

# SPONSOR PROSPECTUS

# AIR | FORUM

May 28 - May 30, 2019  
Denver, CO



## ASSOCIATION FOR INSTITUTIONAL RESEARCH (AIR)

The AIR Forum is the world's largest gathering of higher education professionals working in institutional research, effectiveness, assessment, planning, and related postsecondary education fields.

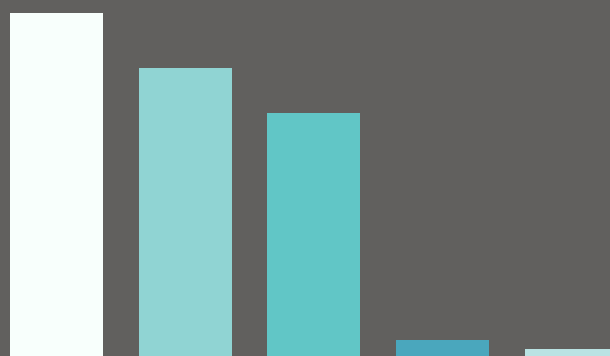


# AIR | FORUM 2019

Join us as a sponsor for the 2019 AIR Forum in Denver, Colorado. The Forum is the premier event for AIR members, and the world's largest gathering of higher education professionals working in institutional research, effectiveness, assessment, planning, and related postsecondary education fields.

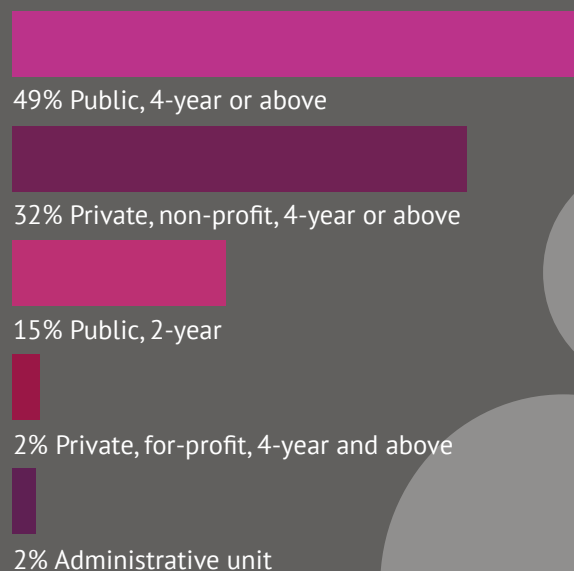
Sponsors can connect with more than 1,800 attendees who make or influence decisions about the products and services that support institutional research, assessment, accreditation, data management, and planning activities at their higher education organizations. Sponsors receive high visibility and exposure through the AIR website, Exhibit Hall, incentive activities, and a wide range of printed materials and signage. Sponsorships are limited and available on a first-come, first-served basis. Register early and receive up to a 5% discount!

## ATTENDEE BY IR ROLE

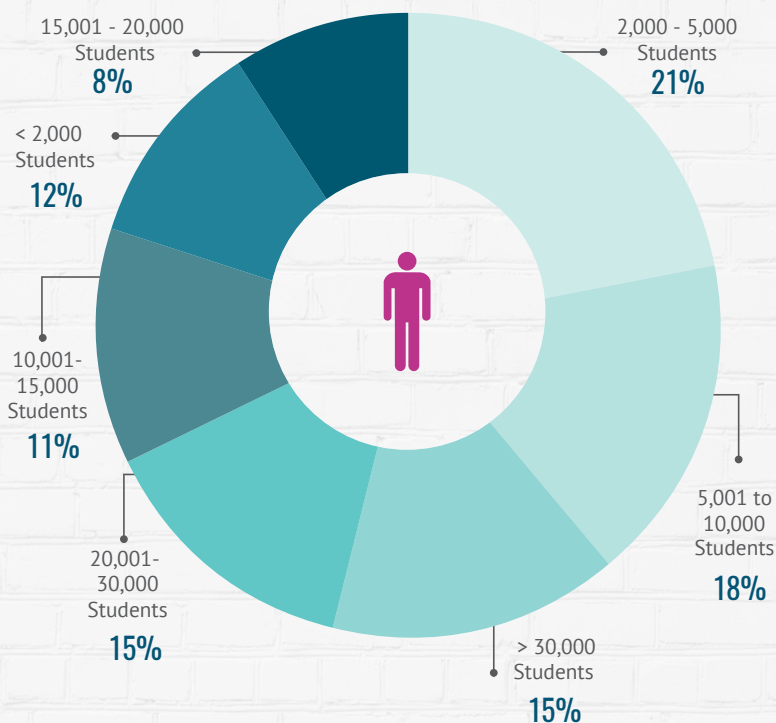


38% IR STAFF  
32% IR MANAGEMENT  
27% ASSESSMENT MANAGEMENT / STAFF, OTHER  
2% FULL-TIME STUDENTS  
1% FACULTY WHO TEACH IR

## ATTENDEE BY IPEDS SECTOR



## SIZE OF INSTITUTION







## AIR NETWORKING HUB & EXHIBIT HALL

The Exhibit Hall is the central networking location for attendees and sponsors, and hosts a variety of activities including: charging stations, coffee breaks, lunch breaks, poster presentations, AIR's sponsor-centered incentive activities, reception, photo booth, and more!

