

SPONSOR PROSPECTUS

AIR FORUM

MAY 25 – 29, 2020
NEW ORLEANS

*Photo courtesy New Orleans Convention and Visitors Bureau
Brass Band by Todd Coleman*



ASSOCIATION FOR INSTITUTIONAL RESEARCH

AIR is a global association that empowers higher education professionals to effectively and ethically use data and analytics for better decisions. Visit airweb.org/sponsor to sponsor the 2020 AIR Forum.

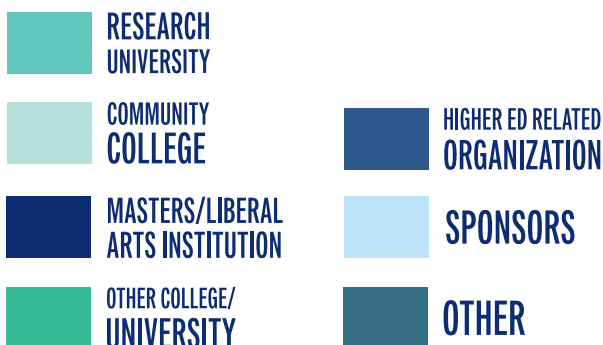
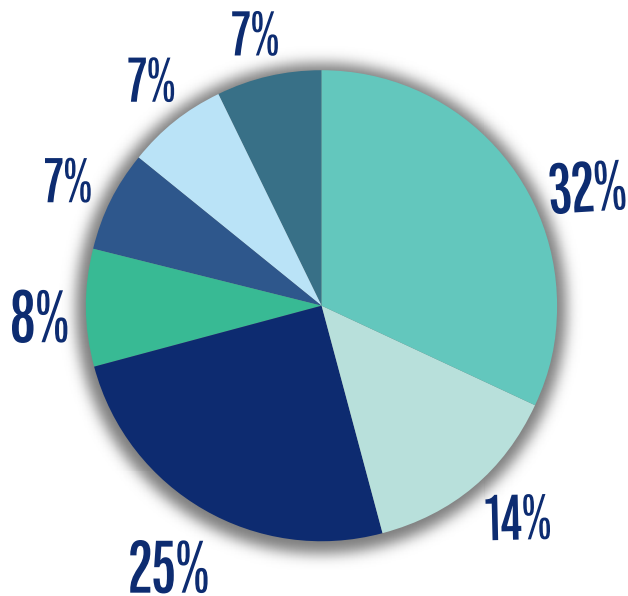
AIR FORUM

new orleans

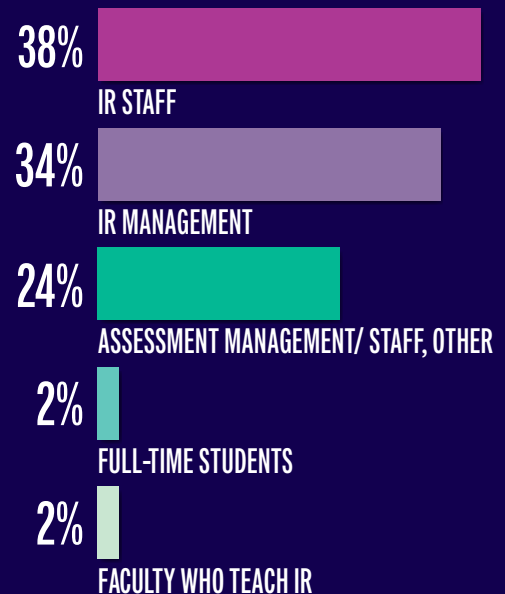
Join us as a sponsor for the 2020 AIR Forum in New Orleans. The Forum is the place to connect, network, and engage with the largest global gathering of data and analytics professionals working in institutional research, institutional effectiveness, business intelligence, assessment, planning, and other decision-support areas.

