

SPONSORSHIP OPPORTUNITIES

Exposition: May 27-30, 2014

www.nafsa.org/sandiego

NAFSA

Association of
International Educators



NAFSA
2014
ANNUAL
CONFERENCE
& EXPO

Pathways to
Global Competence

May 25-30, 2014 ■ San Diego, CA, USA
San Diego Convention Center

Increase
Visibility
and Brand
Awareness

[See Inside for New Sponsorships >](#)



INCREASE VISIBILITY. DRIVE BOOTH ATTENDANCE. STAND OUT FROM THE CROWD.

Maximize your exposure and deepen brand awareness with sponsorship opportunities at the world's largest and most comprehensive international education event—the NAFSA 2014 Annual Conference & Expo—in San Diego, California.

Sponsorships at the NAFSA 2014 Annual Conference & Expo offer valuable opportunities 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. A 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 2014 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 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 2014 Annual Conference & Expo. Unsure of how a NAFSA sponsorship will impact your organization? Let NAFSA's expert staff 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/ac14sponsorships.



EVENTS

PLATINUM LEVEL

Opening Plenary Address: NAFSA's Tuesday keynote event attracts 5,000-6,000 attendees. Meet the speaker, share the stage, welcome attendees, and place promotional materials on ballroom chairs. **Price: \$75,000. SOLD**

Plenary Addresses: Each a prestigious sponsorship! See above. **Wednesday: \$40,000. SOLD**
Thursday: \$25,000. Friday: \$20,000.

Opening Celebration: Follows the Opening Plenary Address. Welcome the thousands of attendees who typically attend this event. Display banners and promotional materials. **Price: \$25,000.**

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 post symposium materials. **Price: \$25,000. SOLD**

Colloquia on Internationalizing Education: Multiple colloquia explore strategies and programs to internationalize the curricula of professional schools. Offers extensive branding and networking opportunities with deans and faculty from U.S. and international programs.

Colloquium on Internationalizing Teacher Education: **Partial sponsorship available: \$15,000.**

Colloquium on Internationalizing Business Education: **Price: \$25,000. SOLD**

Colloquium on Internationalizing Medical Education: **Price: \$25,000.**

Colloquium on Internationalizing Law Education: **Price: \$25,000. SOLD**

Colloquium on Internationalizing Science, Technology, Engineering, and Mathematics (STEM) Fields:
Price: \$25,000. SOLD

Colloquium on Internationalizing General Education: **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. SOLD**

Tech Seminar: A two-hour panel of innovators in distance learning who use technology to engage diverse students, enhance mobility, and increase globally relevant learning. Welcome the attendees and promote your brand as a leader in technology in international education. **Price: \$20,000.**

Moffatt Peace Seminar: One of NAFSA's newest and more prolific programs, the seminar discusses the implications of international education on peace, justice, and postconflict reconstruction. Welcome the attendees and receive extensive recognition in promotional and conference materials and on site. **Partial sponsorship available: \$15,000.**

EVENTS

GOLD LEVEL

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: \$10,000 per luncheon. Community College Day including luncheon: \$20,000.**

SILVER LEVEL

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: \$6,000 per reception.**

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 LEVEL

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: \$25,000 (both locations). \$15,000 (single location).**

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

GOLD LEVEL

Mobile Device Charging Station: 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.**

CONVENTION CENTER

SILVER LEVEL

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. SOLD**

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.**

MERCHANDISE

PLATINUM LEVEL

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. SOLD**

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

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

Conference Recordings: Your logo and blurb appear throughout the year on NAFSA's multimedia web portal that hosts the conference audio and video recordings. **Price: \$20,000.**

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

GOLD LEVEL

Conference Folder: Sponsor's logo appears inside the folder and sponsor's full-page four-color ad on the back cover. **Price: \$8,500.**

SIGNAGE

PLATINUM LEVEL

Shuttle Bus Panel Ads: 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: 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: The San Diego Convention Center features limited unique advertising options to increase brand awareness. Prices vary by size and volume. **Contact us for more information.**



FRIEND OF NAFSA

BRONZE LEVEL

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

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/ac14sponsorships.

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 3, 2014. Deadline for recognition in the *Conference Program* only is February 7, 2014.

