



FUTURE READY TOGETHER



NAFSA 2027 Exhibiting & Partnership Prospectus

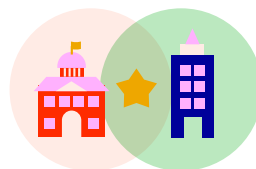
NAFSA: Association of International Educators, the world's largest association dedicated to international education and exchange, invites you to partner with us at the NAFSA 2027 Annual Conference & Expo.



YOUR AUDIENCE IS HERE



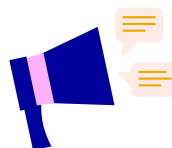
Reach more than 8,000 decision-makers across 100+ countries



Access institutional leaders and industry thought leaders in one place



Build partnerships beyond one event



Engage year-round through NAFSA's global platforms

WHO YOU'LL MEET

Senior leaders

Enrollment and recruitment professionals

Study abroad and international mobility leaders

Representatives from government and country consortia

Education service providers

Participants from more than 15 areas of international education

WHY INVEST IN NAFSA?

NAFSA offers engagement opportunities for every objective.

ORGANIZATIONS WHO PARTNER WITH NAFSA GAIN:

- Qualified leads
- Strategic partnerships
- Market intelligence
- Brand positioning

Our team can help you build a unified strategy aligned to your goals.

Reach out to partnership@nafsa.org to start the conversation today.

VISIBILITY AND INFLUENCE

Position your organization at the center of global conversations. These high-visibility opportunities introduce your expertise, generate interest, and create natural entry points for follow-up conversations with decision-makers.

AVAILABLE OPPORTUNITIES

OPPORTUNITY	PRICING	BEST FOR	AUDIENCE REACH	BENEFITS INCLUDE
Opening Keynote Reach the largest audience of the conference and align your brand with some of the most anticipated content of the week.	\$45,000–\$70,000	Brand leadership, global visibility	3,000+	- Prominent branding across the keynote and digital channels - Direct association with keynote experience and high-profile speaker 3 conference registrations
Thursday Keynote Anchor your conference presence with this signature closing event featuring a high-profile speaker.	\$35,000–\$50,000	Brand leadership, global visibility	2,000+	- Prominent branding across the keynote and digital channels - Direct association with keynote experience and high-profile speaker 2 conference registrations
Executive Summit for Presidents Align your brand with leadership in higher education with this exclusive event.	\$40,000–\$60,000	Access to key decision-makers, brand visibility, thought leadership	150+ university leaders	- Prominent branding across the event and digital channels - Direct association and interactions with university leadership 3 conference registrations
Partner Reception Build connections with NAFSA partners and key stakeholders from across the field.	\$20,000–\$40,000	Access to key decision-makers, opportunities for partnership expansion, networking	100+ NAFSA partners	- Prominent branding across the event and digital channels - Direct association with NAFSA partners, stakeholders, and decision-makers 2 conference registrations
Africa Forum Associate your organization with the innovation and momentum of the continent and expand visibility with regional leaders.	\$20,000–\$40,000	Region-specific visibility, access to leaders, content alignment	200+	- Prominent branding across the event and digital channels - Direct association with the forum, region, and the future of the field 2 conference registrations
Latin America and Caribbean Forum Demonstrate commitment to inclusive internationalization and expand visibility with regional leaders.	\$20,000–\$40,000	Region-specific visibility, access to key decision-makers and thought leaders, content alignment	200+	- Prominent branding across the event and digital channels - Direct association with the forum, region, and future of the field 2 conference registrations
Symposium on Leadership Partner to advance leadership and innovation in the international education field.	\$20,000–\$40,000	Access to key decision-makers and thought leaders, brand leadership, global visibility	200+ leaders	- Prominent branding across the event and digital channels - Direct association with leadership and innovation in the field 2 conference registrations
Spotlight Speaker Series Integrate your organization into highly attended featured programming throughout the week.	\$25,000–\$45,000	Brand leadership, global visibility	700+	- Prominent branding across the sessions and digital channels - Direct association with signature content experience 2 conference registrations
NAFSA Awards Banquet Align your organization with excellence and innovation in the field.	\$25,000–\$45,000	Brand leadership, global visibility	150+ field leaders	- Prominent branding across the event and digital channels - Direct association with excellence in the field 2 conference registrations



Build meaningful connections with decision-makers in high-touch environments. These offerings combine on-site engagement, consistent presence, and complimentary registrations to foster relationships and promote meaningful engagement throughout the event.

