

NAFSA: Association of International Educators
2014 Bi-Regional (X+XI) Conference

Marketing Opportunities



The Desmond Hotel
Albany, NY
October 28-30, 2014

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Dear Supporters of NAFSA Region X and XI,

It's that time of year to start planning for the 2014 NAFSA: *Association of International Educators* Bi-Regional (X+XI) conference. This year, Region X and Region XI will be gathering at the **Desmond Hotel in Albany, NY, on October 28-30**. Attached, you will find detailed information about how you can exhibit, advertise, and sponsor this exciting event. To register, please visit our site here:

http://www.nafsa.org/Connect_and_Network/Engage_with_a_Community/NAFSA_Regions/Biregional_X_XI/Regions_X_XI_Conference/

This year we are highlighting:

- Discounted marketing packages, providing added value
- Email list of registered opt-in participants (to be emailed to exhibitors shortly prior to the conference)
- Enhanced sponsorship opportunities, with greater brand visibility
- Online payment system, allowing vendors to pay by credit card

NAFSA Region X and XI Profile:

- 501(c)(3) organization
- 400+ educational institutions
- over 1850 members
- Represents Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont

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

2014 NAFSA Bi-Regional Conference Marketing Timeline

Event	Date	Note
Early bird discount for exhibits	Monday, September 15	
Advertising copy due	Monday, September 15	See page 3 for submission details
Exhibitor materials sent to conference & event center	No earlier than Thursday, October 23	Shipping information forthcoming
Flyers for registration packet inserts sent	No later than Friday, October 24	Shipping information forthcoming
Exhibit Hall set-up	Tuesday, October 28	Set-up is between 3:00pm-7:00pm
Exhibit Hall hours	Tuesday, October 28	7:30pm-9:30pm
	Wednesday, October 29	7:00am-5:00pm
	Thursday, October 30	7:00am-12:00pm
Opening Reception	Tuesday, October 28	7:30pm-9:30pm
Plenary Luncheon	Wednesday, October 29	12:15pm-1:45pm
Awards Luncheon	Thursday, October 30	12:15pm-1:45pm

Marketing Opportunities

Marketing Info	
Exhibits	
Conference Registration	<ul style="list-style-type: none"> • Includes one full conference registration and meals for <u>ONE</u> person, who must be designated as the primary representative during registration • Additional representatives may be added for an additional fee
Booth	<ul style="list-style-type: none"> • Six-foot, draped table & 2 chairs • Space is assigned on a first-come basis
Internet	<ul style="list-style-type: none"> • Wireless internet access included
Electricity	<ul style="list-style-type: none"> • Available for additional fee; must be requested in advance. Please contact the Desmond Hotel directly regarding your needs and payment (518-869-8100).
Conference Registrant email list	<ul style="list-style-type: none"> • Available 2 weeks prior to conference; includes names, titles, affiliations, and email addresses for conference registrants who opt-in to receiving communication from conference vendors
Sending materials	<ul style="list-style-type: none"> • The Desmond is not responsible for lost or stolen packages • Details on where to send materials will be provided in future correspondence
Advertising	
Format	<ul style="list-style-type: none"> • Digital copy (TIFF, GIF, JPG) is required by September 15 • Copy must be correct size with bleed and high resolution sufficient for printing • Hardcopy is NOT acceptable
Send advertising copy to	<ul style="list-style-type: none"> • Julie Tuman: (julie.tuman@teanabroad.org)
Registration Packet Inserts	
Flyers & Brochures	<ul style="list-style-type: none"> • 700 flyers or brochures included in the registration packet, distributed to all conference registrants
Send to	<ul style="list-style-type: none"> • Details on where to send materials will be provided in future correspondence
Sponsorships	
ALL Sponsors	<ul style="list-style-type: none"> • Sponsor Ribbon for Exhibitor's Name Badge • Recognition: Conference Program Listing, Thank You Signage at Registration Table (see sample attached), Listing on Social Media Outlets and NAFSA Regional Websites • Additional publicity is provided according to the sponsorship levels listed below
Platinum	<ul style="list-style-type: none"> • 1 Exhibitor Table, including Placement Selection • Full-Page Ad in Conference Program • Additional Recognition: Signage during Evening Reception and two Luncheons with Acknowledgements, Prominent Position on Conference Signage
Gold	<ul style="list-style-type: none"> • Half-Page Ad In Conference Program • Additional Recognition: Signage during Evening Reception and two Breakfasts
Silver	<ul style="list-style-type: none"> • Quarter-Page Ad In Conference Program • Additional Recognition: Signage during three Coffee Breaks
Bronze	<ul style="list-style-type: none"> • Additional Recognition: Signage at Hospitality and Silent Auction tables
AV Support	<ul style="list-style-type: none"> • Additional Recognition: Signage in Conference Session Rooms

Marketing Rates

	On or Before September 15	After September 15*
Exhibits		
Table	\$700	\$825
Table + Quarter – Page Ad	\$825	\$950
Table + Half – Page Ad	\$875	\$1000
Table + Full – Page Ad	\$925	\$1050
Table + Inserts	\$1150	\$1275
Advertising		
Back Cover (Full – Page)	\$700	\$700
Inside Front Cover (Full – Page)	\$650	\$650
Inside Back Cover (Full – Page)	\$650	\$650
Full – Page (7 x 8.5" Vertical)	\$450	\$450
Half – Page (7 x 4.25" Vertical)	\$325	\$325
Quarter – Page (3.5 x 4.25")	\$250	\$250
Registration Packet Inserts		
700 flyers or brochures/Stuffies	\$550	\$550
Sponsorships		
Platinum	\$2,500	\$2,500
Gold	\$1,200	\$1,200
Silver	\$750	\$750
Bronze	\$300	\$300
AV Support for Full Conference	\$1,400	\$1,400
AV Support for One Day	\$700	\$700

*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 15, 2014. For timing questions, please contact Julie Tuman at julie.tuman@teanabroad.org.