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/ac14sponsorships.**

Sponsorship Benefits

PLATINUM SPONSORSHIP \$15,000+

Platinum Sponsors are our highest-level sponsors and enjoy a 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 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 invitations to VIP Reception
- Recognition on NAFSA's conference website with a link to your website
- 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 conference registration
- Acknowledgment with logo 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

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
- Recognition on the NAFSA conference website

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 website 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.

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 3, 2014**. Deadline for recognition in the *Conference Program* only: **February 7, 2014**.

PAYMENT: A 50 percent deposit must accompany this application/contract. All balances are due no later than February 21, 2014. 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.

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

EVENTS

<input type="checkbox"/> Opening Plenary	\$75,000 - SOLD
<input type="checkbox"/> Wednesday Plenary	\$40,000 - SOLD
<input type="checkbox"/> Thursday Plenary	\$25,000
<input type="checkbox"/> Friday Plenary	\$20,000
<input type="checkbox"/> Opening Celebration	\$25,000
<input type="checkbox"/> Teacher Education Colloquium	\$15,000
<input type="checkbox"/> Medical Colloquium	\$25,000
<input type="checkbox"/> Law Colloquium	\$25,000 - SOLD
<input type="checkbox"/> General Education Colloquium	\$25,000
<input type="checkbox"/> Internationalizing Science, Technology Engineering, and Mathematics Fields	\$25,000 - SOLD
<input type="checkbox"/> Business Education Colloquium	\$25,000 - SOLD
<input type="checkbox"/> Symposium on Leadership	\$25,000 - SOLD
<input type="checkbox"/> Campus Presidents' Day	\$20,000 - SOLD
<input type="checkbox"/> Community College Day	\$20,000
<input type="checkbox"/> Tech Seminar	\$20,000
<input type="checkbox"/> Moffatt Peace Seminar	\$15,000
<input type="checkbox"/> Member Interest Group Luncheons (each)	\$10,000
<input type="checkbox"/> Networking Receptions (each) ¹	\$6,000
<input type="checkbox"/> New Century Circle Breakfast	\$4,000

CONVENTION CENTER

<input type="checkbox"/> Conference Connection (both locations)	\$25,000
<input type="checkbox"/> Conference Connection (single location)	\$15,000
<input type="checkbox"/> Wi-Fi Access	\$25,000
<input type="checkbox"/> Mobile Device Recharging Stations ²	\$10,000
<input type="checkbox"/> Conference Information Center	\$8,500
<input type="checkbox"/> Career Center	\$5,000 - SOLD
<input type="checkbox"/> Knowledge Community Networking Center	\$3,000

MERCHANDISE

<input type="checkbox"/> Conference Tote Bag	\$70,000 - SOLD
<input type="checkbox"/> Name Badge Holder	\$40,000 - SOLD
<input type="checkbox"/> Conference Water Bottle	\$25,000 - SOLD
<input type="checkbox"/> Conference Recordings	\$20,000
<input type="checkbox"/> Hotel Keycards	\$20,000
<input type="checkbox"/> Conference Folder	\$8,500

SIGNAGE

<input type="checkbox"/> Shuttle Bus Panel Ads (per bus)	\$15,000
<input type="checkbox"/> Shuttle Bus Headrests (per bus)	\$7,500

FRIEND OF NAFSA

<input type="checkbox"/> Annual Fund Giving Pin	\$1,500
<input type="checkbox"/> Annual Fund Raffle Tickets	\$1,000
<input type="checkbox"/> Annual Fund Raffle Prizes ³	_____
<input type="checkbox"/> Conference Supporter	_____

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



Recent NAFSA Annual Conference & Expo Sponsors

American Institute For Foreign Study*
 Education in Ireland*
 ELS Educational Services, Inc.*
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 Government of British Columbia
 Government of Quebec
 Hobsons*
 Houston Community College*
 IDP Education*
 IELTS International*
 Law School Admission Council (LSAC®)*
 The Longview Foundation
 Markham International Education Center

MD Anderson Cancer Center
 Object Next Software/BPO Intelligence*
 Pearson*
 QS*
 Research Universities Council of British Columbia
 Saint Louis University*
 St. Louis Community College
 United Healthcare Student Resources*
 Universidad.es/Universities of Spain
 University of Kansas
 Webster University*

*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 nearly 10,000 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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