The Exhibit Hall welcomes:

**1,800+**  
AIR Members

**166+**  
Sponsor Representatives

**48+**  
Sponsoring Companies

**92%**  
of Forum attendees visit  
the Exhibit Hall

**59%**  
of Forum attendees  
talk with sponsors

**84%**  
of Forum attendees  
spend at least one hour  
in the Exhibit Hall

### EXHIBIT HALL SCHEDULE

#### Tuesday, May 28

9:00AM – 3:00PM Move In

4:45PM – 6:45PM Booth Crawl  
Welcome Reception

#### Wednesday, May 29

10:00AM The Exhibit Hall Opens

12:15PM – 1:45PM Lunch Break and Networking in  
Exhibit Hall

4:00PM – 5:00PM Networking Reception Hosted by  
AIR Board of Directors

5:30PM The Exhibit Hall Closes

#### Thursday, May 30

8:00AM The Exhibit Hall Opens

8:45AM – 9:45AM Coffee and Networking

11:45AM – 1:00PM Lunch Break

1:00PM – 2:00PM Dessert Break / Sponsor Thank You

2:00PM The Exhibit Hall Closes

2:00PM – 7:00PM Move Out



**For More Information or to Reserve a Booth Contact: Kyndra Freeman**

Phone: 850-692-8111 | Fax: 850-385-5180 | Email: [kfreeman@airweb.org](mailto:kfreeman@airweb.org)

To download your registration form visit: <http://forum.airweb.org/2019/pages/sponsors>





## SPONSORED SESSIONS

**Diamond, Platinum, and Gold** will have the opportunity to present a 45-minute speaker session, Technology Demo, or Ask an Expert session highlighting their products and services. This is a great chance to partner with a client and show AIR members what your company has to offer.

**Speaker Sessions** share innovative applications, research practices, and professional work products in IR, effectiveness, assessment, planning, or other data-centered functions. *Speaker Sessions will be set up in theater-style seating with standard audio/visual including: Materials Table, Podium, Microphone, Projector, and Screen. Internet access is not provided, and presenters must bring a laptop.*

**Technology Demonstrations** offer an enhanced method to market products and services in the Exhibit Hall. Conduct live interactive demonstrations to present a product, show how it works, and how it can benefit attendees. *Technology Demonstration Sessions will be set up in theater-style seating with standard audio/visual including: Materials Table, Podium, Microphone, Projector, and Screen. Internet access is not provided, and presenters must bring a laptop.*

**Ask an Expert** provides participants with the opportunity to be updated about a topic of interest in a highly interactive manner. Each session will consist of an informal discussion arising from a question and answer format. *Ask an Expert Sessions will be set up in theater-style seating with standard audio/visual including: Materials Table, Podium, Microphone, Projector, and Screen. Internet access is not provided, and presenters must bring a laptop.*

**78%**  
of Forum attendees said they would recommend a sponsored session to a colleague

## NEW THIS YEAR:

- Streamlined sponsorship levels
- Tuesday Move-in times/Welcome Reception
- Updated Exhibit Hall Hours
- Ask an Expert/Sponsor Demos/Speed Sessions
- 25% Discount for Non-Profits (Silver level only)

## SPONSOR BENEFITS

### Standard Amenities

- 10' x 10' booth in designated sponsor area
- Company logo and 100-word description in the Forum Program Book
- Company logo linked to company website on the Forum website
- Company logo on designated Forum signage
- Complimentary sponsor representative registrations with full access to the conference events. (Quantity varies based on level)
- 25% discount on Program Book advertisements
- Pre- and Post-conference Attendee List (email addresses provided to Diamond and Platinum sponsors)
- Participation in Forum Networking Activity to drive attention to your booth (option to opt out)

### Sponsorship Package Enhancements

- Additional Sponsor Representative: \$375 (limit:5)
- Additional 10' X 10' booth: \$1,500
- Program Book Advertisement: Full Page - \$600, 1/2 Page - \$400, 1/4 Page - \$250
- Green Initiative Digital Marketing; prices vary based on sponsorship level
- Lanyards \$4000, Water bottles \$3000, or Conference bag \$2000; availability varies based on sponsorship level
- Lead Retrieval \$175
- Meeting Space for receptions or catered functions: limited number available

# 2019 SPONSORSHIP COMPARISON

## DIAMOND\*

**\$16,000**  
(Limit 2)

- 20x20 Island Booth
- 5 Sponsor Representatives
- Green Initiative digital marketing
- Sponsor Speaker Session
- Technology demonstration *or*
- Ask an expert session
- Forum attendee list
- Forum attendee email list
- Private meeting space
- Full page program book advertisement
- Lead retrieval
- Web analytics report available upon request

### Sponsor Enhancement

- Name badge lanyards \$4,000
- Attendee Water Bottles \$3,000
- Conference bag \$2,000



## PLATINUM

**\$9,000**  
(Limit 6)

- 10x20 Booth
- 4 Sponsor Representatives
- Green Initiative digital marketing
- Sponsored Speaker Session
- Technology demonstration *or*
- Ask an expert session
- Forum attendee list
- Forum attendee email list
- Private meeting space
- Half page program book advertisement
- Web analytics report available upon request

### Sponsor Enhancement

- Name badge lanyards \$4,000
- Attendee Water Bottles \$3,000
- Conference bag \$2,000
- Additional 10x10 booth \$1,500
- Lead retrieval \$175



