



NAFSA 2012 ANNUAL CONFERENCE & EXPO

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



INCREASE • Visibility • Brand Awareness

A nighttime photograph of a building with a warm, orange-red glow. The building has several large, dark umbrellas in front of it, and the scene is decorated with string lights and large star-shaped ornaments. The overall atmosphere is festive and inviting.

See Inside for New Sponsorships >

A daytime photograph of a city skyline, likely Houston, Texas. The skyline is composed of several tall, modern skyscrapers. In the foreground, there is a lush green park with many trees and a path. The sky is clear and blue.

SPONSORSHIP OPPORTUNITIES

A close-up photograph of colorful, patterned fabric, likely a traditional Mexican textile. The fabric features vibrant red, blue, and green colors with intricate white and yellow patterns. The texture appears to be a mix of lace and woven fabric.

Exposition May 29-June 1, 2012

www.nafsa.org/houston

Increase Visibility. Drive Booth Attendance. Stand Out From the Crowd.

“The NAFSA conference attracts a highly diverse group of international educators from around the world. For ETS this is a prime opportunity to stay connected with our clients.”

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

Maximize your exposure and deepen brand awareness with sponsorship opportunities at the world's largest and most comprehensive international education event—the NAFSA 2012 Annual Conference & Expo—in Houston, Texas.

NAFSA 2012 Annual Conference & Expo sponsorships offer a valuable opportunity to reach a powerful audience of decisionmakers in U.S. higher education and representatives from more than 100 countries who represent thousands of colleges and universities and serve nearly 3 million students worldwide. NAFSA Annual Conference & Expo sponsorship will:

- Establish your presence and credibility as a leader in international education
- Showcase your products, services, and programs
- Spotlight key executives
- Broker new business with current and prospective partners
- Broaden your influence in the field and with government leaders

NAFSA 2012 conference sponsors help underwrite the costs of providing an event, program, or service to conference attendees—in turn helping NAFSA remain the leader in international education globally. In addition to the on-site impact of your sponsorship, you may qualify for additional added Bronze, Silver, Gold or Platinum benefits. As the level of financial support increases, sponsorship benefits increase.

This year, NAFSA is offering many new and exciting sponsorships at prices suited to every marketing budget. They include mobile device charging stations, shuttle bus signage, branded hotel keycards, and much more.

Review the different levels of sponsorship opportunities NAFSA has to offer—before, during, and after the 2012 Annual Conference & Expo. Unsure of how a NAFSA sponsorship will impact your organization? Let NAFSA's expert marketing team help craft a sponsorship package that meets your specific marketing objectives. Most sponsorships are available on a first-come, first-served basis. Select your sponsorship opportunities today!

Secure Your Sponsorship Now and Watch Your Visibility Grow!

For the newest sponsorships and the latest on sponsorship availability, check out our Online Sponsorship Catalog at www.nafsa.org/ac12sponsorships.





Sponsorship Opportunities

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EVENTS

Opening Plenary: NAFSA's Tuesday keynote event featuring Dr. Robert M. Gates, Secretary of Defense (2006-2011). Meet the speaker, share the stage, welcome attendees, and place promotional materials on ballroom chairs. **Price: \$100,000.**

Plenary Addresses (Wednesday, Thursday, and Friday): Each a prestigious sponsorship! Meet the speaker, welcome attendees, and place promotional materials on ballroom chairs. **Contact us for pricing.**

Opening Celebration: Follows the Opening Plenary. Welcome the thousands of attendees who typically attend this event. Display banners and promotional materials. **Contact us for pricing.**

Latin America Forum: NEW! Preconference by-invitation-only event exploring strategies to enhance student and scholar mobility between Latin America and the United States. Offers extensive branding and networking opportunities with senior decisionmakers in the regions. Includes preconference promotion and acknowledgment in postconference forum materials. **Price: \$45,000.**

Symposium on Leadership: Preconference half-day event offers extensive branding and networking opportunities with senior decisionmakers in international education. Includes acknowledgment in preconference promotion and postsymposium materials. **Price: \$25,000.**

Colloquiums on Internationalizing Education: These events explore strategies and programs to internationalize the curriculums of professional schools. Attendees discuss the implications and outcomes of internationalized programs. Sponsorship of the events offer extensive branding and networking opportunities with deans and faculty from U.S. and international programs. Includes preconference promotion and acknowledgment in conference colloquium materials and any materials that may be created postconference. Multiyear sponsorship and co-branding opportunities available.

