2016 SPONSORSHIP OPPORTUNITIES

EXPOSITION: May 29-June 3, 2016

www.nafsa.org/denver

NAFSA 2016
ANNUAL CONFERENCE & EXPO
MAY 29 - JUNE 3 • DENVER, CO USA
BUILDING CAPACITY FOR GLOBAL LEARNING

Expand Reach and Maximize Recognition • See Inside for New Sponsorships
DENVER: EXPAND YOUR BRAND CAPACITY
Increase Visibility for Peak Recognition

Achieve brand lift and elevate audience recognition at the world’s largest and most comprehensive international education event—the NAFSA 2016 Annual Conference & Expo—in Denver, Colorado.

The NAFSA 2016 Annual Conference & Expo is the singular event to engage with key decision makers from across all international education sectors.

NAFSA 2016 Annual Conference & Expo sponsorships offer valuable opportunities to target key decision makers in higher education worldwide. Attendees from more than 100 countries represent thousands of colleges and universities providing access to nearly 3 million students and scholars. A NAFSA Annual Conference & Expo sponsorship will:

• Strengthen your presence and credibility in international education.
• Showcase your products, services, and programs.
• Drive new business with current and prospective partners.
• Deepen your influence in the field and with government, private sector, and academic decision makers.

NAFSA offers innovative and exciting sponsorships at prices suited to every marketing budget. Sponsorships range from new thought leadership programs, plenaries, and merchandise branding to shuttle bus signage, Expo Hall refreshment breaks, and much more.

Let NAFSA’s Organizational Advancement team create a sponsorship package that meets your specific marketing objectives. Most sponsorships are available on a first-come, first-served basis.

Stand Out With A Sponsorship!

For the latest on sponsorship availability, see the Online Sponsorship Catalog at www.nafsa.org/ac16sponsorships.
2016 SPONSORSHIP OPPORTUNITIES

VISIBILITY

Opening Plenary Address: NAFSA’s Tuesday keynote event attracts 5,000-6,000 attendees. Link your brand to all of NAFSA’s marketing and promotions for this important event. Meet the speaker, share the stage, welcome attendees, and place promotional materials on ballroom chairs. $75,000.

Plenary Addresses: Sponsor additional high-profile plenary speakers throughout the week (see benefits above). Wednesday Plenary: $40,000. Thursday Plenary: $25,000. Friday Plenary: $20,000.

Opening Celebration: Welcome the thousands of attendees at this very popular signature event that follows the Tuesday Opening Plenary. High-profile opportunity with display banners and promotional opportunities. $25,000.

Closing Celebration: Special event concluding the Denver conference and inviting attendees to the 2017 conference in San Francisco. High-profile opportunity with signage and promotional opportunities. $10,000.

Community College Day: A full-day event featuring sessions, a luncheon, and presentations dedicated to advancing international education programming at community colleges. Includes acknowledgements in preconference promotions and involvement in on-site activities. $15,000.

Symposium on Leadership: Preconference half-day event offers extensive branding and networking potential with senior-level decision makers in international education. Includes acknowledgments in preconference promotions and involvement in programming. $20,000.

Latin America Forum: Preconference two-hour expert panel focusing on institutional partnerships in the region. Includes sponsor acknowledgment in event promotions, opportunity to welcome and address attendees, and option to share sponsor-specific materials. $20,000.

Global Learning Colloquia: Several full-day colloquia explore strategies and programs to internationalize the curricula of professional schools and other topics. Extensive branding and networking opportunities with deans and faculty from U.S. and international schools, departments, and universities, private and public sectors. Sponsors welcome attendees, participate in discussions, and receive acknowledgment in event promotions.

- Colloquium on Teacher Education: $20,000.
- Colloquium on Business Education: $20,000.
- Colloquium on the Health Professions: $20,000.
- Colloquium on Legal Education: $20,000.
- Colloquium on the STEM Fields (Science, Technology, Engineering, and Mathematics): $20,000.
- Colloquium on General Education: $20,000.
- Colloquium on Project-Based Learning: $20,000.
- Colloquium on Human Rights: $20,000.

