

NAFSA: ASSOCIATION OF INTERNATIONAL EDUCATORS

**GOALS AND BUSINESS PRACTICES OF THE NAFSA ANNUAL
CONFERENCE AND INTERNATIONAL EDUCATION EXPO**

Adopted by the NAFSA Board of Directors, December 1, 2007

Goals of NAFSA's Annual Conference

NAFSA: Association of International Educators hosts a conference each year to bring together international educators from around the world for training, professional development, networking, exposure to new programs, products and services, and advocating for international education and exchange. The goal of the NAFSA Annual Conference is to advance knowledge in the field of international education and exchange and global workforce development and to provide for dissemination and promotion of professional standards and best practices. The Annual Conference also provides opportunities for attendees to learn about the Association and its mission, values, and educational programs, products, and services, and for exhibitors and sponsors to showcase their programs, products, and services that serve the field.

Professional Development Programming

Proposals for conference educational sessions and workshops are welcome from any individual or group if the proposals are consistent with NAFSA's charitable and educational mission and advance knowledge in the field of international education. Proposals are reviewed by a committee of member-leaders, the Annual Conference Committee, and are selected based on their contribution of new knowledge to the field, their appeal to the conference audience, their relation to the conference theme, and the diversity and expertise of presenters. The selection criteria are published each year in the *NAFSA Call for Proposals*.

In addition to sessions and workshops selected by the Annual Conference Committee, sessions and workshops at the Annual Conference may also be offered by members of the NAFSA staff and member-leaders to promote the Association's goals and educational programs, products, and services.

Right of Refusal of Proposals

The Annual Conference Committee reserves the right to reject any proposals that are not unique, high quality, consistent with NAFSA's mission and/or do not represent best practice in the field. Proposals of a commercial nature are rejected by the Annual Conference Committee.

Participation of Exhibitors and Sponsors

NAFSA's International Education Expo, held in conjunction with the Annual Conference, allows educational and commercial organizations and institutions to stimulate interest among NAFSA members and conference participants about their programs, products, and services that serve members, educators, their institutions and programs, and their students and scholars.

Benefits to Exhibitors and Sponsors for Participation in the NAFSA Conference

Exhibitors may purchase space in NAFSA's International Education Expo to gain visibility for their programs, products, and services. Each exhibitor is listed in the printed conference program with a brief description of their offerings and on the NAFSA Web site with a link to the organization's home page; is granted a number of complimentary registrations commensurate with the size of the booth; and, receives a complimentary attendee mailing list (from which attendees may opt out). The full list of benefits, requirements, and limitations is published each year in the NAFSA *Exhibitors' Prospectus*.

Sponsors may underwrite conference events or services, such as plenary addresses, receptions, totebags, name badge holders and lanyards, the registration area, Cyber Cafés, and so on. Benefits to the sponsor include the posting or announcing of the organization's name, logo and message in the area sponsored, at the event sponsored, or on the materials sponsored; recognition at conference plenary sessions; and, announcement of the sponsor's support in the conference printed materials and on the NAFSA Web site. The full list of benefits, requirements, and limitations is published each year in the NAFSA *Sponsorship Opportunities Brochure*.

The NAFSA International Education Expo supports NAFSA's charitable and educational activities and is conducted as a qualified convention and trade show activity under relevant Internal Revenue Service guidance.

NAFSA's Global Partnership Program

NAFSA welcomes Global Partners such as universities, corporations, or businesses who express their long-term commitment and support for NAFSA and the field of international education and exchange and global workforce development through paid participation in the Program. The Global Partnership Program supports NAFSA's charitable and educational activities. There are three tiers of partnership with three tiers of benefits. Examples include recognition at conference plenary sessions and in conference printed materials, discounts on advertising and exhibiting at the Annual Conference, complimentary conference registrations, and listing on the NAFSA Web site. All Global Partnership activities are conducted as qualified sponsorship payments under relevant Internal Revenue Service guidance. Thus, Global Partners participate in the program without any arrangement or expectation that the Partner will receive any substantial return benefit, as that term is used by the Internal Revenue Service.

Organizations, institutions, or businesses that participate in NAFSA's Global Partnership Program may purchase session time in the conference schedule for a "Global Partner Session" that provides an educational experience for attendees as well as information on the Partner's programs, products, or services. Such sessions are not reviewed by the Annual Conference Committee and are specially labeled in the printed conference program to identify them to conference participants. The full list of benefits, requirements, and limitations is published each year in the NAFSA *Global Partnership Program Brochure*.

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.

Prize Drawings, Raffles, or Give-Aways

The Association follows requirements of states and districts where its conferences are held regarding any prize drawings, raffles, and give-aways it sponsors at the Annual Conference. NAFSA reserves the right to restrict or prohibit any content, promotion, lottery, or give-away by an exhibitor or sponsor that causes blocking or disturbance to other exhibits or participants, that is illegal under laws where the exhibition is held, or that NAFSA deems inappropriate for any other reason, in its sole discretion.