OPPORTUNITY	PRICING	BEST FOR	AUDIENCE REACH	BENEFITS INCLUDE
Opening Celebration Connect with conference attendees during one of the event's most engaging and celebratory moments.	\$70,000–\$90,000	Maximum brand visibility, positive engagement	4,000+ participants	- Prominent branding across the event and digital channels - Direct association with the largest event of the conference 4 conference registrations
Closing Celebration Maintain visibility during the final, high-engagement moment of the conference.	\$20,000–\$40,000	Early brand visibility, partnership for next conference (2028)	2,000+	- Prominent branding across the event and digital channels - Top-of-mind visibility as the conference winds down 2 conference registrations
Opening Day Coffee Welcome Align your brand with an early high-traffic touchpoint before the opening keynote.	\$20,000–\$40,000	Early brand visibility, association with positive attendee experience	2,000+	- Prominent branding across the event and digital channels - Early visibility with conference attendees 2 conference registrations
Expo Hall Refreshment Breaks Connect your brand to a high-demand offering that enhances the attendee experience.	\$15,000–\$50,000	Brand visibility, networking, marketing	3,000+	- Prominent branding on physical signage and across digital channels - Direct association with positive attendee experience 2 conference registrations
Networking Lounge Position your organization at the center of attendee collaboration and networking.	\$15,000–\$35,000	Brand visibility, networking and connections	1,000+	- Prominent branding across the networking space and digital channels - Opportunity to host specialized networking event in the space 2 conference registrations
Knowledge Community Centers Host a gathering space for targeted, high-value exposure to specific professional audiences.	\$10,000–\$20,000	Targeted attendee exposure, offerings marketed to high-value leads	200+ attendees within specific knowledge communities	- Prominent branding across the community space and digital channels - Visibility and distribution of materials with a specific NAFSA knowledge community 1 conference registration
Poster Fair Associate your brand with innovative work from across the field.	\$10,000–\$25,000	Global visibility, networking, lead generation	3,000+	- Prominent branding across the event and digital channels - Table in the poster fair area for distribution of materials 1 conference registration
World Map Engagement Activity Engage attendees between sessions with this interactive experience designed to foster community building.	\$10,000–\$20,000	Global brand visibility, marketing	3,000+	- Prominent branding across the event and digital channels - Association with community building 1 conference registration
Conference Information Center Take advantage of high visibility by supporting this much-used resource.	\$7,000–\$15,000	Global visibility, opportunities to promote products and offerings	2,000+	- Prominent branding across the info desk and digital channels - Association with attendee resources and positive experience 1 conference registration



BRAND VISIBILITY AT SCALE

Benefit from visibility across the attendee journey. Options include opportunities to integrate your branding across conference promotional items, digital platforms, and on-site environments to deliver consistent exposure.