## GOLD

**\$6,500**

- 10x10 Booth
- 3 Sponsor Representatives
- Sponsor Speaker Session *or*
- Technology demonstration *or*
- Ask an expert session
- Forum attendee list

### Sponsor Enhancement

- Name badge lanyards \$4,000
- Attendee Water Bottles \$3,000
- Conference bag \$2,000
- Additional 10x10 booth \$1,500
- Green initiative digital marketing \$500
- Private meeting space \$500
- Lead retrieval \$175



**32%**

of attendees are IR management and have strong influence

**38%**

of attendees are IR staff who influence decision makers

## SILVER

**\$3,500**

- 10x10 Booth
- 2 Sponsor Representatives
- Forum attendee list

### Sponsor Enhancement

- Additional 10x10 Booth \$1,500
- Green initiative digital marketing \$600
- Private meeting space \$500
- Lead Retrieval \$175

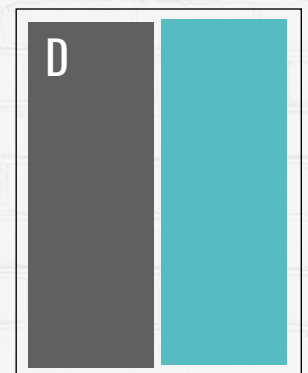
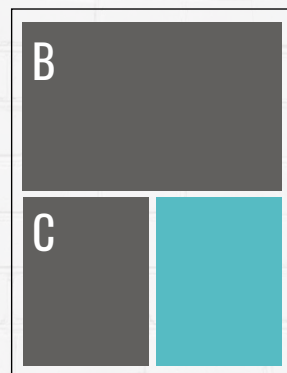
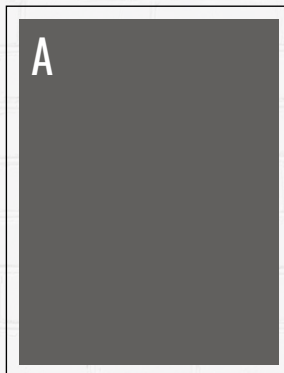


\* 2018 Diamond Sponsor receives first right of refusal until 11/15

## Program Book Ad Specifications

Ad Size	Width	Height
Full Page	7.5"	10"
Half Page Horizontal	7.5"	4.875"
Half Page Vertical	3.625"	10"
Quarter Page	3.625"	4.875"

Ads do not bleed





# DIAMOND SPONSORSHIP – \$16,000 (LIMIT: 2)

In addition to the standard amenities, the Diamond Sponsor receives:

## 20' x 20' Island Booth

The Island booth will be placed in a prime location of the Exhibit Hall, typically near the entrance.

## 5 Sponsor Representative Registrations

A sponsor representative registration is equivalent to a Forum attendee registration. Sponsor representatives may attend all meal functions, general sessions, and concurrent sessions. *Additional representatives are \$375 per person. (limit: 5)*

## Green Initiative Digital Marketing

Includes :

- (1) 100-word paragraph in a promotional email to Forum Attendees on behalf of sponsors. No more than (5) sponsors will be included per email.
- Digital marketing collateral available for download on the sponsor listing page of the Forum website.
- Web analytics report for the above items available upon request after the conference.

## Sponsored Speaker Session and Technology Demonstration Session

Diamond Sponsors will receive a 45-minute speaker session and the choice to present either a Technology demonstration or Ask an Expert Session.

## Forum Attendee List

Both the early registration and final attendee mailing list. Includes physical mailing addresses. Diamond and Platinum Sponsors will receive a list of email addresses for Forum attendees that have opted to receive marketing information from our Sponsors.

## Sponsor Enhancements:

### Lead Retrieval (\$175)

Available through the conference app Get unlimited scanning, quick lead qualification, and the ability to measure your booth staff's performance—all with the device you already own and the mobile app you've already downloaded for the event.

### Meeting Space

Reserved meeting space for private meetings, catered lunch, or receptions. Limited space is available.

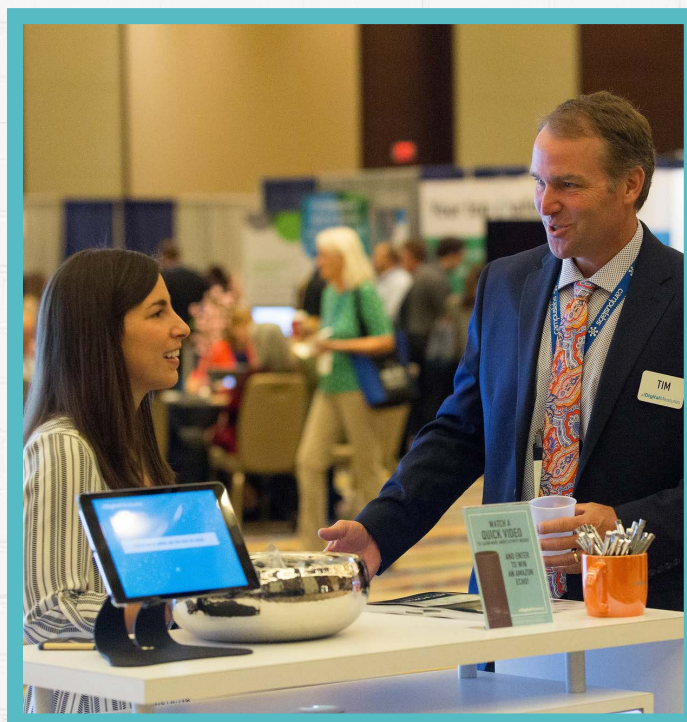
### Program Book Advertisement

Full page company advertisement prominently displayed on the back cover of the program book provided to each Forum attendee.