Presidents Day at NAFSA 2016: A full-day by-invitation-only gathering of U.S. and international university and college presidents, chancellors, and rectors. Sponsors welcome attendees, participate in discussions, and receive acknowledgment in event promotions. $20,000.

Provosts Summit at NAFSA 2016: Actively network with U.S. and international university and college provosts and senior academic administrators at this by-invitation-only full-day event. Sponsors welcome attendees, participate in discussions, and receive acknowledgment in event promotions. $20,000.

Ron Moffatt Seminar on Peace and the Global Civil Society: Experts discuss the impact of international education on conflict resolution and peace-building during this two-day postconference event. Welcome attendees, participate in discussions, disseminate promotional literature, and receive extensive recognition in event promotions and conference materials. $25,000.

www.nafsa.org/ac16sponsorships
REACH

Expert Speaker Series: Occurring throughout the conference, up to eight invited experts discuss global topics impacting (and impacted by) international education. Welcome attendees, distribute materials, and brand all event promotions. $10,000.

Knowledge Community Networking Package: Engage with a targeted audience of NAFSA conference attendees as a sponsor of up to five all-conference networking events and centers. Display promotional materials and be recognized on on-site signage and marketing collateral. $9,000 per package; discount for sponsorship of two or more groups.

• Education Abroad Networking Package
• International Student and Scholar Services Networking Package
• International Engagement Management Networking Package
• International Education Leadership Networking Package
• Teaching, Learning, and Scholarship Networking Package

NEW! Management Development Program: Brand this comprehensive three-day event focusing on key international education management skills and strategies for new leaders of international programs. Welcome attendees, distribute materials, and brand event promotions. $20,000.

First-Timers Orientation: Join NAFSA’s president and executive director and CEO onstage to welcome 1,500+ conference attendees who are new NAFSA members and/or annual conference attendees. Welcome attendees, distribute materials, and brand event promotions. $10,000.

New Century Circle Breakfast: Join NAFSA’s president and CEO as a speaker during this exclusive breakfast event. Attended by high-level NAFSA members, current and former presidents, and members of NAFSA’s Board of Directors, this event is an opportune way to engage with leaders of the association and the field. Welcome attendees, distribute materials, and brand event promotions. $5,000.

Member Interest Group Lunches: These catered conference lunches bring together diverse leaders and advocates to discuss and dialogue about a wide range of special issues relating to international education. Participate in conversations surrounding community colleges, peace and justice, women’s rights, and more. Welcome attendees, distribute materials, and brand event promotions. $8,500 (per lunch).

CONFERENCE RESOURCES

Wi-Fi: Connect with attendees virtually everywhere. Sponsor logo appears on a splash screen that attendees see when logging in. $20,000.

Career Center: Highly trafficked throughout the week, conference attendees visit the Career Center to network, attend special sessions, and seek job, résumé, and career advice. Sponsor logo appears in the Center, on distributed materials, and all promotional materials. $15,000.

Conference Information Center: Centrally located and in a high-traffic area. Open Sunday through Friday noon for maximum visibility. Sponsor logo included on signage. Sponsor can leave promotional materials at the center. $8,500.
**BRANDING**

**Expo Hall Refreshment Lounge:** Sponsor signage displayed at one or more of NAFSA’s refreshment lounges, offers high visibility among NAFSA conference attendees. $3,500 per lounge (discount available for multiple sponsorships).

**Conference Collectible Pin:** Sponsor’s name engraved on the back of this specially designed collectible conference memento. Sponsor also acknowledged in print and online conference materials. $5,000.

**Conference Pen:** Sponsor’s logo and booth number appear on pen provided to attendees at conference registration. $6,000.

**CONVENTION CENTER SIGNAGE:** Custom digital banner packages available in high-traffic areas throughout the convention center. Packages start at $5,000. Call for more details.

**Plenary Video:** Promote your institution or your latest product, service, or program with a 45-second video that positions you as a leader in international education. Your video will air prior to all four of NAFSA’s plenary addresses and on video monitors on shuttle buses (dependent on availability). $5,500.