OPPORTUNITY	PRICING	BEST FOR	AUDIENCE REACH	BENEFITS INCLUDE
Conference Badges and Lanyard Maximize brand exposure on site, on social media, and in event coverage as the presenting conference sponsor.	\$75,000–\$120,000	Maximum in-person and online visibility	8,000+	- Prominent branding on all attendee badges, in photos, and across digital channels - Direct association with the preeminent international education event 4 conference registrations
Conference Tote Bag Achieve sustained brand exposure through one of the conference's most widely used giveaway items.	\$70,000–\$100,000	Global visibility, sustained brand exposure	6,000+	- Prominent branding on tote bags carried throughout the conference duration as well as across digital channels and physical signage - Direct association with positive attendee experience 2 conference registrations
Registration Area Create a strong first impression on attendees as they arrive and register.	\$20,000–\$35,000	Early visibility, attendee welcome	7,000+	- Prominent branding across registration tablets, signage, and digital channels - Early visibility as attendees begin their conference experience 2 conference registrations
Water Bottles Align your brand with sustainability through a locally sourced, attendee-focused offering.	\$30,000–\$45,000	Global visibility, sustainability focus	6,000+	- Prominent branding on water bottles and across digital channels - Direct association with sustainability efforts 2 conference registrations
Mobile App Maximize the first impression before attendees are even on site with visibility on the conference app splash screen.	\$25,000–\$40,000	Repeated digital visibility, attendee satisfaction	4,000+	- Prominent branding across physical signage and digital channels 3-second splash screen devoted to your branding 2 conference registrations
Mobile App Tile Ads and Push Notifications Gain digital visibility with all app users during the conference week.	\$5,000–\$10,000	Digital visibility, targeted timing	4,000+	- Branding across physical signage and digital channels - Personalized and scheduled mobile app ad to highlight your conference offerings
Keynote Video Promo Promote your brand and initiatives with dynamic video content on the big screen.	\$5,000–\$10,000	Global visibility, dynamic content	4,000+	- Branding across keynote and digital channels - Dynamic video marketing content shared before each keynote and within the NAFA Pavilion

Explore these opportunities at nafsa.org/2027/partner



High-impact visibility for emerging partners and focused campaigns. These options build brand recognition, drive engagement, and connect with attendees through focused, high-value touchpoints that deliver real results and extend your reach throughout the conference.

OPPORTUNITY	PRICING	BEST FOR	AUDIENCE REACH	INCLUDES
Conference Pin Brand an attendee favorite, conference collectible for long-term visibility.	\$4,000–\$7,000	Brand loyalty, long-term visibility	4,000+	• Branding across physical signage and digital channels • Branded pin display card and backplate stamp
Quiet Room Align your brand with wellness and accessibility.	\$4,000–\$7,000	Accessibility, brand elevation	500+	• Branding across physical signage and digital channels • Direct association with wellness and accessibility for neurodivergent attendees
Ribbon Wall Gain visibility at a high-traffic, interactive touchpoint tied to attendee identity, inclusion, and community building.	\$4,000–\$7,000	Attendee experience, community building	3,000+	• Branding across physical signage and digital channels • Direct association with attendee identity and community-building opportunities
Luggage Check Connect your brand to a thoughtful amenity that simplifies the attendee experience.	\$4,000–\$7,000	Attendee experience, global visibility	2,000+	• Branding across physical signage and digital channels • Direct association with positive attendee experience and convenience
Preconference Workshop Refreshment Breaks Connect with a highly engaged audience participating in additional professional development on Monday	\$4,000–\$7,000	Targeted visibility, supporting positive attendee experience	200+ workshop attendees	• Branding across physical signage and digital channels • Direct association with continuing education attendee satisfaction
Learning Lab Session Share updates, products, and initiatives in an engaging and interactive space within the expo hall.	\$1,000–\$2,500	Product demos, innovative content sharing, marketing	80+	• Promotion across physical signage and digital channels • 50-minute session in the high-traffic expo hall to highlight your offerings
Digital Poster Ad Highlight your brand and conference engagement in high-traffic areas.	\$500–\$1,500	Targeted visibility	3,000+	• Dynamic marketing opportunity for static or video ads in high-visibility areas to drive attendee engagement and booth traffic

NAFSA Global Partners receive a 15% discount and year-round engagement opportunities.

NOT A GLOBAL PARTNER? Learn more by reaching out to partnership@nafsa.org.

GLOBAL PARTNERSHIP PROGRAM

The Global Partnership Program (GPP) is NAFSA's strategic engagement platform for advancing international education through collaboration and shared purpose. This program brings partners together to cocreate solutions that expand access, drive innovation, and strengthen our global community.

