

## **NAFSA: ASSOCIATION OF INTERNATIONAL EDUCATORS**

### **GOALS AND BUSINESS PRACTICES OF THE NAFSA ANNUAL CONFERENCE & INTERNATIONAL EDUCATION EXPO**

**Adopted by the Board of Directors December 1, 2007**

**Revised March 9, 2015**

#### **Goals of NAFSA's Annual Conference**

NAFSA: Association of International Educators hosts a conference each year to bring together international educators from around the world for training; professional development; networking; exposure to new programs, products and services; and advocate for international education and exchange. The goal of the NAFSA Annual Conference is to advance knowledge in the field of international education and exchange and to provide for dissemination and promotion of professional guidance and best practices. The Annual Conference also provides opportunities for attendees to learn about the association and its mission, values, and educational programs, products, services, and for exhibitors and sponsors to showcase their programs, products, and services that serve the field.

Conference registration fees and Expo revenue constitute a major part of NAFSA's budget. The registration fees are set as part of the annual budgeting process, which also includes projections for exhibitor revenue.

#### **Professional Development Programming**

NAFSA invites any individual or group to submit proposals for conference educational sessions and workshops. All proposals must be consistent with NAFSA's charitable and educational purpose and should advance knowledge in the field of international education. Proposals are reviewed by the Annual Conference Committee of volunteers and are selected based on the extent to which they contribute to new knowledge in the field, their likely appeal to the conference audience, their connection to the conference theme, and the diversity and expertise of presenters. The selection criteria are published each year in the NAFSA *Call for Proposals* at [www.nafsa.org](http://www.nafsa.org).

In addition to sessions and workshops selected by the Annual Conference Committee, sessions and workshops may also be offered by members of the NAFSA staff and volunteer-leaders to promote the association's goals and educational programs, products, and services.

#### **Right of Refusal of Proposals**

The Annual Conference Committee reserves the right to reject any proposals that are not unique, high quality, consistent with NAFSA's mission and/or do not represent best practice in the field. Proposals of a commercial nature are rejected by the Annual Conference Committee.

### **Participation of Exhibitors and Sponsors**

NAFSA's International Education Expo, held in conjunction with the Annual Conference, allows educational and commercial organizations and institutions to promote their institutions, programs, products, or services in ways that serve members, educators, their institutions and programs, and their students and scholars.

### **Benefits to Exhibitors and Sponsors for Participation in the NAFSA Conference**

Exhibitors may purchase space in NAFSA's International Education Expo to gain visibility for their institutions, programs, products, and services. Each exhibitor is listed in the printed conference program with a brief description of their offerings and on the NAFSA Web site with a link to the organization's home page, is granted a number of complimentary registrations commensurate with the size of the booth, and receives a complimentary attendee mailing list (from which attendees may opt out). The full list of benefits, requirements, and limitations is published each year in the *NAFSA Exhibitors' Prospectus* at [www.nafsa.org](http://www.nafsa.org).

Sponsors may underwrite conference events or services, such as plenaries, receptions, tote bags, name badge holders and lanyards, the registration area, Cyber Cafés, and so on. Sponsor benefits include opportunities to reflect the sponsor's brand, logo, and messaging on the sponsored item or at the sponsored event. Sponsors are also recognized at conference plenary sessions, in the conference printed materials, and on the NAFSA website. The full list of benefits, requirements, and limitations is published each year in the *NAFSA Sponsorship Opportunities Brochure* at [www.nafsa.org](http://www.nafsa.org).

The NAFSA International Education Expo supports NAFSA's charitable and educational purpose and is conducted as a qualified convention and trade show activity under relevant Internal Revenue Service guidance.

### **NAFSA's Global Partnership Program**

NAFSA welcomes universities, corporations, or businesses to become NAFSA Global Partners. Global Partners support NAFSA and the field of international education and exchange through paid participation in the program. There are three tiers of Global Partnership each with their respective benefits. Benefits include but are not limited to recognition at conference plenary sessions and in conference printed materials, discounts on advertising and exhibiting at the Annual Conference, complimentary conference registrations, and listing on the NAFSA website.

Organizations, institutions, or businesses that participate in NAFSA's Global Partnership Program may purchase session time in the conference schedule. Known as "Global Partner Sessions," they provide an educational experience for attendees as well as information on the partner's programs, products, or services. Such sessions are not reviewed by the Annual Conference Committee and are specially identified in the printed conference program. The full list of benefits, requirements, and limitations related to Global Partnership is published each year in the *NAFSA Global Partnership Program Brochure* at [www.nafsa.org](http://www.nafsa.org).

### **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 purpose.

Similarly, NAFSA reserves the right to approve or reject a potential sponsor or Global Partner for any reason.

**Disavowal of Endorsement**

NAFSA's acceptance of a potential exhibitor, sponsor, or Global Partner should not be construed as an endorsement by NAFSA of the exhibitor, sponsor, or Global Partner, or of its programs, products, or services.

**Prize Drawings, Raffles, or Give-Aways**

In those states and districts where its conferences are held, NAFSA follows all relevant legal requirements as they pertain to prize drawings, raffles, sweepstakes, door prizes, or give-aways. Similarly, NAFSA expects its sponsors and exhibitors at the Annual Conference to follow local legal requirements. In its sole discretion, NAFSA reserves the right to restrict or prohibit any content, promotion, lottery, or give-away by an exhibitor or sponsor. NAFSA also reserves the right to limit any activity of an exhibitor or sponsor that causes obstruction or disturbs other exhibitors or participants, that is illegal, or that NAFSA deems inappropriate for any other reason.