**Tote Bag Insert:** Maximize your reach by inserting a strategic marketing piece into NAFSA’s conference tote bags. Drive traffic to your booth, special events, or educational offerings. $3,000.

**MERCHANDISE**

**Tote Bag:** Sponsor’s logo imprinted prominently on one side of the official conference bag. Provided to every conference attendee. High-visibility sponsorship opportunity on popular take-away item. $77,000.

**Name Badge Holder:** Every attendee is required to wear a name badge. Sponsor logo prominently displayed above every name. $45,000.

**Conference Notepad:** Popular take-away provided to every conference attendee. Sponsor receives two two-sided color inserts, full-color logo in bottom corner of each page, and full-color ad space on the back cover. Price: $30,000.

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

**Conference Folder:** Sponsor’s logo appears inside the folder and sponsor’s full-page, four-color advertisement appears on the back cover. $10,000.

**ADDITIONAL BRANDING AND ADVERTISING**

**Convention Center Signage:** Custom digital banner packages available in high-traffic areas throughout the convention center. Packages start at $5,000. Call for more details.

**Plenary Video:** Promote your institution or your latest product, service, or program with a 45-second video that positions you as a leader in international education. Your video will air prior to all four of NAFSA’s plenary addresses and on video monitors on shuttle buses (dependent on availability). $5,500.

**Tote Bag Insert:** Maximize your reach by inserting a strategic marketing piece into NAFSA’s conference tote bags. Drive traffic to your booth, special events, or educational offerings. $3,000.

www.nafsa.org/ac16sponsorships
NEW! Annual Conference Fundraising Match: Show your support for NAFSA and our field by providing a matching contribution for all gifts to NAFSA’s Annual Conference Campaign. All proceeds support NAFSA’s Diversity Impact Program. Matching sponsors will be acknowledged on materials before, during, and after the conference. $15,000; full sponsorship also available.

Conference Supporter: Be recognized for cash donations for general conference support. Acknowledged on signage and in the Conference Program. Minimum donation: $1,000.

For more details, call us at 1.202.495.2540 or e-mail oa@nafsa.org. Request information on specific items at www.nafsa.org/ac16sponsorships.

DISCOUNTS AND DEADLINES

NAFSA Global Partners, NAFSA’s marketing members, receive a 15 percent discount on all sponsorships. Two or more organizations may co-sponsor events. Deadline for recognition in the Registration Brochure and the Conference Program is January 4, 2016. Deadline for recognition in the Conference Program only is February 8, 2016.

SPONSORSHIP PACKAGE

If you’re interested in multiple sponsorships, please contact NAFSA’s Organizational Advancement team for a customized quote. NAFSA offers substantial discounts on multiple sponsorships and marketing bundles. We will advise about the best ways the NAFSA Annual Conference & Expo can help meet your unique marketing objectives.

SPONSORSHIP OPPORTUNITIES YEAR ROUND

NAFSA offers thought leadership, continuing and professional development education programs, publications, and career development sponsorship opportunities throughout the year. Sponsoring these programs and/or materials provides extensive exposure.

Examples of year-round opportunities for sponsors include:

Print and Electronic Publications: Internationalizing the Campus: Profiles of Success at Colleges and Universities. The field’s authoritative annual report on internationalization at U.S. colleges and universities. NAFSA publications available on relevant topics to professionals, students, and families.

Webinars: Professional online learning aimed at every level and segment of NAFSA’s membership and the field.

Research: Partner with NAFSA on original research that advances the field of international education.

Giving Campaign Matches: Several giving campaigns supporting diversity in the field are held throughout the year. All campaigns available for matching grants.