For an additional cost, company logo or name can be prominently displayed on:

Name badge lanyards \$4,000 | Attendee water bottles \$3,000 | Conference bag \$2,000

These items will be provided to each Forum attendee. (Three available; Diamond Sponsors have first right of refusal).





# PLATINUM SPONSORSHIP – \$9,000 (LIMIT: 6)

In addition to the standard amenities, the Platinum Sponsor receives:

## 10' x 20' Booth

Platinum sponsors have first choice in booth selection and can pick any two adjoining booths.

## 4 Sponsor Representative Registrations

A sponsor representative registration is equivalent to a Forum attendee registration. Sponsor representatives may attend all meal functions, general sessions, and concurrent sessions. *Additional representatives are \$375 per person. (limit: 5)*

## Green Initiative Digital Marketing

Includes :

- (1) 100-word paragraph in a promotional email to Forum Attendees on behalf of sponsors. No more than (5) sponsors will be included per email.
- Digital marketing collateral available for download on the sponsor listing page of the Forum website.
- Web analytics report for the above items available upon request after the conference.

## Sponsored Speaker Session and Technology Demonstration Session

Platinum Sponsors will receive a 45-minute speaker session and the choice to present either a Technology demonstration or Ask an Expert Session.

## Forum Attendee List

Both the early registration and final attendee mailing list. Includes physical mailing addresses. Diamond and Platinum Sponsors will receive a list of email addresses for Forum attendees that have opted to receive marketing information from our Sponsors.

## Sponsor Enhancement:

### Lead Retrieval (\$175)

Available through the conference app. Get unlimited scanning, quick lead qualification, and the ability to measure your booth staff's performance—all with the device you already own and the mobile app you've already downloaded for the event.

### Meeting Space

Reserved meeting space for private meetings, catered lunch, or receptions. Limited space available.

### Program Book Advertisement

Half page company advertisement prominently displayed on the inside cover of the program book provided to each Forum attendee.

For an additional cost, company logo or name can be prominently displayed on:

Name badge lanyards \$4,000 | Attendee water bottles \$3,000 | Conference bag \$2,000

These items will be provided to each Forum attendee. (Three available; Diamond Sponsors have first right of refusal).



**For More Information or to Reserve a Booth Contact: Kyndra Freeman**

Phone: 850-692-8111 | Fax: 850-385-5180 | Email: [kfreeman@airweb.org](mailto:kfreeman@airweb.org)

To download your registration form visit: <http://forum.airweb.org/2019/pages/sponsors>



## GOLD SPONSORSHIP – \$6,500 (NO LIMIT)

In addition to the standard amenities, Gold Sponsors receive:

### 3 Sponsor Representative Registrations

A sponsor representative registration is equivalent to a Forum attendee registration. Sponsor representatives may attend all meal functions, general sessions, and concurrent sessions. *Additional representatives are \$375 per person. (limit: 5)*

### Sponsored Speaker Session

The choice to present either a Speaker Session or Discussion Group.

### Forum Attendee List

Both the early registration and final attendee mailing list. Includes physical mailing addresses only; **email addresses not provided.**

## Sponsor Enhancements:

### Lead Retrieval (\$175)

Available through the conference app. Get unlimited scanning, quick lead qualification, and the ability to measure your booth staff's performance—all with the device you already own and the mobile app you've already downloaded for the event.

### Meeting Space

Reserved meeting space for private meetings, catered lunch, or receptions - \$500. Limited space available.

### Green Initiative Digital Marketing

Includes :

- (1) 100-word paragraph in a promotional email to Forum attendees on behalf of sponsors. No more than (5) sponsors will be included per email.
- Digital marketing collateral available for download on the sponsor listing page of the Forum website.
- Web analytics report for the above items available upon request after the conference.

## SILVER SPONSORSHIP – \$3,500 (NO LIMIT)

In addition to the standard amenities, Silver Sponsors receive:

### 2 Sponsor Representative Registrations

A sponsor representative registration is equivalent to a Forum attendee registration. Sponsor representatives may attend all meal functions, general sessions, and concurrent sessions. *Additional representatives are \$375 per person. (limit: 5)*

### Forum Attendee List

Both the early registration and final attendee list. List includes attendee name, job title, and institution. **No contact information is included.**

## Sponsor Enhancements:

### Green Initiative Digital Marketing (\$600)

Includes :

- (1) 100-word paragraph in a promotional email to Forum Attendees on behalf of sponsors. No more than (5) sponsors will be included per email.
- Digital marketing collateral available for download on the sponsor listing page of the Forum website.
- Web analytics report for the above items available upon request after the conference.

### Lead Retrieval (\$175)

Available through the conference app. Get unlimited scanning, quick lead qualification, and the ability to measure your booth staff's performance—all with the device you already own and the mobile app you've already downloaded for the event.

### Meeting Space

Reserved meeting space for private meetings, catered lunch, or receptions- \$500. Limited number available.

## NON-PROFIT DISCOUNT

Registered non-profits may request a discount off the Silver sponsor price. Discount cannot be combined with early registration discount.