Showcase your products and services to more than 2,000 attendees who represent a range of professional levels and who are influential partners and decision-makers at their institutions. AIR Forum sponsors receive high visibility and exposure through a strategic mix of channels: the popular Exhibit Hall, digital and mobile platforms, prominent signage, thought leadership sessions, and much more.

ATTENDEES BY TYPE OF ORGANIZATION



ATTENDEES BY IR ROLE



38%
of attendees
are IR staff who
influence decision
makers

34%
of attendees are
IR management
and have strong
influence

OUR ATTENDEES COMPRISE A UNIQUE MIX OF PROFESSIONALS WHO EITHER MAKE DECISIONS OR SUPPORT DECISION-MAKING AT THEIR INSTITUTIONS.



“Having the Exhibit Hall [open] the first night was smart—lots of traffic!”

— 2019 AIR Forum sponsor

NETWORKING HUB & EXHIBIT HALL

The Exhibit Hall serves as the central hub for networking and entertainment. The connections made between sponsors and attendees are so valuable, three-quarters of attendees said they would recommend the AIR Forum Exhibit Hall to a colleague. We generate foot traffic strategically by keeping the Exhibit Hall engaging through:

- Lively receptions
- Micro-sessions
- Poster sessions
- Refreshment breaks
- App games to incentivize booth traffic
- Photo booth
- Community service projects
- Live entertainment
- Charging stations
- Comfy seating for breaks
- Lunch cash sales

The Exhibit Hall welcomes:

2,000+

AIR Forum attendees

200+

sponsor representatives

50+

sponsoring companies

95%

of AIR Forum attendees visit the Exhibit Hall

67%

of AIR Forum attendees talk with sponsors

96%

of sponsors were happy with their booth traffic

EXHIBIT HALL SCHEDULE

Tuesday, May 26

10:00 AM – 4:00 PM: Move-in

4:45 PM – 6:45 PM: Booth crawl / welcome reception

Wednesday, May 27

10:00 AM: Exhibit Hall opens

12:15 PM – 1:45 PM: Lunch break and networking in Exhibit Hall

1:00 PM – 4:00 PM: Technology Demonstrations

4:00 PM – 5:00 PM: Networking reception hosted by the AIR Board of Directors

5:30 PM: Exhibit Hall closes

“The Tuesday night reception provided a lot of good traffic.”

— 2019 AIR Forum sponsor

Thursday, May 28

8:00 AM: Exhibit Hall opens

8:45 AM – 9:45 AM: Coffee and networking

11:45 AM – 1:00 PM: Lunch break

1:00 PM – 2:00 PM: Dessert break / sponsor thank you

2:00 PM: Exhibit Hall closes

2:00 PM – 5:00 PM: Move-out



SPONSORED SESSIONS

You offer more than products and services. You offer *solutions*—ways to improve how our attendees do their work. So, we offer three ways to get you out of the booth and in front of an audience. Diamond, Platinum, and Gold Sponsors will have the opportunity to present a 45-minute Speaker Session, Technology Demonstration, or Ask an Expert Session to promote your solutions.

Speaker Sessions share innovative applications, research practices, and professional work products in IR, effectiveness, assessment, planning, or other data-centered functions.

Technology Demonstrations allow you to conduct live, interactive demonstrations to present how your product or service works, and how it benefits attendees.

Ask an Expert Sessions position you as a thought leader, allowing you to demonstrate your value through informal, interactive sessions that are mutually beneficial to you and attendees.

