounge with complimentary refreshments during show hours
- ☀ A complimentary preregistered attendee mailing list
- ☀ A complimentary directory listing on the NAFSA International Education Marketplace Web site

**To reserve exhibit space, complete the contract to exhibit available at [www.nafsa.org/ac12exhibiting](http://www.nafsa.org/ac12exhibiting) and submit it by January 6, 2012, with the 50 percent deposit. For more information about the NAFSA Expo, contact Cara Stann, exhibit manager, at +1.202.737.3699, ext. 2603 or e-mail [caras@nafsa.org](mailto:caras@nafsa.org).**

# Exhibiting Opportunities

**“We see exactly the people we want to see. We have a prominent location and people know how to find us.”**

— Eileen Tyson, Executive Director, Client Relations  
ETS, NAFSA Global Adviser

## Booth Specifications

- Minimum booth size: 10 ft. deep x 10 ft. wide.
- All 10 ft. x 10 ft. booths include 8 ft. high backdrop drape and 3 ft. high side drape, identification sign with organization name and booth number, and carpet.
- Island booth space can be configured to exhibitor requirements. The cost is calculated based on total square footage of reserved space and the category of booths selected.

## Important 2012 Deadlines For Exhibiting

January 6	Exhibit Space Application & Contract and 50% deposit due
February 29	Requests and deposits for private meeting & special events space due
February 29	Exhibit booth balance due
March 16	Written notification to cancel exhibit booth deadline
April 16	Early-bird individual registration cutoff
May 4	Complimentary exhibitor registration forms due

## Exhibit Booth Rates

Booth Category (per 10 ft. x 10 ft.)	Global Partner	Standard
Premium*	\$4,750	\$5,900
Corner	\$4,150	\$5,250
Aisle	\$3,250	\$4,050
Shared Booth/ Subletting Fee	N/A	\$750

\*Premium booths are indicated with a 'P' on the Expo Hall floor plan at [www.nafsa.org/ac12exhibiting](http://www.nafsa.org/ac12exhibiting)

Hanging signs are permitted over island and peninsula booths only. All hanging signs must be approved by show management. For details, see Exhibit Space Application & Contract.

**IMPORTANT NOTICE:** Global Associates may not receive a reduction from the standard booth rates greater than \$2,000. Global Advocates may not receive a reduction from the standard booth rates greater than \$5,000. Global Partners are not eligible for booth sharing.

## Special Drawing!

Organizations that submit their 2012 Exhibit Space Application & Contract with 50 percent deposit by December 16, 2011, will be entered into a drawing to win four nights free hotel accommodations in Houston, Texas, during the conference. The winner will be notified in February 2012.

**To reserve exhibit space, complete the contract to exhibit available at [www.nafsa.org/ac12exhibiting](http://www.nafsa.org/ac12exhibiting) and submit it by January 6, 2012, with the 50 percent deposit. Booths are assigned on a first-come, first-served basis and based on date that the contract and deposit are received.**

For more information about the NAFSA Expo, contact **Cara Stann, exhibit manager**, at +1.202.737.3699, ext. 2603 or e-mail [caras@nafsa.org](mailto:caras@nafsa.org).

**BE READY FOR EXCLUSIVE EXPO HALL HOURS**  
May 31 ☀ 10:30 a.m.-2:00 p.m.



# Advertising and Other Brand-Building Opportunities

Advertising in the conference publications—Registration Brochure, Conference Program, and Pocket Planner—increases attendee awareness of your organization and directs traffic to your exhibit booth.

## 2012 Display Ad Rates

Publication	Full Page	Half page	Inside Front Cover	Inside Back Cover	Outside Back Cover
Conference Program only	\$2,500	\$1,700	\$5,300	\$5,300	\$6,800
Registration Brochure only	\$2,500	\$1,700	\$5,300	\$5,300	\$6,800
Conference Program and Registration Brochure	\$3,600	\$2,600	N/A	N/A	N/A
Pocket Planner	N/A	N/A	\$5,300	N/A	\$6,800

Global Partner Discounts: Adviser 50%, Advocate 25%, Associate 10%  
Special discounts are available for multiple bookings. For more information, e-mail [nafsasales@hobsons-us.com](mailto:nafsasales@hobsons-us.com).

## NAFSA 2012 Online Conference Connection

Become a featured advertiser in Conference Connection to maximize visibility beyond your on-site presence at the annual conference! As a featured advertiser, your organization's banner ad in Conference Connection, NAFSA's online networking tool for conference attendees and exhibitors, will appear prominently on the site and be seen by attendees before, during, and after the event, from March 2012 through June 2012. You can also use the software for a variety of functions to aid in your marketing and communication efforts:

- Scheduling meetings prior to the conference to make the best use of your time on site.
- Searching for attendees with specific profile attributes or who have indicated an interest in certain services.
- Sending messages to conference attendees.
- E-mail attendees invitations to your events that you are holding during the conference.

## NAFSA Online International Education Marketplace

The International Education Marketplace is NAFSA's online "go-to" place for listings of suppliers in the field of international education. Whether you provide insurance services or study abroad programs, or anything in between, you will find the online supplier directory another high-visibility opportunity to reach NAFSA members year-round.

