

NAFSA: Association of International Educators  
**2017 Region X Conference**

**Marketing Opportunities**

Hyatt Regency Princeton  
Princeton, NJ  
October 23-25, 2017



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<http://www.nafsa.org/regionx>



Dear Supporters of NAFSA Region X,

It's that time of year to start planning for the 2017 NAFSA: *Association of International Educators* Region X conference. This year, Region X will be gathering at the **Hyatt Regency Princeton in Princeton, NJ from October 23-25, 2017**. In this document you will find detailed information about how you can exhibit, advertise, and sponsor this exciting event. To register, please visit our website: <http://www.nafsa.org/regionx>.

**This year we are highlighting:**

- Discounted marketing packages, providing added value
- Enhanced sponsorship opportunities, with greater brand visibility
- Online payment system, allowing vendors to pay by credit card
- Online planner and digital app sponsorship

**NAFSA Region X Profile:**

- 501(c)(3) organization
- 200+ educational institutions
- Over 1,100 members
- Represents New York & New Jersey

We hope we can count on you to help support this year's NAFSA Region X conference. Please let us know how we can assist you. We look forward to seeing you in Princeton!

**2017 NAFSA Region X Conference Marketing Timeline**

Event	Date	Note
Exhibitor Registration Opening Date	Wednesday, June 28	
Conference Attendee Registration Opening	Tuesday, August 1	
Last day for early bird discount for exhibits	Tuesday, September 5	
Advertising copy due	Tuesday, September 5	
Flyers for registration packet inserts sent	No later than Friday, October 6	
Exhibitor materials sent to conference & event center	No earlier than Friday, October 20	
Exhibit Hall set-up	Monday, October 23	Set-up is between 3:00pm - 7:00pm
Exhibit Hall hours	Monday, October 23	7:00pm - 9:00pm
	Tuesday, October 24	7:00am - 5:00pm
	Wednesday, October 25	7:00am - 12:00pm
Opening Reception	Monday, October 23	7:00pm - 9:00pm
Network/Plenary Luncheon	Tuesday, October 24	12:00pm - 1:30pm
Awards Luncheon	Wednesday, October 25	12:15pm - 1:45pm

Best regards,

Emilie Buse  
Marketing & Development Representative - NAFSA Region X

## 2017 NAFSA Region X Conference

<http://www.nafsa.org/regionx>

### Marketing Opportunities

Marketing	Info
<b>Exhibitors</b>	
Conference Registration	<ul style="list-style-type: none"> <li>Includes one full conference registration and meals for <u>ONE</u> person (this person must be designated as the primary representative during registration)</li> <li>Additional representatives may be added for an additional fee</li> </ul>
Booth	<ul style="list-style-type: none"> <li>Six-foot, draped table &amp; 2 chairs</li> <li>There will be a map when you access the online registration for you to select your table of choice</li> </ul>
Internet	<ul style="list-style-type: none"> <li>Public wireless internet access included in common areas</li> <li><b>\$80: Three-day access to a shared bandwidth HSIA Wireless Internet which has a dedicated username and password</b></li> </ul>
Electricity	<ul style="list-style-type: none"> <li>Electricity is free of charge when you provide your own extension cord. As there are a limited number of outlets, you may wish to also bring a power strip. These will also be available to rent from the hotel for a daily fee.</li> </ul>
Conference Registrant email list	<ul style="list-style-type: none"> <li>Available 2 weeks prior to conference; includes names and email addresses for conference registrants who opt-in to receiving communication from conference vendors</li> </ul>
Sending materials	<ul style="list-style-type: none"> <li>The Hyatt Regency Princeton is not responsible for lost or stolen packages</li> <li>Details on where to send materials will be provided in future correspondence</li> </ul>
<b>Advertising</b>	
Format	<ul style="list-style-type: none"> <li>Digital copy (TIFF, GIF, JPG) is preferred</li> <li>Copy must be correct size and print ready with bleed</li> </ul>
Send advertising copy to	<ul style="list-style-type: none"> <li>Evelyn Wang, <a href="mailto:ewang@artstudentsleague.org">ewang@artstudentsleague.org</a></li> <li>Please CC Emilie Buse, <a href="mailto:ebuse@pratt.edu">ebuse@pratt.edu</a></li> </ul>
<b>Registration Packet Inserts</b>	
Flyers & Brochures	<ul style="list-style-type: none"> <li>500 flyers or brochures included in the registration packet, distributed to all conference registrants</li> </ul>
Send to	<ul style="list-style-type: none"> <li>Details on where to send materials will be provided in future correspondence</li> </ul>
<b>Sponsorships</b>	
Opening Reception & Luncheons	<ul style="list-style-type: none"> <li>Promotional materials distributed</li> <li>Acknowledgement in conference program</li> <li>Full Sponsor of Opening Reception will also receive a FREE ¼ page ad in the conference program</li> </ul>
Breakfast & Coffee Breaks	<ul style="list-style-type: none"> <li>Sponsorship signage at event</li> <li>Promotional materials displayed at event</li> <li>Acknowledgement in conference program</li> </ul>
Technology	<ul style="list-style-type: none"> <li>Sponsorship signage inside all session rooms</li> <li>Acknowledgement in conference program</li> </ul>