# GENERAL INFORMATION

## Hotel:

Hyatt Regency - 650 15th Street Denver, CO 80202

Grand Hyatt - 1750 Welton Street Denver, CO 80202

Visit <http://forum.airweb.org/2019/pages/travel-and-hotel> for group rates on room reservations.

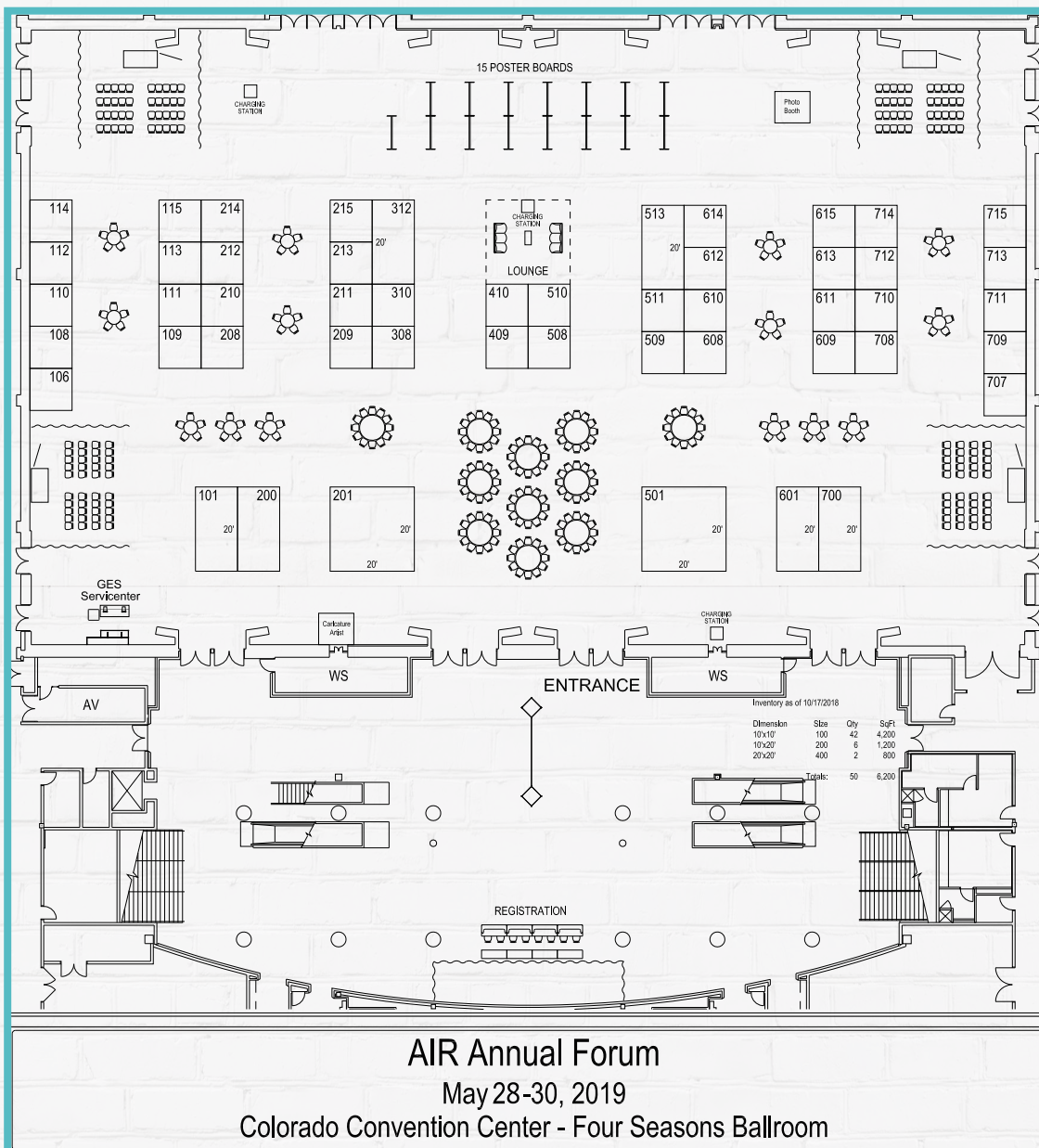
## Venue:

Colorado Convention Center – 700 14th Street Denver, CO 80202

The Exhibit Hall will be in the Four Seasons Ballroom.

When looking at the floor plan, attendees will be entering through main entrance doors.

The Exhibit Hall is carpeted. Exhibitors are NOT required to order carpet for their booth; this is optional.





# Required Forms and Marketing Collateral

## Forms:

- Sponsorship Registration Form
- Signed Terms and Conditions Form
- Certificate of Insurance
- Sponsor Representative Registration Form

## Marketing Collateral:

- Company Profile - includes company name, address, contact information, social media and website links
- Company description (100 words or less)
- Company Logo

Please submit your logo in vector format (Adobe .ai, .pdf, or .eps). If no vector file is available, please submit a large .jpg or .tiff (file size larger than one megabyte). The logo should be high-quality enough to print clearly at 8.5x11 inches or greater for use on event signage.

Forms and marketing collateral can be uploaded directly into the sponsor portal:

<https://airforum2019.hubb.me/Sponsor> or submitted via email to Kyndra Freeman [kfreeman@airweb.org](mailto:kfreeman@airweb.org).

