



2022 AIR Forum Sponsor Prospectus

Phoenix Convention Center, Phoenix, AZ

June 6–9, 2022

Join us as a sponsor June 6–9, 2022, for the return of the in-person AIR Forum in Phoenix, AZ

In a world of constant change, the need for higher education professionals to get together annually to learn, connect, and share has never faltered. After gathering virtually for two years, the 2022 AIR Forum will be back in person June 6–9 at the Phoenix Convention Center in Phoenix, Arizona.

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

Sponsors can connect with attendees from all higher education sectors who make or influence decisions about the products and services that support institutional research, effectiveness, assessment, accreditation, data management, and planning activities at their organizations. Sponsorships are limited and available on a first-come, first-served basis. Register early and receive a 5% discount!



Gain Brand Exposure

AIR Forum attendees are highly engaged higher education professionals who support data-informed decision making. If you are looking to gain brand exposure and build relationships within this sector—and especially with decision influencers—the 2022 AIR Forum is your exclusive chance to connect and be a part of the world's largest gathering of professionals in these fields.

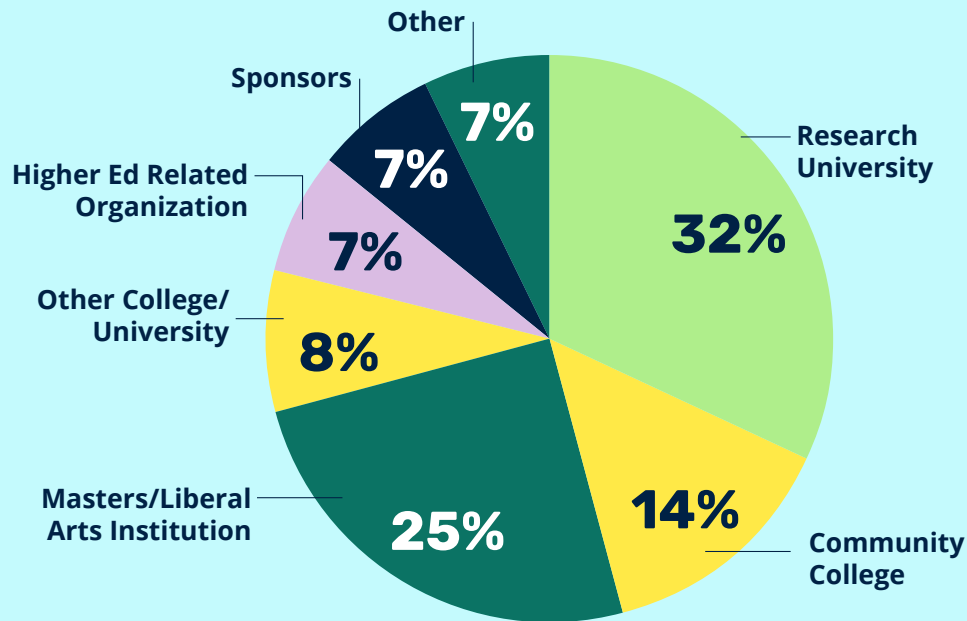
34% of AIR Forum attendees are IR (institutional research) management and have strong influence

93% of AIR Forum attendees visit the Exhibit Hall

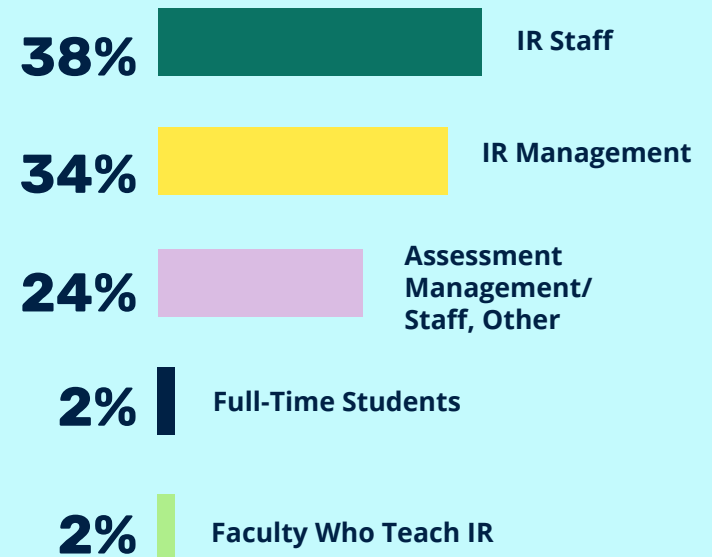
62% of AIR Forum attendees speak directly with sponsors in the Exhibit Hall

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

ATTENDEES BY TYPE OF ORGANIZATION



ATTENDEES BY IR ROLE



PAST ATTENDANCE

1800+ AIR Members

166+ Sponsor Representatives

48+ Sponsoring Companies

Exhibit Hall & Networking Hub

The Exhibit Hall is the central networking location for attendees and sponsors. In addition to sponsor booths, the Exhibit Hall features attendee engagement activities which include an opening reception; coffee, lunch, and dessert breaks; poster, micro, sponsor demo, and “Ask an Expert” sessions; charging stations and workspaces; sponsor-centered incentive activities; and more! **The Exhibit Hall will be in the 48,000 square-foot North Exhibition Hall A with conference registration located in the pre-function area adjoining.**



Conference Schedule at a Glance: June 5–9

Please note: All times are listed in U.S. Mountain Time Zone.