Benefits of being a GPP partner:

2026 GLOBAL PARTNERSHIP PROGRAM

Tier 1: Explorer	Tier 2: Pathfinder	Tier 3: Navigator	Tier 4: Voyager	Tier 5: Innovator	Immigration Attorney Tier
The explorer tier is an entry-level partnership for organizations based in emerging regions. This tier provides foundational visibility, access to key learning opportunities, and entry into NAFSA's global network.	Pathfinders benefit from early access to engagement opportunities, enhanced visibility across the NAFSA ecosystem, and expanded opportunities to connect with global peers, helping them build momentum, and strengthen relationships.	Navigators strengthen their strategic positioning through active collaboration with NAFSA. Organizations at this level co-develop learning opportunities, contribute thought leadership, and help advance innovation and engagement across the sector.	Voyagers serve as strategic allies in advancing global education. This tier offers high-touch engagement with NAFSA leadership, enhanced visibility, and access to exclusive market intelligence - supporting collaboration at the highest organizational levels.	Innovators help shape the future of global education through deep strategic partnership and shared purpose. As thought partners to NAFSA, organizations in this tier drive initiatives that expand access, foster innovation, and create measurable impact across the field.	A specialized partnership opportunity for legal professionals supporting international students, scholars, and institutions. This tier provides a platform to share expertise, engage with institutional leaders, and build trusted relationships across NAFSA's global community.
<i>Benefits include:</i>	<i>Benefits include:</i>	<i>Benefits include:</i>	<i>Benefits include:</i>	<i>Benefits include:</i>	<i>Benefits include:</i>
- Participation in NAFSA's collaborative network - Access to partner insights via regular newsletters and briefings - Discounts and early access on conference participation - Attendance at one thematic partner webinar - One annual NAFSA membership <i>*Limit of two years of participation at this level of partnership</i>	- All tier 1 benefits - Enhanced brand visibility - Marketplace integration - Basic snapshot of return on investment (ROI) - Attendance at two thematic partner webinars - Access to customizable add-ons - One annual NAFSA membership - One complimentary annual conference registration	- All tier 1 and 2 benefits - Opportunities for visibility and thought leadership via digital channels (social media, member newsletter, and blog posts) - Annual insights brief - Two webinar speaking slots - Customized ROI reporting - Three annual NAFSA memberships - Three complimentary annual conference registrations	- All tier 1-3 benefits - Expanded opportunities for thought leadership and cocreation - Quarterly leadership briefings - Conference lead tracking with custom reporting - High-touch access to NAFSA decision-makers - Five annual NAFSA memberships - Five complimentary annual conference registrations	- All tier 1-4 benefits - Sector-shaping partnership (launching 2027) - Naming rights for partnership initiatives and research - Cobranded ESG impact reports - Custom ROI analysis - Opportunities to codesign global convenings - Collaborative initiatives for measurable progress	- Thought leadership and visibility for attorneys working with international students - Customized exhibition opportunity for maximum flexibility and visibility for solo practitioners and small firms - Insights and guidance from the NAFSA regulatory team 1-3 annual NAFSA membership(s) 1-2 Adviser's Manual 360 license(s)

See full details and benefits at nafsa.org/gpp

NAFSA 2027 EXHIBITOR SALES SCHEDULE

10' x10' BOOTH TYPES	JULY 21-SEPTEMBER 30	OCTOBER 1-MARCH 14	MARCH 15-APRIL 15
Premium Premium booths are located in high traffic areas near the expo hall entrance, main aisles, and the NAFSA pavilion.	\$9,435	\$9,760	\$10,735
Corner Corner booths are situated at the end of rows and aisles for extra visibility and foot traffic.	\$8,159	\$8,615	\$9,475
Aisle Aisle booths are in the action with a neighboring booth on each side.	\$6,715	\$7,160	\$7,875
Shared Booth Fee Pavilions are made up of at least 4 booths to create a customized booth space to meet your organization's needs.	\$1,200	\$1,200	\$1,200

Exhibiting at NAFSA 2027

What's Included:

- Each 10x10' (100 sq. ft.) of booth space with two (2) complimentary full conference registrations.
- Wi-Fi available throughout the expo hall at no extra cost.