## What is included in a sponsor booth:

- Standard booth spaces are 10'x10'
- Include 8' high back drape
- 3' high divider drape on each side
- 6' table
- Two chairs
- Waste receptacle

*Spaces DO NOT include furnishings, internet service, or electrical. These items can be ordered through GES or other approved vendors.*





# Key Deadline Dates

## February 8, 2019

- Sponsorship Discount Deadline

## May 10, 2019

- Sponsor Representative Forms

## March 1 - March 16, 2019

- Sponsor Session/Demo/Ask an Expert submission

## May 7, 2019

- GES Orders

## March 22, 2019

- Program Book Ad or Digital Marketing
- Sponsor forms and marketing collateral

## May 12, 2019

- Electrical orders

## May 23, 2019

- Advanced shipping

# OFFICIAL SHOW VENDORS

	COMPANY	CONTACT
Exhibitor Booth and Shipping Services	GES	Sarah Cushing CEM   Account Manager Office: 407-370-3876 Mobile: 407-467-8001 ges.com   scushing@ges.com
Electrical	Colorado Convention Center	Utility Service Order Forms online www.denverconvention.com For more information, please call Exhibitor Services at (303) 228-8027
Internet	Smart City Networks	Thomas Beltz Customer Sales & Service Manager Office: 303-228-8256 Mobile: 303-653-1820 Email: tbeltz@smartcity.com
Audio Visual	Coming Soon	Coming Soon
Food and Beverage	Centerplate Catering	Centerplate Catering Colorado Convention Center Office: 303.228.8050 Fax: 303.228.8212



# Show Orders & Services

Access the Exhibitor Service Kit from GES to place orders online <https://ordering.ges.com/016600279>

On-site ordering is also available. If you miss the deadlines; however, the selection may be restricted and services costlier. You may also experience delays in receiving your items.

## Tips

- Review Exhibitor Service Kit for all relevant show information.
- Order pre-show and take advantage of discounts and deadlines.
- Keep a copy of your orders and bring them with you to show site.

## Booth Set-up & Dismantle

### Move-in/Installation of Booth:

Tuesday, May 28, 2019 9:00AM - 3:00PM

### Show Hours:

Tuesday, May 28, 2019 4:45PM - 6:45PM  
Wednesday, May 29, 2019 10:00AM - 5:30PM  
Thursday, May 30, 2019 8:00AM - 3:00PM

### Move-out/Dismantling of Booth:

Thursday, May 30, 2019 3:00PM - 7:00PM

The move out process will commence at the close of the show. Please note that the delivery of empty containers will take 1-2 hours, and you should schedule your flight accordingly.

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PLEASE STOP BY THE GES SERVICE DESK TO OBTAIN YOUR MATERIAL HANDLING FORM » ALL SHIPMENTS, REGARDLESS OF YOUR CARRIER WILL NEED A MATERIAL HANDLING FORM FOR OUTBOUND SHIPMENTS «



# Shipping

## Advanced Shipping dates:

- Wednesday April 24, 2019: Shipments can begin arriving at warehouse.
- Thursday May 23, 2019: Last day shipments can be received without surcharges.
- Tuesday May 28, 2019: Direct delivery to show site.

You may elect to ship your show materials through your private shipping vendor or through GES Exhibit Transportation.

GES Exhibit Transportation is the official show carrier and will help ease the process for you.

## Benefits to using the show carrier include:

- Competitive pricing
- Up to date tracking information
- One convenient master invoice
- On-site shipping representatives to assist you with personalized service
- Pre-printed forms and shipping labels
- Knowledgeable staff fully informed about the AIR Annual Forum 2019

**Shipping is not an automatic process.** *Please do not leave your Bill of Lading in your booth.* Outside carriers must be checked in with a GES representative no later than **5:00PM** on **May 30, 2019**. Your exhibit materials must be packed, labeled, and ready to load when you turn in your Bill of Lading.

## The following carriers will be at the show for your shipping convenience:

### GES Logistics - Shipping Made Easy

Ground, Air - Next day, 2nd day, Truck Load, Small Package

**Alternate carrier:** If you plan to use an alternate carrier other than the show carrier, you are responsible for planning with that carrier. If your designated carrier fails to pickup or refuses to accept shipments, GES, Global Experience Specialists, reserves the right to re-route such shipments. No liability will be assumed by GES because of such re-routing or handling.

## GES On-site

GES will have a service desk located on-site to better serve your needs. This area will be clearly marked by signage on the exhibit floor.

### GES Service Desk

- Confirm the status of your orders and shipments.
- Order additional products and services.
- Obtain your Material Handling form for your outbound shipment on the 2nd show day.
- Schedule your labor.
- Review and settle your invoice.



# Important Information

**Sponsor forms and information:** access to forms, information, and exhibitor kit can be found on the Forum Sponsor page: <http://forum.airweb.org/2019/Pages/sponsor-resources>.

**Forum shipping:** Please follow shipping instructions carefully. If you ship directly to the hotel without consigning the freight to GES, the materials will NOT automatically be delivered to your booth. GES can only handle freight that is consigned to them.

**Offsite events/Hospitality Suites:** AIR Policy prohibits attendees, sponsor, or industry representatives from extending invitations that take registrants away from the show during official conference hours – unless there has been prior notice to and approval by AIR.