Colloquium on Internationalizing Teacher Education: This is the third year of this two-day event focusing on international education for preservice secondary teachers. **Price: \$25,000.**

Colloquium on Internationalizing Business Education: Half-day event. **Price: \$25,000.**

Colloquium on Internationalizing Medical Education: NEW! Half-day event. **Price: \$25,000.**

Colloquium on Internationalizing Law Education: NEW! Half-day event. **Price: \$25,000.**

Campus Presidents' Day (dinner and luncheon): Welcome and participate with the network of U.S. and international university and college presidents and rectors at these by-invitation-only events. **Price: \$20,000.**



Sponsorship Opportunities

GOLD

Cultural Event: *NEW!* Host this popular evening event at the acclaimed Museum of Fine Arts Houston, www.mfah.org. Sponsor can welcome attendees as they arrive and open the event with a few words. **Price: \$7,500.**

Member Interest Group Luncheons: These events focus on topics related to community colleges and other specific segments of international educators (still to be determined). Welcome participants and display materials. Sponsor one or more luncheons. Price: Varies by lunch. **Contact us for pricing.**

SILVER

Monday Night Networking Receptions: Sponsor one or more of the five all-conference networking events. Display promotional materials. (Sponsorship of more than one event can move sponsor into Gold or Platinum Sponsorship category.) **Price: \$5,000 per reception.**

Member Interest Group Breakfasts: Reach your prime audience at breakfasts focusing on specific segments of international educators. Breakfast interest areas still to be determined. Welcome participants and display materials. **Price: \$5,000 per breakfast.**

New Century Circle Breakfast: Reach key decisionmakers at this by-invitation-only event acknowledging members of NAFSA's planned giving society. Sponsor may speak briefly and distribute promotional materials. **Price: \$4,000.**

CONVENTION CENTER

PLATINUM

Conference Connection: Located in two high-traffic areas—near Registration and in the Expo Hall—each computer station opens to your splash screen or home page. Conference Connection is used thousands of times during the week by attendees to check e-mail and network with colleagues. **Price: \$40,000.**

Wi-Fi Access: *NEW!* Sponsor's logo will be part of the splash screen that attendees see when logging in. **Price: \$25,000.**

GOLD

Mobile Device Charging Station: *NEW!* Station has LCD screen for sponsor's video or static ad and backlit panel to display logo and booth number. Can charge up to 16 devices and can accommodate most cell phone and laptop models. Four stations available. Sponsor all four at discounted price for maximum visibility. **Price per station: \$10,000.**

Conference Information Center: Centrally located and in a highly trafficked area. Open preconference through Friday. High visibility branding with opportunity to display promotional materials. **Price: \$8,500.**

SILVER

Career Center: A very popular destination, attendees visit the Career Center to network, attend sessions, and advance their careers. Sponsor can place promotional materials here. **Price: \$5,000.**

Knowledge Community Networking Areas (five available): Target your key audience by sponsoring a specific professional networking area, such as education abroad, international student and scholar services, etc. Sponsor can place promotional materials here. **Price: \$3,000 each.**



Sponsorship Opportunities

MERCHANDISE

PLATINUM

Tote Bag: Sponsor's logo, imprinted prominently on one side of the official conference bag provided to every conference attendee. Your brand and messaging will be seen from the conference floor to the host city streets, airports, and back at the home office or campus. **Price: \$70,000.**

Name Badge Holder: Every attendee is required to wear a badge holder. Sponsor logo prominently displayed above every name. **Price: \$40,000.**