Digital listing is on the interactive expo hall map.

Please note that NAFSA 2027 booths do not come furnished or with electrical outlets.

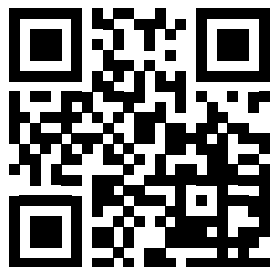
Expo Hall Hours

Exhibitors will have access to the expo hall from 8:00 a.m. to 6:00 p.m. on Sunday and Monday (May 30 – 31, 2027) for booth setup.

Tuesday: 11:30 a.m. – 6:00 p.m.

Wednesday-Thursday: 8:30 a.m. – 5:30 p.m.

Friday: 8:30 a.m. – 11:15 a.m.



START PLANNING TODAY!

To reserve exhibit space, complete the online booking process at nafsa.org/2027/expo.

For more information contact exhibits@nafsa.org.





EXHIBITING AT NAFSA 2027

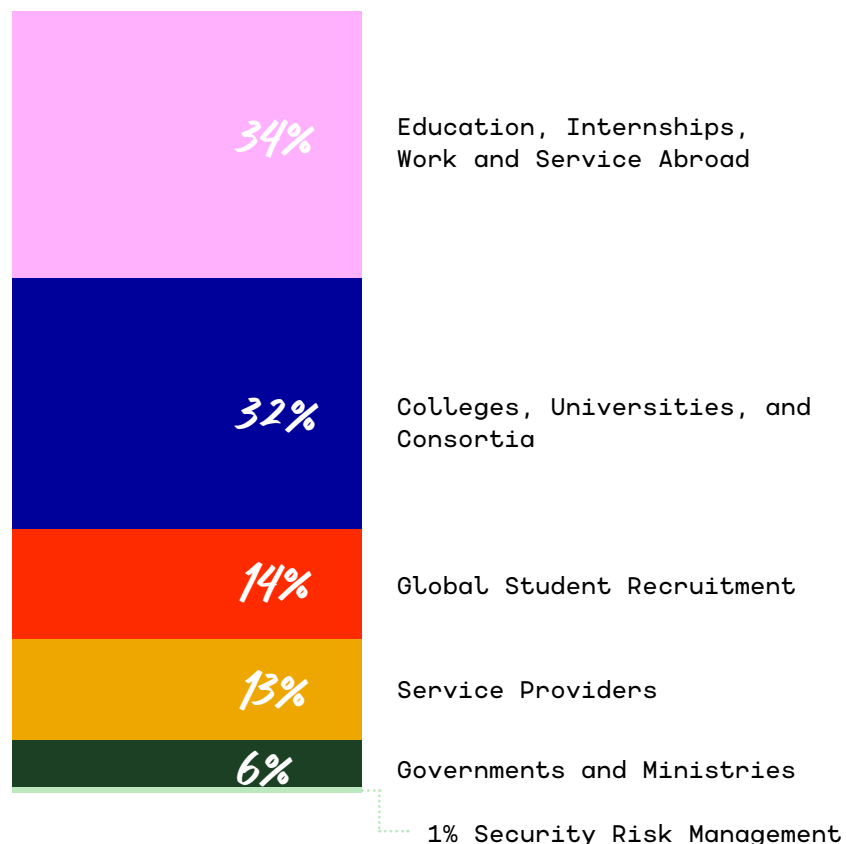


Join us in Los Angeles as one of more than 300 exhibitors promoting products and services to thousands of attendees and decision-makers from the field.

The NAFSA annual conference is the largest and most dynamic international education event in the world. It's the place for international education professionals to meet with existing partners and make new connections with institutions from around the globe.

Who's in the Expo Hall?

