

# NAFSA: Association of International Educators

## Volunteer Position Description

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**Position: Exhibitor and Sponsor Coordinator (2 positions on Region V team)**

**Term:**

Three years. Terms run January-December, and position may be extended upon approval of the Region V team.

**Appointment/Election:**

Appointed by the Region V Chair (in consultation with the current Exhibitor and Sponsor Coordinator(s) and Regional Team)

**Desired Qualifications:**

- A commitment to and a passion for promoting international education.
- Experience working in the field of international education.
- Experience working as an exhibitor/sponsor.

**Responsibilities:**

The Exhibitor and Sponsor Coordinator seeks to foster and nurture the relationship with international education vendors and partners. The overall goal is to provide advertising/sponsorship opportunities for vendors and partners while providing additional revenue for Region V. Below are specific job duties and expectations:

- Maintain a list of organizations and individuals who are current or potential sponsors, partners, exhibitors, advertisers, etc. for various regional programs and activities. NAFSA's Global Partner program will already house some of this data, but information beyond Global Partners should be maintained.
- Identify and recruit new organizations or individuals for the regional sponsor list.
- Determine additional opportunities beyond the exhibit hall space and advertising in the conference schedule (app). These opportunities may include, but are not limited to, sponsorships of coffee breaks, opening reception, and business lunch. Work with the Region V Chair Stream and the Region V Leadership Team (and National NAFSA staff as needed) to determine pricing and benefits. Determine these opportunities/details by the deadline (provided by the Chair) to advertise these opportunities once regional conference registration opens.
- Work with the Communications Coordinator to ensure the timely dissemination of the regional conference and advertising/sponsorship information to the prospective exhibitors and sponsors.

- Coordinate the submission of content for advertisement and sponsorship opportunities.
- Ensure that the needs of the region's vendors and partners are being met, and bring recommendations to the Team.
- Communicate thoroughly and promptly with the vendors about the logistics of the regional conference.
- Promptly respond to emails regarding Region V business and to inquiries from vendors/sponsors.
- Be available prior to, during and after the Region V conference to ensure that all sponsor and exhibitor issues and questions are resolved and responded to in a timely manner.

**Meeting Requirements:**

- Attend Spring Team Meeting at conference site (cost covered by Region V). Usually held in February.
- Attend Region V Conference in the fall
- Participate in monthly team meetings (held virtually).