**Security:** Perimeter security will be provided in the Exhibit Hall. However, Exhibitors have the sole responsibility for any loss of personal property at its booth space. We recommend that small items of value be removed to an appropriate locked enclosure during hours when the Exhibit Hall is not closely supervised by company personnel.

**Labor:** For more information on Union Labor requirements please visit [https://denverconvention.com/uploads/pdf/15\\_Union\\_Labor\\_Requirements\\_2.pdf](https://denverconvention.com/uploads/pdf/15_Union_Labor_Requirements_2.pdf).

**Booth Selection Process:** The process of selecting a booth will begin March 1, 2019 and will happen in order of Sponsorship Level. An email notification will be sent to each sponsor when the selection process opens. The interactive floor plan will be available in the sponsor portal.

**Sponsor Sessions:** Sponsored Session, Sponsor Demonstrations, and Ask an Expert submission process will begin March 1, 2019. An email will be sent with instructions and a link to submit.

**Pre- and Post-attendee List:** AIR will provide its Forum pre-registered attendance list to select sponsors by April 30, 2019.

The post-show list will be available within three weeks after Forum.



**For More Information or to Reserve a Booth Contact: Kyndra Freeman**

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To download your registration form visit: <http://forum.airweb.org/2019/pages/sponsors>



# 2019 SPONSOR TERMS AND CONDITIONS

The following terms and conditions apply to all Sponsors participating in the 2019 AIR Forum, the annual meeting of the Association for Institutional Research (AIR). A complete contract for Exhibit Hall space includes a Registration Form, acceptance of these terms and conditions by an authorized representative, Certificate of Insurance as outlined in Section 15, and a deposit as outlined in Section 1.

1. **Deposit.** A 50% non-refundable deposit is required before a Sponsor's contract for Exhibit Hall space will be considered finalized. Sponsor contracts for Exhibit Hall space received after March 1, 2019 must be accompanied with full payment.

2. **Full Payment.** Exhibit Hall space must be paid in full by March 10, 2019. Sponsors failing to make the final payment as required will forfeit their early registration discount, deposit, and participation as a Sponsor.

3. **Acceptance of Contract.** AIR reserves the right to accept or reject any Sponsor contract for Exhibit Hall space.

4. **Cancellations.**

a. **Cancellation of Event.** In the event that the Forum is canceled, postponed, or relocated due to fire, strikes, government regulations, casualties, Acts of God, or other causes beyond AIR's control, AIR will refund monies paid and cancel fees. The Sponsor waives any and all damages and claims for damages should the event be cancelled.

b. **Cancellation of Contract.** Sponsors who cancel by written notice received at the AIR Executive Office by March 1, 2019 are entitled to a refund of monies paid less the 50% non-refundable deposit. No refunds will be granted after March 1, 2019. On-site cancellation requests due to delayed shipment of booth materials, delayed flights, and such will not be honored.

5. **Sponsor Representative.** Each Sponsor will name at least one person to be the Sponsor's representative in connection with the installation, operation, and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Sponsor shall be responsible. Additional representatives may be registered for an additional fee.

6. **Assignment of Space.** Space assignments will be made based on the date of receipt of completed contracts, Sponsorship level, and considerations to enhance the Exhibit Hall aesthetics and function. Every effort will be made to respect "preferred" space choice. AIR will make the final decision on booth placement to best meet the needs of the Exhibit Hall.

7. **Contractor Service Information.** AIR's selected General Services Contractor (GSC) is the exclusive contractor for shipping and drayage service. Handling and receiving of shipments are not the responsibility or liability of AIR.

8. **Booth Equipment and Services.** Exhibits are 10'x10' booth spaces with an 8' high back drape and 3' high side drapes. Each space includes one 6' draped table, two side chairs, one wastebasket, and an identification sign indicating booth number and company name. The Exhibit Hall is carpeted. Additional booth equipment may be rented through the designated GSC.

9. **Booth Construction and Arrangement.** Booths should conform to the International Association of Exhibitions and Events (IAEE) Guidelines. Booths that vary significantly from IAEE standards must be pre-approved by AIR. No display material exposing an unfinished surface to neighboring booths will be permitted.

10. **Installation and Dismantling.** Booths are expected to be completely installed and all packing and freight removed prior to the opening of the Exhibit Hall. Crates, freight, and/or packaging may not be stored in booths during show hours. Extraneous materials left in booths may be removed and stored at the Sponsor's risk and expense. Crates not properly marked or identified by Sponsors may be destroyed or lost and are the sole responsibility of the Sponsor. Packing and dismantling displays prior to the exhibition closing is prohibited without permission from AIR. Exhibit materials left unattended after the official close of the Exhibit Hall will be considered abandoned and discarded.

11. **Use of Exhibit Space.** Sponsors agree not to assign or sublet any space allotted without written consent of AIR, nor to display or advertise goods other than those manufactured or carried in the regular course of business of the Sponsor. Use of exhibit space is limited to the individual/organization named on the Sponsor Registration Form.

12. **Sponsor Activities.** Sponsors are required to inform AIR of any outside activity (e.g., receptions, seminars, symposia, and hospitality suites) they intend to arrange in conjunction with the Forum.