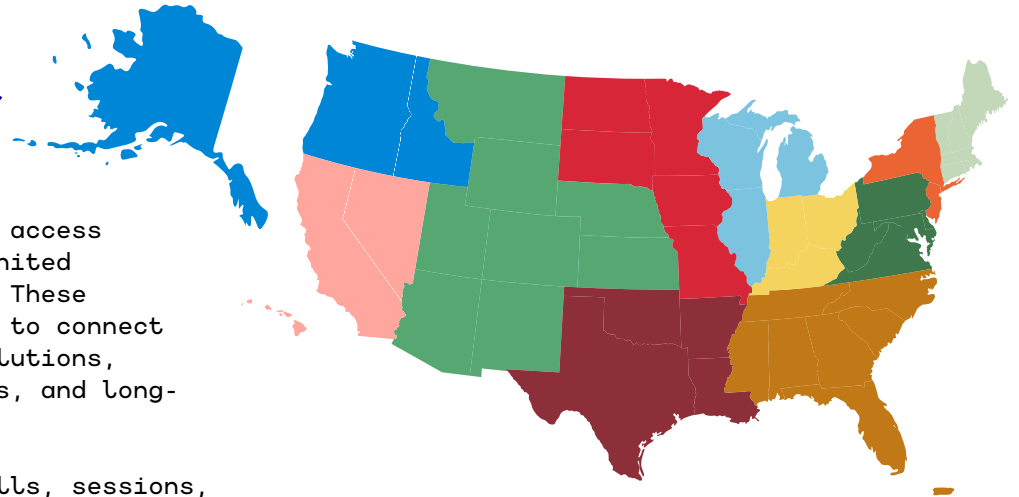
*MORE THAN 300 EXHIBITORS
REPRESENT THE BREADTH OF THE
FIELD OF INTERNATIONAL EDUCATION*



NAFSA U.S. REGIONS: STRONGER REGIONAL CONNECTIONS, SMARTER REACH.

NAFSA regional conferences offer targeted, cost-effective access to international education decision-makers across the United States in highly engaged, relationship-driven settings. These practitioner-led events create meaningful opportunities to connect directly with professionals who are actively seeking solutions, leading to more productive conversations, qualified leads, and long-term partnerships.

Organizations benefit from focused visibility in expo halls, sessions, and networking, while building credibility in trusted regional communities.



2026 REGIONAL CONFERENCES (U.S. REGIONS)				
2026 REGIONAL CONFERENCE	U.S. STATES REPRESENTED	DATES	LOCATION	
 Regions I & XII	AK, AZ, CA, HI, ID, OR, NV, WA	Oct 18–21	Seattle, WA	
 Region II	AZ, CO, KS, MT, NE, NM, UT, WY	Oct 20–23	Albuquerque, NM	
 Region III	AR, LA, OK, TX	Oct 6–9	Fort Worth, TX	
 Region IV	IA, MN, MO, ND, SD	Oct 27–29	Rochester, MN	
 Region V	IL, MI, WI	Oct 5–7	Grand Rapids, MI	
 Regions VI & VII	AL, FL, GA, IN, KY, MS, NC, OH, PR, SC, TN, VA	Nov 8–11	Atlanta, GA	
 Region VIII	DE, DC, MD, PA, VA, WV	Nov 3–6	Norfolk, VA	
 Region X	NJ, NY	Oct 27–29	Rochester, NY	
 Region XI	CT, ME, MA, NH, RI, VT	Oct 27–29	Bretton Woods, NH	

Why Partner with NAFSA Regional Conferences

- Direct access to a focused audience of international education professionals in manageable, relationship-oriented settings
- Cost-effective way to strengthen existing relationships and build new ones
- Targeted visibility aligned with high-value content, networking, and community engagement with scalable opportunities across regions