## Marketing Rates: Exhibitors & Advertising

	On or Before September 5 <sup>th</sup>	After September 5 <sup>th</sup> *
<b>Exhibitors</b>		
Table Only: Premium Location **	\$775	\$900
Table Only: Regular Location **	\$700	\$825
Table (Premium) + Quarter-Page Ad	\$850 (\$200 savings)	\$975 (\$200 savings)
Table (Regular) + Quarter-Page Ad	\$755 (\$200 savings)	\$880 (\$200 savings)
Table (Premium) + Half-Page Ad	\$900 (\$225 savings)	\$1025 (\$225 savings)
Table (Regular) + Half-Page Ad	\$950 (\$225 savings)	\$1075 (\$225 savings)
Table (Premium) + Full-Page Ad	\$1000 (\$250 savings)	\$1125 (\$250 savings)
Table (Regular) + Full-Page Ad	\$925 (\$250 savings)	\$1050 (\$250 savings)

	On or Before September 5 <sup>th</sup>	After September 5 <sup>th</sup> *
<b>Advertising</b>		
Back Cover: 8.5 x 11" Full page with bleed	\$625	\$625
Inside Front Cover: Full page with bleed	\$575	\$575
Inside Back Cover: Full page with bleed	\$575	\$575
Full Page: 7 x 8.5" vertical (no bleed)	\$475	\$475
Half Page: 7 x 4.25" horizontal (no bleed)	\$350	\$350
Quarter Page: 3.5 x 4.25" vertical	\$275	\$275
<b>Registration Packet Inserts</b>		
500 flyers or brochures	\$525	\$525

\*Exhibitors, Advertisers and Sponsors will be accepted as space allows. Please note there will be a conference program deadline which will impact ability to be included in the conference program for late registrants. To ensure inclusion in the conference program, we encourage registration and materials before September 5, 2017.

\*\* Due to hotel setting, there will be two level of exhibitor tables available for purchase. Tables in the Premium Location will be closest to the ballroom [where meals are served and some larger workshops will be held] while tables in the Regular Location will be near the pathway [to the other conference rooms] and outside the Premium Location section by the ballroom.

## Marketing Rates: Sponsorships

	On or Before September 5 <sup>th</sup>	After September 5 <sup>th</sup> <sup>1</sup>
<b>Sponsorships</b>		
Opening Reception – Full Sponsor (10/23) + Free Quarter-Page Ad	\$3,000 (\$275 savings)	\$3,500 (\$275 savings)
Opening Reception – Co-Sponsor (10/23)	\$1,750	\$1,750
Network/Plenary Luncheon (10/24)	\$1,600	\$1,600
Awards Luncheon (10/25)	\$1,600	\$1,600
Breakfast (2)	\$600 (each)	\$600 (each)
Coffee Break (3)	\$600 (each)	\$600 (each)
AV Support for Entire Conference	\$2,000	\$2,000
AV Support for One – Day	\$1,000	\$1,000
Digital: Conference Mobile App Splash Screen + Home Page Tile <sup>2</sup>	\$800	\$800
Digital: Online Conference Planner <sup>3</sup>	\$500	\$500
Fun Run (2)	\$1,000 (each)	\$1,000 (each)
Passport to Region X (3) <sup>4</sup>	\$200 (each)	\$200 (each)
Newcomer Scavenger Hunt <sup>5</sup>	\$200	\$200

1: Exhibitors, Advertisers and Sponsors will be accepted as space allows. Please note there will be a conference program deadline which will impact ability to be included in the conference program for late registrants. To ensure inclusion in the conference program, we encourage registration and materials before September 5, 2017.

2: Digital: Conference Mobile App Splash Screen advertising: a full-page image displays for three seconds each time the app is launched. Digital: Conference Mobile App Home Page Tile advertising: a half-width ad [full-width on mobile phones] appears front-and-center on the app's home page. When clicked, it directs the user to the sponsor's web site, their booth information, or an uploaded PDF.

3: Digital: Online Conference Planner advertising: Ad space is available on the right-hand sidebar of the conference planner. On mobile devices without a sidebar, it will appear at the bottom of the screen.

4: Passport to Region X: We have created a new opportunity this year for conference attendees to interact with exhibitors through the Passport to Region X. Each attendee will receive a passport where they can obtain a stamp/sticker from each exhibitor and submit their passport to win a prize.

5: Newcomer Scavenger Hunt: We have created a new opportunity this year for first-time conference attendees. Each new attendee will be invited to join a scavenger hunt and submit their list of items found to win a prize.