Visit [www.nafsainternationaleducationmarketplace.com](http://www.nafsainternationaleducationmarketplace.com). For more information, e-mail [OA@nafsa.org](mailto:OA@nafsa.org).



# Advertising and Other Brand-Building Opportunities

## International Educator

*International Educator* (IE) is the flagship bimonthly magazine of NAFSA: Association of International Educators and the leading publication in international education and exchange. Published in conjunction with the conference, the May/June 2012 issue is mailed to more than 10,000 subscribers, with bonus distribution to thousands of attendees at the NAFSA conference. All exhibiting advertisers will receive a complimentary “As seen in *International Educator*” ad and easel to display at their booth. For more information, e-mail [scotto@nafsa.org](mailto:scotto@nafsa.org).

## Other Brand Builders

**Tote Bag Insert** \_\_\_\_\_ **\$2,000\***

Include your brochure or other materials in the registration tote bag. Book early; a limited number of inserts will be accepted.

**Brochures Display** \_\_\_\_\_ **\$2,000\***

Catch conference attendees before the Expo opens by displaying your promotional materials on custom-built literature bins in high-traffic areas. Your materials will be displayed in an individual self-contained stand.

\*Does not cover any handling fees charged by the conference and Expo Hall decorating contractor.

## Private Meetings and Events Space

Organizations may host their own receptions or special meetings during the conference. Events may not conflict with scheduled conference sessions and major conference features. Request for hotel meeting space is on a first-come, first-served basis and will be released only to organizations that have made arrangements through the NAFSA office.

**For information on Private Meetings and Events, contact Nadia Aboulhoda, Conferences and Meetings Coordinator, at +1.202.737.3699, ext. 2554 or e-mail [nadiaa@nafsa.org](mailto:nadiaa@nafsa.org).**

**Participants report educational offerings are the second highest reason for attending the conference after expo networking.\*\***

\*\*Source: NAFSA Conference Participant Evaluations, July 2011

## Global Partner Educational Sessions

Share your knowledge and expertise with conference attendees and help build and enhance international education opportunities for students and scholars. Either 60 or 75 minutes in length, each session accommodates up to 125 conference participants.

**Global Adviser** \_\_\_\_\_ **\$2,400**

**Global Advocate** \_\_\_\_\_ **\$3,600**

**Global Associate** \_\_\_\_\_ **\$4,500**

For a full listing of 2012 sponsorship opportunities, see the Sponsorship Brochure, to maximize your exposure!

**For more information about sponsorship opportunities, Global Partner sessions, tote bag inserts, or brochure displays, contact Joanne Kuriyan, director, Global Partnership Program and Sponsorships, at +1.202.737.3699, ext. 2541 or e-mail [joannek@nafsa.org](mailto:joannek@nafsa.org).**

**NAFSA Right of Refusal of Exhibitors, Sponsors, or Global Partners:** NAFSA reserves the right to refuse to rent exhibit space to any applicant whose product or service is not consistent with NAFSA's charitable and educational mission and/or is deemed to be contrary to the best interests of international education. Similarly, NAFSA reserves the right to reject a potential sponsor or Global Partner for any reason including, but not limited to, a mission that is not consistent with NAFSA's mission or business practices. NAFSA reserves the right to accept only sponsors or Global Partners of its choosing. Disavowal of Endorsement: NAFSA's acceptance of a contract with a potential exhibitor, sponsor, or Global Partner is not, and should not be construed as an endorsement by NAFSA of the exhibitor, sponsor, or Global Partner, or of its programs, products, or services.

View a complete statement on NAFSA's conference business practices at [www.nafsa.org/businesspractices](http://www.nafsa.org/businesspractices).

# NAFSA Global Partners, Exhibitors, and Sponsors

Join the NAFSA Global Partnership Program (GPP) today for prime booth location and other opportunities that place your products and services first and generate higher return on investment. Receive discounts on exhibit space, advertising, and more. NAFSA members appreciate Global Partners' commitment to international education—raising interest in your products and services.

**Learn more about the Global Partnership Program at [www.nafsa.org/gpp](http://www.nafsa.org/gpp) or contact Joanne Kuriyan, director, Global Partnership Program and Sponsorships, at +1.202.737.3699 ext. 2541, or e-mail [joannek@nafsa.org](mailto:joannek@nafsa.org).**

**To view 2011 conference exhibitors and sponsors, go to [www.nafsa.org/ac11exhibitors](http://www.nafsa.org/ac11exhibitors) or [www.nafsa.org/ac11sponsors](http://www.nafsa.org/ac11sponsors)**



## Access, Partnerships, and Decisionmakers

This is why the world of international education comes to NAFSA. Will you be there? The NAFSA Annual Conference & Expo is the one event each year you can't afford to miss.

**Start planning now and  
get access in Houston!**

To reserve exhibit space or for more information, contact Cara Stann at +1.202.737.3699, ext. 2603 or e-mail [caras@nafsa.org](mailto:caras@nafsa.org).

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