Conference Water Bottle: Premier conference take-away. Sponsor logo appears prominently on bottle. **Price: \$25,000.**

Conference Recordings: **NEW!** Your logo and blurb appear throughout the year on NAFSA's multimedia Web portal that hosts the conference audio and video recordings. Brand and messaging also appears on DVDs. **Price: \$20,000.**

Hotel Keycards: **NEW!** Sponsor's logo will appear on room keycards for all guests staying at the main NAFSA conference hotel. **Price: \$15,000.**

GOLD

Conference Folder: Sponsor's logo appears inside the folder and sponsor's full-page four-color ad on the back cover. **Price: \$7,500.**

SIGNAGE

PLATINUM

Shuttle Bus Panel Ads: **NEW!** Sponsor's logo and brief message will be seen by attendees and citizens of host city on the side of conference shuttle buses. Sponsor one bus, or for the most visibility, sponsor all buses. **Price: \$15,000 per bus or \$40,000 for all buses (approximately six buses).** Signage appears on both sides of bus.

Shuttle Bus Headrests: **NEW!** Sponsor's logo appears on the headrest slips for the conference shuttle buses. Discount applies if sponsor also takes Shuttle Bus Panel Ads. Sponsor of bus panel ad has first right of refusal for this item. **Price: \$7,500 per bus or \$20,000 for all buses (approximately six buses).**

Convention Center Advertising Opportunities: **NEW!** Prices vary by location and volume. Contact us for more information. (link to www.nafsa.org/ac12sponsorships)

GOLD

Glass Clings: Decorate convention center glass railings and "portholes" with your logo and booth number.

Floor and Carpet Logos: Your logo and booth number appear on the floor outside the Expo Hall and in other high traffic areas.

Hanging Banners: Strategically placed in high traffic area, banner ads will show your logo and booth number.

Lollipop Signs: Lollipop stanchions at the top and bottom of all escalators will show your logo and booth number.

Escalator Walls, Wells, and Stairs: A captive audience will see your message as they ride the escalators.



Sponsorship Opportunities

FRIEND OF NAFSA

BRONZE

Annual Fund Raffle Prizes: Donate raffle prizes* valued at \$1,000 or more and be recognized in conference materials, at NAFSA's booth in the Expo Hall, and yearlong on NAFSA's Web site

Annual Fund Giving Pin: Sponsor's name and logo engraved on the back of this specially designed collectible item. **Price: \$1,500.**

Annual Fund Raffle Tickets: Sponsor's name and logo on raffle tickets. **Price: \$1,000.**

Conference Supporter: Recognition for donation of cash for general conference support.

*Airplane tickets, gift certificates, hotel and resort stays, artwork, and coupons for services are examples of previous raffle prize donations. In-kind contributions are welcome. Donations support NAFSA's professional development activities. For more information on annual conference raffle donations, contact Gail Hochhauser at 1.202.495.2523 or e-mail gailh@nafsa.org.

For pricing and more details, contact Joanne Kuriyan at 1.202.495.2541 or e-mail joannek@nafsa.org. Request information on specific items at www.nafsa.org/ac12sponsorships.

Discounts and Deadlines

NAFSA Global Partners receive a 15 percent discount on sponsorship prices. Multiple organizations may cosponsor events. Deadline for recognition in the Registration Brochure and the Conference Program is January 6, 2012. Deadline for recognition in the Conference Program only is February 3, 2012.

Multiple Sponsorships

If you're interested in multiple sponsorships, please contact NAFSA for a customized quote. NAFSA offers substantial discounts on multiple sponsorships. We can also advise about the best ways the NAFSA Annual Conference & Expo can help meet your unique marketing objectives. Please contact us for assistance.

For more information on customized sponsorship packages and advertising, contact Joanne Kuriyan at 1.202.495.2541 or e-mail joannek@nafsa.org. Request information on specific items at www.nafsa.org/ac12sponsorships.