Cancellation Policy: Requests for a cancellation/refund may be made to Palisades, via fax to 212-460-5460 or mail to: NAFSA Region X & Region XI Conference, ATTN: Palisades, 411 Lafayette Street, Suite 201, New York, NY 10003. No refunds will be made for cancellations received after Monday, September 15, 2014, and no refunds will be made for weather-related issues. Refund requests received on or before the deadline will be mailed four to six weeks after the conference, less a \$25 processing fee.



NAFSA Bi-Regional (X + XI) Conference

The Desmond Hotel, Albany, NY – October 28-30, 2014

Marketing Registration Form

Organization Name: _____

** This will appear on the nametag and in the Conference Program.*

Name of Primary Representative attending conference: _____

** This name will appear on the nametag.*

Name of office contact person (if different from above): _____

Address: _____

City: _____ **State:** _____ **Postal Code:** _____

Country: _____ **Phone:** _____ **Tax ID Number:** _____

Email: _____

Exhibitors

- Table: \$700 (or \$825 after 9/15)
 Table & Full Page Ad: \$925 (or \$1050 after 9/15)
 Table & Half Page Ad: \$875 (or \$1000 after 9/15)
 Table & Quarter Page Ad: \$825 (or \$950 after 9/15)
 Table & 700 Inserts: \$1150 (or \$1275 after 9/15)

Will primary exhibitor be attending the luncheon on Wednesday, 10/29? Yes No

Will primary exhibitor be attending the luncheon on Thursday, 10/30? Yes No

Please indicate dietary restrictions: Vegetarian Other: _____

Advertisers

- Back Cover: \$700 Inside Front Cover: \$650 Inside Back Cover: \$650
 Full Page Ad: \$450 Half Page Ad: \$325 Quarter Page Ad: \$250
 Registration Packet Inserts (700 printed flyers/brochures; must be shipped to hotel): \$550

Sponsors

- Platinum Level: \$2500 (Exhibit Table included; Please complete meal information in Exhibitor section above.)
 Gold Level: \$1200 Silver Level: \$750 Bronze Level: \$300
 AV Support (full conference): \$1400 AV Support (one day): \$700 Wed. Thurs.

TOTAL PAYMENT ENCLOSED: _____ **Method of Payment:** Check: # _____ (payable to "NAFSA Region X")

\$ _____ Credit Card: VISA MasterCard American Express

Credit Card #: _____ Expiration Date: _____

Name on card: _____ Signature: _____

Registration forms are due by **September 15, 2014**. Submit via **FAX** with credit card to Palisades at 212-460-5460, **MAIL** to: NAFSA Region X & Region XI Conference, ATTN: Palisades, 411 Lafayette Street, Suite 201, New York, NY 10003, or **ONLINE**: http://www.nafsa.org/Connect_and_Network/Engage_with_a_Community/NAFSA_Regions/Biregional_X_XI/Regions_X_XI_Conference/.

If you have questions or for more information, please contact our Marketing Representatives:

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akaragiannis@stonehill.edu

Meaghan Murphy
meamurphy@hartford.edu

SPONSORSHIP LEVELS

PLATINUM \$2, 500

Exhibitor Table included & Placement Selection
Full-Page Ad in printed Conference Program

Recognition: Signage during Exhibit Hall Opening & Evening Reception (10/28) and two Luncheons (10/29 & 10/30); Public acknowledgements during Luncheons, with display slides; Prominent placement on Conference Sponsorship Signage; Listing in Conference Program; Listing on social media outlets and NAFSA Regional sites.

Sponsor Ribbon for Name Badge(s)



GOLD \$1, 200

Half-Page Ad in printed Conference Program

Recognition: Signage during Exhibit Hall Opening & Evening Reception (10/28) and two Continental Breakfasts (10/29 & 10/30); Listing in Conference Program and Sponsorship signage; Listing on social media outlets and NAFSA Regional sites.

Sponsor Ribbon for Name Badge(s)

SILVER \$750

Quarter-Page Ad in printed Conference Program

Recognition: Signage during three Coffee Breaks (10/29 & 10/30); Listing in Conference Program and Sponsorship signage; Listing on social media outlets and NAFSA Regional sites.

Sponsor Ribbon for Name Badge(s)

BRONZE \$300

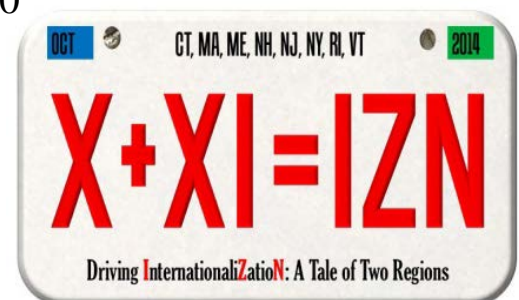
Recognition: Signage at Hospitality and Silent Auction tables throughout conference (10/29 & 10/30); Listing in Conference Program and Sponsorship signage; Listing on social media outlets and NAFSA Regional sites.

Sponsor Ribbon for Name Badge(s)

AV Support Full Conference \$1,400 | One Day \$700

Recognition: Signage in all Conference Session Rooms; Listing in Conference Program and Sponsorship signage; Listing on social media outlets and NAFSA Regional sites.

Sponsor Ribbon for Name Badge(s)



A BIG... THANK YOU TO OUR SPONSORS

PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL

TIME WARNER
CABLE

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AAA

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