78%

of AIR Forum attendees said they would recommend a sponsored session to a colleague

SPONSOR BENEFITS

Standard Amenities

- 10' x 10' booth in designated sponsor area
- Company logo linked to the company website on the AIR Forum website
- Company logo on designated AIR Forum signage
- Complimentary sponsor representative registrations with full access to the conference events (quantity varies based on level)
- Digital advertisement (pricing depends on the sponsor level)
- Pre-/post-conference attendee mailing (email addresses provided to Diamond and Platinum Sponsors)
- Participation in AIR 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
- Company logo or name can be prominently displayed on lanyards: \$4,000, and water bottles: \$3,000; availability varies based on sponsorship level
- Lead retrieval: \$175
- Meeting space for receptions or catered functions; limited availability



For More Information or to Reserve a Booth, Contact Kyndra Freeman

Phone: 850-692-8111 | Fax: 850-385-5180 | Email: kfreeman@airweb.org

To download your registration form, visit: airweb.org/sponsor

2020 SPONSORSHIP COMPARISON

DIAMOND*

\$16,000
(Limit 2)

- 20' x 20' island booth
- 5 sponsor representatives
- Digital marketing
- Sponsored Speaker Session
- Technology Demonstration *or* Ask an Expert Session
- AIR Forum attendee mailing list
- AIR Forum attendee email list
- Private meeting space
- Lead retrieval
- Web analytics report available upon request

Sponsor Enhancements

- Name badge lanyards: \$4,000
- Attendee water bottles: \$3,000



PLATINUM

\$9,000
(Limit 6)

- 10' x 20' booth
- 4 sponsor representatives
- Digital marketing
- Sponsored Speaker Session
- Technology Demonstration *or* Ask an Expert Session
- AIR Forum attendee mailing list
- AIR Forum attendee email list
- Private meeting space
- Web analytics report available upon request

Sponsor Enhancements

- Name badge lanyards: \$4,000
- Attendee water bottles: \$3,000
- Additional 10' x 10' booth: \$1,500
- Lead retrieval: \$175



GOLD

\$6,500

- 10' x 10' booth
- 3 sponsor representatives
- Sponsored Speaker Session *or* Technology Demonstration *or* Ask an Expert Session
- AIR Forum attendee mailing list

Sponsor Enhancements

- Name badge lanyards: \$4,000
- Attendee water bottles: \$3,000
- Additional 10' x 10' booth: \$1,500
- Private meeting space: \$500
- Lead retrieval: \$175



SILVER

\$3,500
(Limit 15)

- 10' x 10' booth
- 2 sponsor representatives
- Technology Demonstration *or* Ask an Expert Session
- AIR Forum attendee list

Sponsor Enhancements

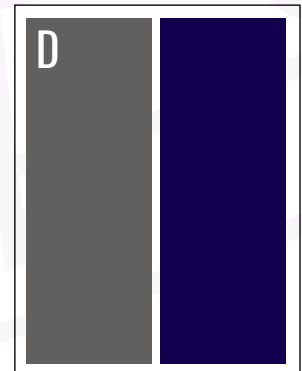
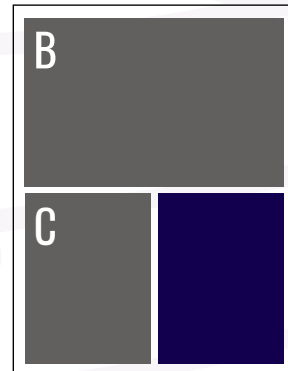
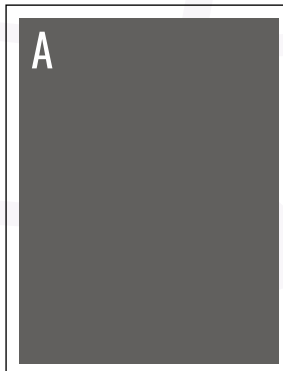
- Additional 10' x 10' booth: \$1,500
- Private meeting space: \$500
- Lead retrieval: \$175



* 2019 Diamond Sponsors receive first right of refusal until November 30, 2019

Digital 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" |



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 an AIR Forum attendee registration. Sponsor representatives may attend all meal functions, general sessions, and concurrent sessions. *Additional representatives are \$375 per person. (limit: 5)*

Digital Marketing

Includes:

- (1) 100-word paragraph in a promotional email to AIR 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 AIR Forum website.
- Full page digital advertisement available to each AIR Forum attendee.
- Web analytics report for the above items available upon request after the conference.