PLATINUM SPONSORSHIP \$15,000+

Platinum Sponsors are our highest-level sponsors and enjoy prominent profile at the conference. Platinum status can be reached by choosing any single sponsorship or combination of sponsorships that totals \$15,000 or more. Specific benefits of Platinum Sponsorship include:

- Two (2) conference registrations
- Acknowledgment with logo in Registration Brochure and Conference Program
- 50% discount on Conference Program ads
- On-site signage
- Tote bag insert
- Conference attendee mailing list
- Two (2) invitations to VIP Reception
- Two (2) tickets to the Friday Plenary Luncheon with VIP seating
- Recognition on NAFSA's conference Web site with a link to your Web site
- Additional benefits may be provided for higher priced items.

GOLD SPONSORSHIP \$7,500-\$14,999

Gold Sponsorship can be reached by choosing any single sponsorship or combination of sponsorships that range in value from \$7,500 to \$14,999. Specific benefits of Gold Sponsorship include:

- One (1) conference registration
- Acknowledgment with logo in Registration Brochure and Conference Program
- On-site signage
- 50% discount on conference attendee mailing list
- One (1) invitation to VIP Reception
- One (1) ticket to the Friday Plenary Luncheon with VIP seating
- Recognition on NAFSA's conference Web site with a link to your Web site

SILVER SPONSORSHIP \$3,000-\$7,499

Silver Sponsorship can be reached by choosing any single sponsorship or combination of sponsorships that range in value from \$3,000 to \$7,499. Specific benefits of Silver Sponsorship include:

- Acknowledgment with logo in Registration Brochure and Conference Program
- On-site signage
- 25% discount on attendee mailing list
- One (1) ticket to the Friday Plenary Luncheon with VIP Seating
- Recognition on the NAFSA conference Web site

BRONZE SPONSORSHIP \$300-\$2,999

Bronze Sponsorship can be reached by choosing any single sponsorship or combination of sponsorships that range in value from \$300 to \$2,999. Specific benefits of Bronze Sponsorship include:

- Recognition on Web site and on-site signage

For details, contact Joanne Kuriyan at 1.202.495.2541.

SPECIAL UNDERWRITING OPPORTUNITIES AVAILABLE YEAR ROUND

NAFSA offers innovative continuing education and career development opportunities throughout the year. Underwriting these services provides your organization year-round exposure and recognition to key international education stakeholders—your customers. It is also a great way to link your name to NAFSA's core mission of professional development. Naming opportunities are available as well. NAFSA welcomes sponsors who support international education and value building, understanding, and respect among different peoples.

Examples of year-round programs and projects:

The Academy for International Education—a program linking seasoned professionals with those new to the field to develop upcoming leaders in international education through guided mentoring and professional development.

Internationalizing the Campus: Profiles of Success at Colleges and Universities—the field's authoritative annual report on internationalization at U.S. colleges and universities.

Print and Web-Based Publications—published by NAFSA on topics of immediate concern to professionals, students, and families.

Webinars—planned throughout the year on current topics of interest to every level and segment of NAFSA's membership.

Underwriting of any of these projects begins at \$10,000. Joint funding is possible for most projects. To become an underwriter or for a complete listing of available opportunities, contact Gail Hochhauser at 1.202.495.2523 or e-mail gailh@nafsa.org.

Please check the item(s) or event(s) your organization/corporation is interested in sponsoring.