13. **Restrictions.** Demonstrations must be located so viewers will be within the Sponsor's space, and not blocking aisles or neighboring exhibits. AIR reserves the right to restrict, prohibit, and/or remove exhibits which are objectionable because of noise, glaring or flashing lights, or method of operation, or which, in the opinion of AIR, are inappropriate or may detract from the general character of the Forum or Exhibit Hall. In the event of such restriction or removal, AIR is not liable for any refund of any amount paid hereunder. **All Sponsors must confine their sales activities to their booth areas. Brochures may not be distributed in the aisles or in other parts of the building.** Persons under 18 years of age are not permitted in the Exhibit Hall. Sponsors are not allowed to serve food and beverages in their booth.

14. **Sponsor Listing in Promotional Materials** (where applicable). If included within the applicable package and where applicable, AIR will include the sponsor's promotional materials and references to the sponsor, such as the sponsor's name, logo, company description or company advertisement. To ensure inclusion of any materials, such information and artwork must be provided within the agreed time limit. The failure of any sponsor to meet specific deadlines shall not result in the return of any sponsorship fees already paid or relieve the obligation to complete the payment of any remaining sponsorship fees.

15. **Communications with Forum Attendees.** Sponsors are not permitted to email Forum Attendees without prior approval from AIR unless the attendee is an existing client, upon the request of the attendee, or unless the contact was obtained from the "Opt-in Attendee Email List" provided to Diamond and Platinum Sponsors. Due to AIR privacy policies, AIR does not share members' email addresses.

16. **Security.** Each Sponsor has the responsibility of safeguarding their own exhibit materials or goods from the time they are placed in the exhibit space until they are removed. Sponsors desiring special security precautions should arrange for private guard service at their own expense.

17. **Liability.** The Sponsor hereby assumes entire responsibility for and



hereby agrees to protect, defend, indemnify and save the Colorado Convention Center, its owners, its operator, AIR and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Colorado Convention Center and its employees and agents.

Insurance. The Sponsor acknowledges that neither AIR, the Colorado Convention Center, its owners, nor its operator, maintain insurance covering Sponsor's property and that it is the sole responsibility of the Sponsor to obtain business interruption and property damage insurance insuring any losses by Sponsor. The Sponsor agrees to obtain the following insurance coverage and furnish a certificate of insurance to AIR by May 10, 2019: Comprehensive general liability insurance coverage including protective and contractual liability coverage of one million dollars (\$1,000,000.00) per incident, two million dollars (\$2,000,000.00) in the aggregate for bodily injury and property damage. AIR must be named as an additional insured on the policy. In addition, Sponsors are advised to carry special insurance to cover exhibit materials against damage and loss, and public liability insurance against injury to the person or property of others.

19. Compliance. The Sponsor assumes responsibility for compliance with all pertinent ordinances, regulations, and codes of local, state, and federal governing bodies; together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with facility, fire department, and Electrical Underwriters' rules. The Sponsor will abide by and comply with the rules and regulations of AIR authorized contractors and local unions operating at the exhibition facility.

20. ADA Requirements. Sponsors are reminded that the Americans with Disabilities Act (ADA) ensures equal access to all participants of AIR meetings. Booth spaces must be fully accessible to those with physical disability or sight impairment in compliance with all applicable laws and regulations, including without limitation, the Americans with Disabilities Act (U.S. Public Law 101-336).

21. Management. AIR reserves the right to interpret, amend, and enforce these terms and conditions as it deems appropriate to ensure the success of the exhibition.

22. Enforcement and Severability. These terms and conditions create a contract between the parties and shall be interpreted pursuant to Florida law, enforceable in and subject to the jurisdiction of the courts of that state, and the prevailing party in any dispute over these terms shall be entitled to recovery of its costs and attorney fees from the other. In the event that any one or more of the provisions contained herein shall, for any reason, be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other provisions of this agreement, but this agreement shall be construed as if such invalid, illegal, or unenforceable provisions had never been contained herein, unless the deletion of such provision or provisions would result in such a material change so as to cause completion of the transactions contemplated herein to be unreasonable.

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## Sponsor Agent

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

## Accepted by AIR

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

*AIR Authorized Representative*

**Mail or fax completed form to:**

Association for Institutional Research Department #177 • PO Box 850001 • Orlando, FL 32885-0177  
<http://forum.airweb.org> • Phone 850-391-6345 • Fax 850-385-5180



# AIR | FORUM 2019

ASSOCIATION FOR INSTITUTIONAL RESEARCH

## LOCATION

Colorado Convention Center  
700 14th Street.  
Denver, Colorado 80202

## IMPORTANT DATES

MARCH 1 – MARCH 16, 2019  
Sponsored Session Submissions Proposal Process Open

FRIDAY, MARCH 1, 2019  
Sponsorship Balance Due

FRIDAY, MARCH 22, 2019  
All items due for the program book

FRIDAY, MAY 10, 2019  
Certificate of Liability Insurance Due

TUESDAY, MAY 28, 2019  
9:00 AM – 3:00 PM – Move-In

WEDNESDAY, MAY 29, 2019  
10:00 AM – 5:30 PM – Show Hours

THURSDAY, MAY 30, 2019  
8:00 AM – 2:00 PM – Show Hours  
2:00 PM – 7:00 PM – Move-Out

## GET IN TOUCH

Phone: 850-385-4155  
Email: [forum@airweb.org](mailto:forum@airweb.org)  
Website: [forum.airweb.org](http://forum.airweb.org)

To download your registration form visit: <http://forum.airweb.org/2019/pages/sponsors>