Sponsored Speaker Session and Technology Demonstration

Diamond Sponsors will receive a 45-minute Sponsored Speaker Session and the choice to present either a Technology Demonstration or Ask an Expert Session.

AIR Forum Attendee Mailing List

Both the early registration and final attendee mailing list; includes physical mailing addresses.

AIR Forum Attendee Email List

Diamond and Platinum Sponsors will receive a list of email addresses for AIR Forum attendees that have opted to receive marketing information from our sponsors.

Lead Retrieval

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.

Sponsor Enhancements:

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

- Name badge lanyards: \$4,000
- Attendee water bottles: \$3,000

These items will be provided to each AIR Forum attendee. Diamond Sponsors have a 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 an AIR Forum attendee registration. Sponsor representatives may attend all meal functions, general sessions, and concurrent sessions. *Additional representatives are \$375 per person. (limit: 5)*

Digital Marketing

Includes:

- (1) 100-word paragraph in a promotional email to AIR 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 AIR Forum website.
- Full page digital advertisement available to each AIR Forum attendee.
- Web analytics report for the above items available upon request after the conference.

Sponsored Speaker Session and Technology Demonstration

Platinum Sponsors will receive a 45-minute Sponsored Speaker Session and the choice to present either a Technology Demonstration or Ask an Expert Session.

AIR Forum Attendee Mailing List

Both the early registration and final attendee mailing list; includes physical mailing addresses.

AIR Forum Attendee Email List

Diamond and Platinum Sponsors will receive a list of email addresses for AIR Forum attendees that have opted to receive marketing information from our sponsors.

Meeting Space

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

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.

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

- Name badge lanyards: \$4,000
- Attendee water bottles: \$3,000

These items will be provided to each AIR Forum attendee. Diamond Sponsors have a first right of refusal.

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 AIR 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, Technology Demonstration, or Ask an Expert Session.

AIR Forum Attendee Mailing 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.

Digital Marketing (\$350)

Includes:

- (1) 100-word paragraph in a promotional email to AIR 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 AIR Forum website.
- Web analytics report for the above items available upon request after the conference.

SILVER SPONSORSHIP — \$3,500 (LIMIT 15)

In addition to the standard amenities, Silver Sponsors receive:

2 Sponsor Representative Registrations

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

Sponsored Micro-Session

The choice to present either a Technology Demonstration or Ask an Expert Session.

AIR 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:

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.

Digital Marketing (\$350)

Includes:

- (1) 100-word paragraph in a promotional email to AIR 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 AIR Forum website.
- Web analytics report for the above items available upon request after the conference.

Non-Profit Discount

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

SPONSOR KEY INFORMATION GUIDE

General Information

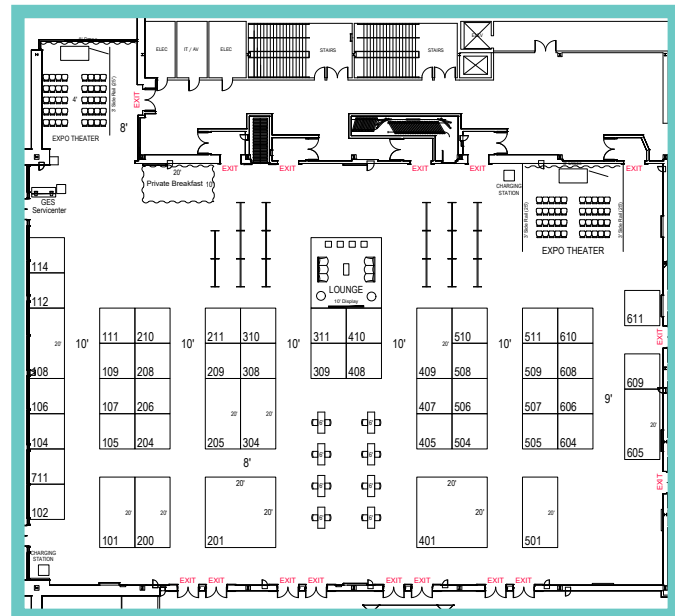
Host Hotel:

- Hyatt Regency: 601 Loyola Ave, New Orleans, LA 70113 [Hotel Booking](#)
- The Exhibit Hall will be in the **Empire 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
- The Signed Terms and Conditions form
- Certificate of Insurance
- Sponsor Representative Registration form



Floor plan tentative.



Marketing Collateral:

- Company profile: includes the company name, address, contact information, social media and website links
- Company description (100 words or less)
- Company logo

Please provide your company logo in vector format. Accepted file types are Adobe .ai, .pdf, or .eps. If no vector file is available, a large (1 MB+) .jpg or .tiff will suffice. The logo should be high enough quality to print at a 8.5" x 11" minimum.

Forms and marketing collateral can be uploaded directly in the [sponsor portal](#) or submitted to Kyndra Freeman at kfreeman@airweb.org.

Standard Booth

- Standard booth spaces are 10' x 10'
- Includes an 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 though GES or other approved vendors.



For More Information or to Reserve a Booth, Contact Kyndra Freeman

Phone: 850-692-8111 | Fax: 850-385-5180 | Email: kfreeman@airweb.org

To download your registration form, visit: airweb.org/sponsor

SPONSOR KEY INFORMATION GUIDE, CONTINUED

Sponsorship Deadlines

February 10, 2020

Sponsorship discount deadline

March 1 to 16, 2020

Sponsor Session/Technology Demonstration/
Ask an Expert Session submission

March 20, 2020

Digital marketing

March 20, 2020

Sponsor forms and marketing collateral

May 10, 2020

Sponsor representative forms

Vendor Discount Deadlines

MAY 7, 2020

GES orders

MAY 2, 2020

Audio visual orders

MAY 12, 2020

Electrical orders

MAY 12, 2020

Internet orders

MAY 22, 2020

Advanced shipping cut-off date

IMPORTANT DATES

OFFICIAL SHOW VENDORS

| | | |
|---------------------------------------|-----------------------------------|--|
| 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 | Freeman | Brittany Davis Client Solutions Manager Office: 504-731-1251 Mobile: 504-382-8815 Brittany.davis@freeman.com |
| Internet | PSAV | Kelly Fontenot Sales Manager Office: 504-613-3735 Mobile: 720-382-6631 kfrotenot@psav.com |
| Audio visual | AV Media | Julie Donahue Producer Office: 480-566-0868 Mobile: 602-295-9655 Julie.donahue@avmediainc.com |
| Food and beverage | 1718 Creative Events and Catering | Hayley Hornstein Events Sales Manager 1718 Events and Catering 601 Loyola Ave Office: 504-613-3936 Fax: 504-523-0488 Hayley.hornstein@hyatt.com |

Show Orders & Services

Access the Exhibitor Service Kit from GES, Global Experience Specialists, to place orders online <https://ordering.ges.com/053600600/welcome>

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 to show-site with you.

Booth Set-up & Dismantle

Move-in / Installation of Booth:

- Tuesday, May 26 | 10:00 AM – 4:00 PM

Show Hours:

- Tuesday, May 26 | 4:45 PM – 6:45 PM
- Wednesday, May 27 | 10:00 AM – 5:00 PM
- Thursday, May 28 | 8:00 AM – 2:00 PM

Move-out / Dismantling of Booth:

- Thursday, May 28 | 2:00 PM – 5:00 PM

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.

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 22, 2020: Shipments can begin arriving at warehouse.
- Friday, May 23, 2020: Last day shipments can be received without surcharges.
- Tuesday, May 26, 2020: 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 Forum

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 5:00 PM on May 28, 2020. 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 pick up or refuses to accept shipments GES 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.
- 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 the exhibitor kit can be found on the AIR Forum Sponsor page. airweb.org/sponsor

AIR 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, sponsors, 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 their 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.