EVENTS

- Opening Plenary \$100,000
- Wednesday Plenary¹ _____
- Thursday Plenary¹ _____
- Friday Plenary¹ _____
- Opening Celebration¹ _____
- Latin America Forum \$45,000
- Symposium on Leadership \$25,000
- Teacher Education Colloquium \$25,000
- Medical Colloquium \$25,000
- Law Colloquium \$25,000
- Business Education Colloquium \$25,000
- Campus Presidents' Day \$20,000
- Cultural Event \$7,500
- Networking Receptions (each)² \$5,000
- Member Interest Group Luncheons (each)¹ _____
- Member Interest Group Breakfasts (each) \$5,000
- New Century Circle Breakfast \$4,000

CONVENTION CENTER

- Conference Connection \$40,000
- Wi-Fi Access \$25,000
- Mobile Device Recharging Stations³ \$10,000
- Conference Information Center \$8,500
- Career Center \$5,000
- Knowledge Community Networking Areas \$3,000

MERCHANDISE

- Conference Tote Bag **< S O L D >** \$70,000
- Name Badge Holder \$40,000
- Conference Water Bottle \$25,000
- Conference Recordings \$20,000
- Hotel Keycards \$20,000
- Conference Folder \$7,500

SIGNAGE

- Shuttle Bus Panel Ads (per bus) \$15,000
- Shuttle Bus Headrests (per bus) \$7,500
- Glass Clings¹ _____
- Floor and Carpet Logos¹ _____
- Hanging Banners¹ _____
- Lollipop Signs¹ _____
- Escalator Walls, Wells and Stairs¹ _____

FRIEND OF NAFSA

- Annual Fund Giving Pin \$1,500
- Annual Fund Raffle Tickets \$1,000
- Annual Fund Raffle Prizes⁴ _____
- Conference Supporter _____

¹ For details, contact Joanne Kuriyan at 1.202.495.2541.
² Sponsor all five networking receptions for \$15,000 and receive Platinum Sponsor benefits.
³ Price is per Mobile Charging Station. Four units available. Contact us for volume pricing.
⁴ For details, contact Gail Hochhauser at 1.202.495.2523.

NAFSA Global Partners receive a 15 percent discount on sponsorship prices.

SPONSOR INFORMATION Please print legibly or type.

CONTACT NAME

TITLE

ORGANIZATION

ADDRESS

CITY/STATE/ZIP/POSTAL CODE/COUNTRY

TELEPHONE FAX

E-MAIL

METHOD OF PAYMENT

- Check Enclosed (Payable to NAFSA drawn on a U.S. bank in U.S. funds.)
- American Express MasterCard VISA

NAME AS IT APPEARS ON CARD

CARD NUMBER EXPIRATION DATE

AUTHORIZED AMOUNT IN USD

AUTHORIZED SIGNATURE

Please remit payment to: **NAFSA**
Conference Sponsorships
P.O. Box 79159
Baltimore, MD 21279-0159

FOR WIRE TRANSFER DETAILS, please contact oa@nafsa.org. This form with credit card payment can be faxed to 1.202.737.3657. Please do not mail contracts with credit card payment that have been sent via fax. Deadline for recognition in the Registration Brochure and the Conference Program: January 6, 2012. Deadline for recognition in the Conference Program only: February 3, 2012.

PAYMENT: A 50 percent deposit must accompany this application/contract no later than January 6, 2012. All balances are due no later than February 3, 2012. Failure to pay remaining balance will subject the sponsorship to cancellation, and NAFSA will retain the deposit.

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.

Recent NAFSA Annual Conference & Expo Sponsors

Aramco Services Company*
Augsburg College's Center for Global Education
BCA (Brethren Colleges Abroad) Study Abroad*
ETS*
Government of British Columbia
Government of Quebec
Hobsons*
HTH Worldwide*
IDP Education*
IELTS International*
Irish Universities*
Kaplan Global Solutions*
The Lewer Agency*
Markham International Education Center
Microsoft
Object Next Software
Oh! Study Education Center, Taiwan*
Pratt & Whitney Canada
The Qatar Foundation
QS*
Research Universities Council of British Columbia
United Healthcare Student Resources*
Universidad.es/Universities of Spain
University of St. Thomas, Minnesota

*Global Partnership Program member



Founded in 1948, NAFSA: Association of International Educators is the leading professional association that promotes international education and the exchange of students and scholars to and from the United States. With more than 9,500 members in 11 U.S. regions and abroad, NAFSA advances the international education agenda through advocacy, communication, professional development, and community.

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