For more information on customized sponsorship packages, bundles, and advertising, call us at 1.202.495.2540 or e-mail oa@nafsa.org.
2016 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP $17,000+

Platinum Sponsors are our highest-level sponsors and enjoy a prominent profile at the conference. Platinum status can be attained by choosing any combination of sponsorships totaling $17,000 or more. Platinum Sponsors benefits include:

• Two conference registrations
• Logo acknowledgment in Registration Brochure and Conference Program
• 50% discount on Conference Program advertisements
• On-site signage
• Complimentary tote bag insert
• Complimentary conference attendee mailing list
• Two invitations to VIP Reception (Tuesday evening)
• Recognition on NAFSA’s conference website with a link to your website

SILVER SPONSORSHIP $5,000-$8,999

Silver Sponsorship can be attained by choosing any combination of sponsorships ranging in value from $5,000 to $8,999. Silver Sponsor benefits include:

• Logo acknowledgment in Registration Brochure and Conference Program
• On-site signage
• 25% discount on attendee mailing list
• Recognition on the NAFSA conference website

GOLD SPONSORSHIP $9,000-$16,999

Gold Sponsorship can be attained by choosing any combination of sponsorships ranging from $9,000 to $16,999. Gold Sponsor benefit include:

• One conference registration
• Logo acknowledgment in Registration Brochure and Conference Program
• On-site signage
• 50% discount on conference attendee mailing list
• One invitation to VIP Reception
• Recognition on NAFSA’s conference website with a link to your website

For details, call us at 1.202.495.2540 or e-mail oa@nafsa.org.

2015 ANNUAL CONFERENCE SPONSORS INCLUDE:

Bunker Hill Community College*
Education in Ireland*
EF Education First*
Embassy of the Kingdom of Bahrain*
ETS*
IELTS International*
Markham International Education Center
Northeastern University*
San Ignacio de Loyola*
Shorelight Education*
Southern New Hampshire University*
Sprintax*
St. George’s University
Study in Hong Kong*
Suffolk University
Sunapsis*
Terra Dotta*
University of Arkansas
University of Massachusetts Boston*

*NAFSA Global Partners
2016 SPONSORSHIP OPPORTUNITIES

Sponsorship Agreement & Terms

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

EVENTS
□ Opening Plenary $75,000
□ Wednesday Plenary $40,000
□ Thursday Plenary $25,000
□ Friday Plenary $20,000
□ Opening Celebration $25,000
□ Ron Moffatt Seminar on Peace and the Global Civil Society $25,000
□ Colloquium on Teacher Education $20,000
□ Colloquium on the Health Professions $20,000
□ Colloquium on Legal Education $20,000
□ Colloquium on General Education $20,000
□ Colloquium on the Science, Technology, Engineering, and Mathematics Fields (STEM) $20,000
□ Colloquium on Business Education $20,000
□ Colloquium on Project-Based Learning $20,000
□ Colloquium on Human Rights $20,000
□ Latin America Forum $20,000
□ Management Development Program $20,000
□ Presidents Program at NAFSA 2016 $20,000
□ Provosts Summit at NAFSA 2016 $20,000
□ Symposium on Leadership $20,000
□ Community College Day $15,000
□ Expert Speaker Series $10,000
□ Closing Celebration $10,000
□ First-Timers Orientation $10,000
□ Knowledge Community Networking Packages (each) $9,000
□ Member Interest Group Luncheons (each) $8,500
□ New Century Circle Breakfast $5,000

CONFERENCE RESOURCES
□ Convention Center Wi-Fi $20,000
□ Career Center $15,000
□ Conference Information Center $8,500
□ Expo Hall Refreshment Lounge (each) $3,500

MERCHANDISE
□ Conference Tote Bag $77,000
□ Name Badge Holder $45,000
□ Conference Notepad $30,000
□ Conference Water Bottle $25,000
□ Conference Folder $10,000
□ Conference Pin $5,000

ADDITIONAL BRANDING AND ADVERTISING
□ Plenary Video $5,500
□ Signage Package $5,000
□ Tote Bag Insert $3,000
□ Conference Supporter

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

For wire transfer details, please contact oai@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 4, 2016. Deadline for recognition in the Conference Program only: February 8, 2016.

PAYMENT: A 50 percent deposit must accompany this application/contract. All balances are due no later than February 20, 2016. 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.