Booth Selection Process

The process of selecting a booth will begin March 1, 2020 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.

Sponsored Sessions

The Sponsored Session, Technology Demonstration, and Ask an Expert Session submission process begins on March 1, 2020. An email will be sent with instructions and a link to submit.

Pre and Post Attendee List

AIR will provide a pre-registered attendance list to select sponsors by April 30, 2020. The post-show list will be available within three weeks after AIR Forum.



For More Information or to Reserve a Booth, Contact Kyndra Freeman

Phone: 850-692-8111 | Fax: 850-385-5180 | Email: kfreeman@airweb.org

To download your registration form, visit: airweb.org/sponsor

2020 SPONSOR TERMS AND CONDITIONS

The following terms and conditions apply to all sponsors participating in the 2020 AIR Forum, the annual meeting of the Association for Institutional Research (AIR).

A complete contract for sponsorships and 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 will be considered finalized. Sponsor contracts for Exhibit Hall space received after March 1, 2020 must be accompanied with full payment.
2. **Full Payment.** Sponsorships and Exhibit Hall space must be paid in full by March 10, 2020. 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 exhibiting sponsor contract for Exhibit Hall space.
4. **Cancellations.**
 - a. **Cancellation of Event.** If the AIR Forum is cancelled, 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 April 1, 2020 are entitled to a refund of monies paid less the 50% non-refundable deposit. No refunds will be granted after April 1, 2020. 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' x 10' 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. **ICW (In conjunction with) activities.** Sponsors are required to inform AIR in writing and seek approval for any outside activities (receptions, luncheons, breakfasts, private meetings, hospitality suites, seminars, and symposia they intend to arrange in conjunction with the AIR Forum. AIR reserves the right to deny any request for ICW activities that detract from or conflict with the full conference program as determined by AIR.
13. **Restrictions.** Demonstrations must be located so viewers will be within the sponsor's contracted 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, or other distractions or disruptions or method of operation, or which, in the opinion

of AIR, are inappropriate or may detract from the general character of the AIR 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.

14. Sponsor Listing in Promotional Materials. If included within the applicable package, 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 in promotional 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 AIR Forum Attendees. Sponsors are not permitted to email AIR 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 Hyatt Regency New Orleans, its owners/operators, 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 Hyatt Regency New Orleans and its employees and agents.

18. Insurance. The sponsor acknowledges that neither AIR, the Hyatt Regency New Orleans, and its owners/operators 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 8, 2020: 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 wherein the exhibition is held; together with the rules and regulations of the owners/operators of the Hyatt Regency New Orleans. 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.

Mail or fax completed form to:

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

AIR FORUM

new orleans

Location

Hyatt Regency
New Orleans
601 Loyola Ave.
New Orleans, LA 70113

Registration Discount Deadlines

5% Discount if registered by December 30, 2019
4% Discount if registered by January 21, 2020
3% Discount if registered by January 30, 2020
2% Discount if registered by February 10, 2020
No Discount if registered after February 10, 2020

Important Dates

March 1 to 16, 2020
Sponsored Session submissions proposal process open

March 8, 2020
Sponsorship balance due

March 20, 2020
All items due for the digital advertisement

MAY 8, 2020
Certificate of Liability Insurance due

MAY 26, 2020
10:00 AM – 4:00 PM: Move-In

MAY 27, 2020
10:00 AM – 5:30 PM: Show hours

MAY 28, 2020
8:00 AM – 2:00 PM: Show hours
2:00 PM – 5:00 PM: Move-Out

GET IN TOUCH

Phone: 850-385-4155
Email: forum@airweb.org
Website: airweb.org/forum

To download your registration form, visit: airweb.org/sponsor