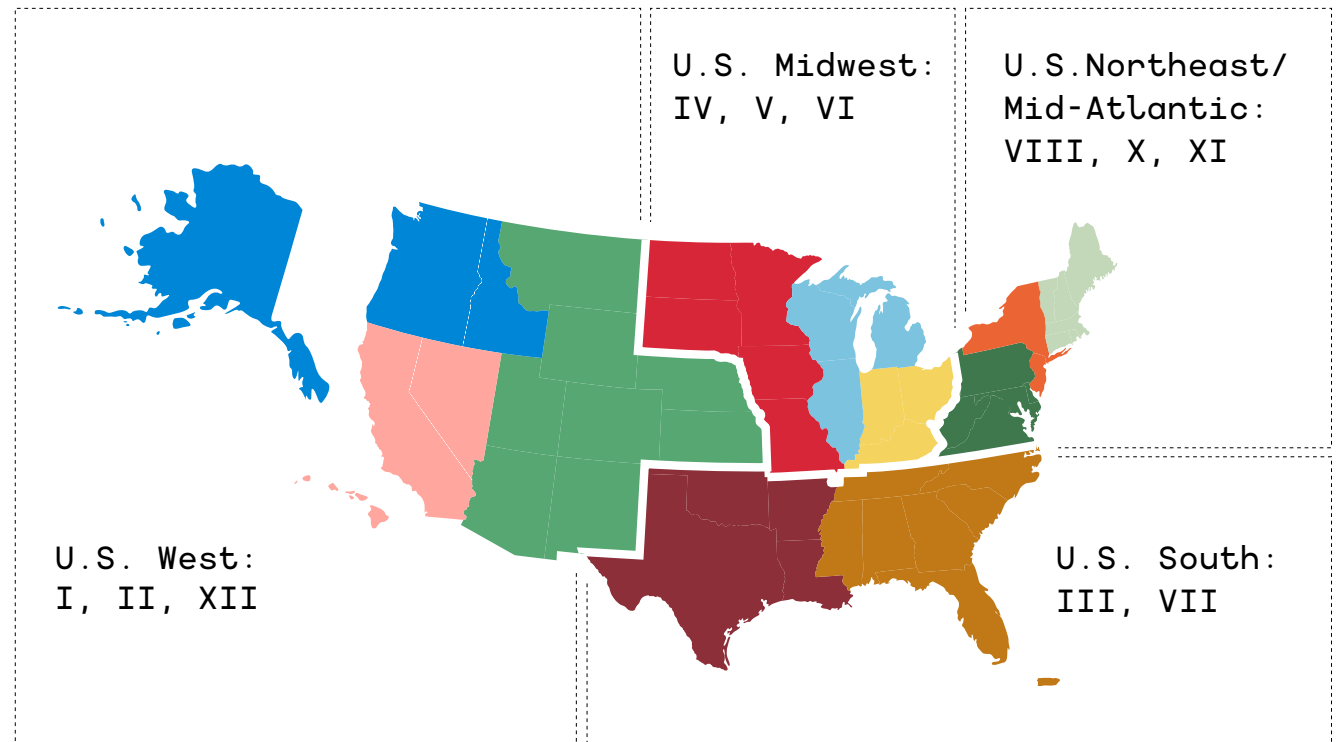
In fall 2027, NAFSA will introduce four larger, collaborative regional “hub” conferences designed to bring together broader audiences and shared resources across regions!

For partners, the hub model means:

- More attendees in one place, with wider geographic representation at each conference.
- A less fragmented market, simplifying strategic brand-building and visibility.
- Reduced travel and logistics burden for your team.



To discuss options or learn more,
email regions@nafsa.org
or visit nafsa.org/regions.



NAFSA EVENTS CONNECT YOU WITH THE PEOPLE WHO MATTER MOST TO YOUR MISSION



Senior leaders including presidents, provosts, and senior international officers



Enrollment and recruitment professionals



Study abroad and international mobility leaders: student and scholar exchange



Representatives from government and country consortia



Education service providers and consulting organizations from around the globe



Participants from more than 15 areas of international education including admissions, advising, advocacy, teaching, research, and student services

GET STARTED TODAY

Contact the Strategic Partnerships and Development team at partnership@nafsa.org and exhibits@nafsa.org or learn more at nafsa.org/2027



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