
NAFSA Region 1

Exhibitor & Sponsorship Guide

NAFSA Region 1 Conference 2016

Anchorage, Alaska



NAFSA Region 1: Alaska, British Columbia, Idaho, Oregon, Washington

Welcome

The success of past NAFSA: Association of International Educators Region I Annual Conferences is tied directly to the participation of a wide variety of exhibitors, special event sponsors and advertisers. Our most recent regional conference in Boise, Idaho gathered more than three hundred international educators from Alaska, Washington, Oregon, Idaho, and British Columbia. We sincerely hope that you will join us in **Anchorage, Alaska** this year for the 2016 Regional Conference **October 10-14**.

The fees and additional information on the options for advertisers, sponsors and exhibitors are enclosed in this letter. I hope that you will consider participating in more than one conference promotion. You may, for example, wish to advertise and exhibit or advertise and sponsor a special event such as a conference-wide breakfast or coffee break. Exhibitors and vendors will be provided with an 6-foot draped table and 2 chairs. Exhibitors and sponsors have also joined us the past few years adding international items, software packages, publications, shirts, bags, etc. We encourage the participation any organization who wishes to promote their items.

The final way to be involved in the success of the Region I Conference is by serving as the sponsor or co-sponsor of one of the conference-wide special events. Such events will include a plenary luncheon, opening reception, conference gala auction, as well as coffee breaks, new comer reception, and pre-conference workshop opportunities.

The sessions and workshops planned are of the highest quality and we anticipate an excellent registration of professionals. The conference planning committee has been contacted by many new professionals who are anxious to attend their first regional conference. We hope that you will be there to share valuable information with them. Registration will open later this year, if you are interested in exhibiting, advertising or sponsoring the 2016 NAFSA Region I Annual Conference please contact us.

If we can provide further information, please do not hesitate to contact us.

Sincerely,

Shibuki Hanai

NAFSA Region 1 | Development Representative

General Information

Exhibit Sales Dates

Advanced Sales	Regular Sales
Open Date: April 18th, 2016 End Date: June 3rd, 2016	Open Date: June 14th, 2016 End Date: October 13th, 2016

Exhibit Hall Hours

Booth Set-up	Exhibit Hall Hours	Booth Break-down
Wednesday, October 12th (8:00 AM - 10:00 AM)	Wednesday, October 12th (10:00 AM - 6:00 PM)	Thursday, October 13th (After 6:00 PM)
	Thursday, October 13th (8:00 AM - 6:00 PM)	Friday, October 14th (8:00 AM)

Event Location

Welcome Reception/Luncheon	Aleutian Room
Exhibit Hall	Bristol Bay Ballroom
Gala/Silent Auction	Top of the World (15th Floor)

Exhibit Sales Contacts

Main Exhibit Sales Contact	Shibuki Hanai	hanais@uw.edu
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The main point of contact on the regional team for both NAFSA staff and exhibitors to address questions about conference offerings during exhibit sales set-up and execution.

Advertisement Artwork Contact	Shibuki Hanai	hanais@uw.edu
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The contact for exhibitors and advertisers to submit logos and artwork, as necessary.

Payment Processor	Roxanne Richardson	roxanne.richardson@pss.edu
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The contact for submitting check payments from exhibitors and processing refunds.

Address for sending checks:

Portland Community College - Sylvania Campus, P.O. Box 19000, Portland, OR 97280

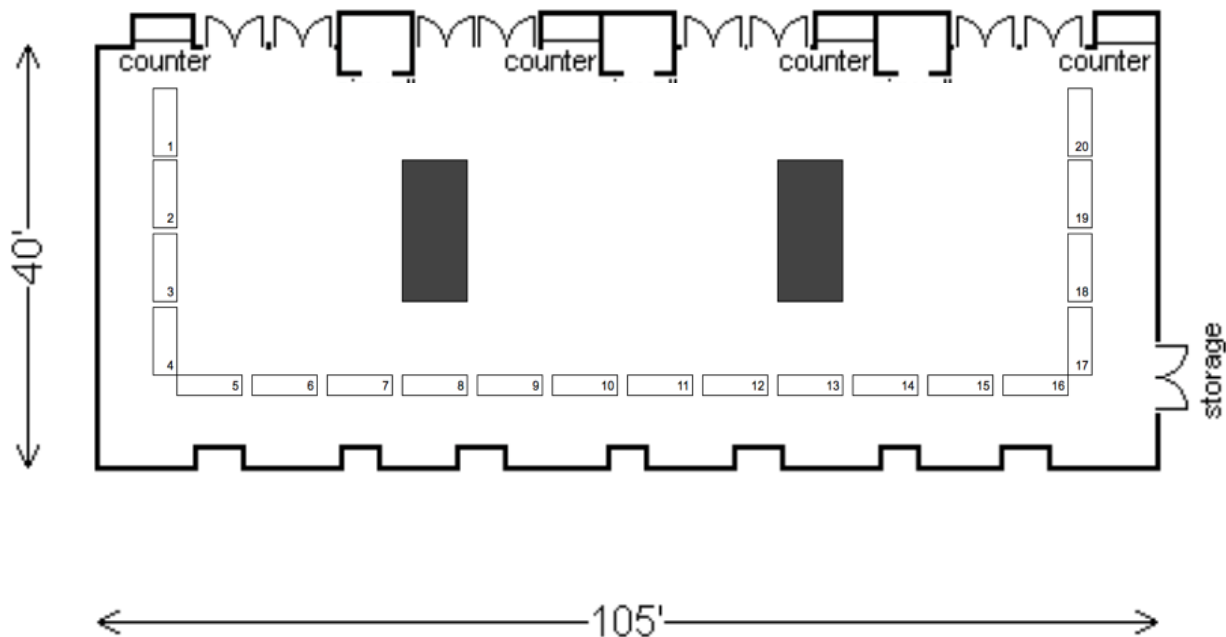
Exhibitor & Sponsorship Information

Exhibitor Registration

	Advanced Pricing	Regular Pricing
*Exhibit Table (20 Available)	\$570	\$600
Additional Exhibitor and/or Guest(s)**	\$200	\$200

**The registration system is developed so that additional exhibitors are charged according to their member status (e.g. NAFSA members pay member rate; nonmembers pay nonmember rate).

There are going to be approximately 15 to 20 tables available at the 2016 conference. All of these will be collocated in a U-shape, surrounding the coffee/refreshment tables located at the center of the hall. Electric outlets will also be provided for free. Please see the below diagram for more details.



*Table Size: 6ft. x 30 inches *Black boxes represent Breakfast and Coffee & Snack Break

What should I do if all the exhibit table are already reserved?

There are other opportunities available, including sponsoring event such as a Reception or beverage break or a meeting room where your organization will have the chance to have a table to put out materials. Representatives who are not able to get an exhibit table can still register as general attendees and be present at their sponsored event.

Advertising in Conference Program

	Size	Availability	Price
Back Cover (Full Page)	(8 x 6)	1	\$400
Inside Front Cover (Full Page)	(8 x 6)	1	\$350
Inside Back Cover (Full Page)	(8 x 6)	1	\$350
Full Page Ad	(8 x 6)	2	\$200
Half Page Ad	(4 x 6)	2	\$125

Conference Packet Program will be in letter size and be given to all participants at the check-in desk. *All ads are in color.*

Sponsorship Opportunities

	Availability	Price
Luncheon	1	\$2,000

The sponsor for the Conference Luncheon will have signage at the event, designation as the sponsor in the conference program schedule and Conference app, will be verbally acknowledged at the event, and will have the chance to personally address the attendees for up to five minutes at that time. The sponsor will also have the opportunity to put materials at a table at the event.

Gala/Auction Sponsorship	2	\$1,500
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The sponsor for the Conference Gala/Auction will have signage at the event, designation as the sponsor in the conference program schedule and Conference app, will be verbally acknowledged at the event before the winners for the auction are announced, and will have the chance to personally address the attendees for up to five minutes at that time. The sponsor will also have the opportunity to put materials at a table at the event.

Conference Opening Reception	1	\$1,500
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The sponsor for the Conference Opening Reception will have signage at the event, designation as the sponsor in the conference program schedule and Conference app, will be verbally acknowledged at the event, and will have the chance to personally address the attendees for up to five minutes at that time. The sponsor will also have the opportunity to put materials at a table at the event.

Newcomer Reception	1	\$500
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The Newcomer Reception will be an event bringing together newcomers to NAFSA with seasoned members. The sponsor for the Newcomer Reception will have signage at the reception, designation as the sponsor in the conference program schedule and Conference app. The sponsor will also have the opportunity to put materials at a small separate table at the event next to the food, and can stand by materials to answer questions.

Breakfast/Coffee (Thursday/Friday)	2	\$500
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The sponsor for a breakfast coffee will have signage at the table and designation as the sponsor in the conference program schedule and Conference app. The sponsor will also have the opportunity to put materials at a table at the event and can stand by materials to answer questions.

Beverage & Snack Break	5	\$500
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The sponsor for the beverage break will have signage at the beverage break and designation as the sponsor in the conference program schedule and Conference app. The sponsor will also have the opportunity to put materials at a small separate table at the event next to the food, and can stand by materials to answer questions.

Pre-Conference Workshop Luncheon	1	\$500
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The Pre-Conference Workshop Luncheon will be held for all those attending or presenting at pre-conference workshops. The sponsor for Pre-Conference Workshop Luncheon will have signage at the luncheon and designation as the sponsor in the conference program schedule. The sponsor will also have the opportunity to put their materials at a small separate table at the event next to the food, and can stand by their materials to answer questions.

Pre-Conference Coffee & Snack Break	2	\$250
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The Pre-Conference Workshop Coffee/Snack break will have signage at the beverage break and designation as the sponsor in the conference program schedule. The sponsor will also have the opportunity to put materials at a small separate table at the event next to the food, and can stand by materials to answer questions.

Conference Bags	1	\$1,000
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A sponsoring organization can provide bags with their company logo, and all attendees will be given this bag with conference materials at check-in. A brochure for the company can also be included in the bag. Bags must be provided (the cost of the bag is not included in the sponsorship price), and the cost for this sponsorship opportunity is \$1,000.


Conference Name Tags	1	\$1,000
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A sponsoring organization can provide lanyards with their company logo, and all attendees will have their name tag in this lanyard. It is required that attendees wear their name tags at all conference events, so the lanyards will be on display throughout the conference. Lanyards must be provided (the cost of the lanyards is not included in the sponsorship price), and the cost for this sponsorship opportunity is \$1,000.


Conference Wifi	1	\$1700
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There will be signage for a sponsoring organization at the check-in desk, the entrance of the exhibit hall, and each session room. This option comes with a mobile app banner ad that acknowledges the WiFi sponsor.

Conference App Sponsorship Opportunities

Splash Screen							
1 Available	\$500						
	<p>The splash screen is the full page image that displays for three-five seconds when launching the app. Please submit your image in all the four sizes shown below.</p>						
	<table border="1"> <thead> <tr> <th>Tablet Dimensions</th> <th>Smartphone Dimensions</th> </tr> </thead> <tbody> <tr> <td>Vertical: 1536w x 2048h</td> <td>Vertical: 1080w x 1920h</td> </tr> <tr> <td>Horizontal: 2048w x 1536h</td> <td>Horizontal: 1920w x 1080h</td> </tr> </tbody> </table>	Tablet Dimensions	Smartphone Dimensions	Vertical: 1536w x 2048h	Vertical: 1080w x 1920h	Horizontal: 2048w x 1536h	Horizontal: 1920w x 1080h
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Event Pages							
Multiple Available	\$250						
	<p>You can opt to purchase space across event page. The space on these pages appears as a banner image across the top of the list. Please submit your image in all the four sizes shown below.</p>						
	<table border="1"> <thead> <tr> <th>Tablet Dimensions</th> <th>Smartphone Dimensions</th> </tr> </thead> <tbody> <tr> <td>Vertical: 1536w x 180h</td> <td>Vertical: 1080w x 152h</td> </tr> <tr> <td>Horizontal: 2048w x 180h</td> <td>Horizontal: 1920w x 152h</td> </tr> </tbody> </table>	Tablet Dimensions	Smartphone Dimensions	Vertical: 1536w x 180h	Vertical: 1080w x 152h	Horizontal: 2048w x 180h	Horizontal: 1920w x 152h
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Horizontal: 2048w x 180h	Horizontal: 1920w x 152h						

Sponsor Logos/Badges					
Multiple Available	\$75				
	<p>Sponsor logos/badges can be added to the list of exhibitors. Up to two logos/badges are supported per organization in the exhibitor list. Please submit your image in the size shown below.</p>				
	<table border="1"> <thead> <tr> <th>Logo Dimensions</th> <th>Badge Dimensions</th> </tr> </thead> <tbody> <tr> <td>160w x 160h</td> <td>160w x 160h</td> </tr> </tbody> </table>	Logo Dimensions	Badge Dimensions	160w x 160h	160w x 160h
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Silent Auction

1) What is the Silent Auction?

The Silent Auction will be held during the “Gala” event on Thursday evening. 100% of profits go to the Region to support travel grants for regional conference attendance. A majority of the conference participants attend the auction every year.

2) What kinds of items can my organization provide to the Silent Auction?

Your organization can donate many different kinds of items. Popular items would include gift baskets, gift certificates, etc.

3) What recognition will my organization receive for the donation?

Your organization’s name will be listed as the donor on the bid sheet, and at the end of the auction your organization will be acknowledged as the donor when the winners are announced.

4) Can our organization contribute a Silent Auction item even if we do not have someone attending?

If you are not attending the conference (or can’t bring the items in person) you can ship them in advance to: *500 WEST 3rd AVENUE, ANCHORAGE, ALASKA, 99501, USA*

5) Who can I ask for further information about the Silent Auction?

Please contact Cathrine Creason: catherine.creason@seattlecolleges.edu