Sunday, June 5

7:00 a.m. – 5:00 p.m.	Registration open
8:00 a.m. – 5:00 p.m.	GSC Exhibit Hall move-in, exhibitor freight delivered to hall
3:00–8:00 p.m.	Exhibitor move-in
8:00 a.m. – 4:00 p.m.	Pre-conference education sessions

Monday, June 6

7:00 a.m. – 6:00 p.m.	Registration open
8:00 a.m. – 4:00 p.m.	Pre-conference education sessions
9:00 a.m. – 4:00 p.m.	Exhibitor move-in
1:00 p.m.	Regular AIR Forum content begins
1:00–4:30 p.m.	Impact sessions
4:45–6:30 p.m.	Exhibit Hall open, opening reception (snacks, beverages, cash bars)

Conference Schedule at a Glance: June 5–9

Please note: All times are listed in U.S. Mountain Time Zone.

Tuesday, June 7

7:00 a.m. – 6:00 p.m.	Registration open
7:45–10:30 a.m.	Opening keynote and breakfast
10:00 a.m. – 6:00 p.m.	Exhibit Hall open
10:45 a.m. – 3:45 p.m.	Concurrent sessions
10:45 a.m. – 2:15 p.m.	Poster, “Ask an Expert,” and demo sessions in Exhibit Hall
11:45 a.m. – 1:15 p.m.	Lunch break in Exhibit Hall (food for purchase)
4:00–5:30 p.m.	Networking break in Exhibit Hall (snacks)

Conference Schedule at a Glance: June 5–9

Please note: All times are listed in U.S. Mountain Time Zone.

Wednesday, June 8

7:30 a.m. – 4:30 p.m.	Registration open
8:00 a.m. – 2:30 p.m.	Exhibit Hall open
8:00–9:15 a.m.	Coffee break in Exhibit Hall (coffee, tea)
9:15 a.m. – 4:45 p.m.	Concurrent sessions
9:15–11:15 a.m.	Poster, “Ask an Expert,” and demo sessions in Exhibit Hall
11:30 a.m. – 1:00 p.m.	Lunch break and networking in Exhibit Hall (food for purchase)
1:15–2:15 p.m.	Closing, dessert break, and incentive activity prizes awarded (dessert, coffee)
2:30–7:00 p.m.	Exhibitor/GSC move-out

Conference Schedule at a Glance: June 5–9

Please note: All times are listed in U.S. Mountain Time Zone.

Thursday, June 9

7:00–10:00 a.m.	Registration open
8:00–8:45 a.m.	Concurrent sessions
9:00 –11:30 a.m.	Closing keynote and brunch





SPONSORSHIP LEVELS

	DIAMOND \$16,000 (Limit 2)	PLATINUM \$9,000 (Limit 6)	GOLD \$6,500	SILVER \$3,500
Visibility				
20' x 20' island booth at Exhibit Hall entrance with standard amenities including 8' high back drape, 3' high divider drape on each side, two 6' tables, four chairs, and two waste bins.	✓			
10' x 20' booth in premier locations (first choice of booth locations) with standard amenities including 8' high back drape, 3' high divider drape on each side, two 6' tables, four chairs, and two waste bins.		✓		
10' x 10' booth (second choice of booth locations) with standard amenities including 8' high back drape, 3' high divider drape on each side, 6' table, two chairs, and waste bin.			✓	
10' x 10' booth (third choice of booth locations) with standard amenities including 8' high back drape, 3' high divider drape on each side, 6' table, two chairs, and waste bin.				✓
Digital marketing: One 100-word paragraph in a promotional email to attendees on behalf of sponsors. No more than five sponsors will be included per email. Digital marketing collateral available for download on the sponsor listing page of the AIR Forum website. <i>Web analytics report for the above items available upon request after the conference.</i>	✓	✓	add-on for \$500	add-on for \$600
Online recognition: Sponsor name, logo, description, website link, and social media handles displayed on the sponsor listing webpage.	✓	✓	✓	✓
Onsite recognition: Sponsor logo displayed on entrance unit to Exhibit Hall and on welcome slides for opening and closing keynotes.	✓	✓	✓	✓



SPONSORSHIP LEVELS

	DIAMOND \$16,000 (Limit 2)	PLATINUM \$9,000 (Limit 6)	GOLD \$6,500	SILVER \$3,500
Concurrent Sessions				
One 45-minute speaker session or discussion group in regular concurrent session schedule (will not compete with another sponsored session) plus one demo and one “Ask an Expert” session to be presented in Exhibit Hall theaters (will not compete with other sponsored sessions).	✓			
Choice of one 45-minute speaker session or discussion group in regular concurrent session schedule or one 20-minute product demonstration or “Ask an Expert” session to be presented in Exhibit Hall theaters (may compete with another sponsored session).		✓		
Choice of either one 20-minute product demonstration or “Ask an Expert” session to be presented in Exhibit Hall theaters (may compete with another sponsored session).			✓	add-on for \$500
Networking Events				
Opening reception, coffee breaks, lunch breaks, and networking in Exhibit Hall (within hours).	✓	✓	✓	✓
Participation in app-driven AIR Forum networking activity to drive attention to your booth (such as booth crawl, trivia, bingo, etc.).	✓	✓	✓	✓



SPONSORSHIP LEVELS

	DIAMOND \$16,000 (Limit 2)	PLATINUM \$9,000 (Limit 6)	GOLD \$6,500	SILVER \$3,500
Attendee Engagement				
May offer an advertised sponsor giveaway at booth.	✓	✓	✓	✓
Meeting space at the convention center for private meetings or functions.	✓	✓	add-on for \$500	add-on for \$500
Attendee mailing list with name, title, institution, and address (pre-/post-conference). All lists are for one-time use.	✓	✓	✓	✓
Attendee email list for those who've opted to receive marketing information from our sponsors. All lists are for one-time use.	✓	✓		
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'll download for the event.	✓	add-on for \$175	add-on for \$175	add-on for \$175
Sponsor Reps				
Sponsor representative registration is equivalent to attendee registration. Sponsor representatives may attend all meal functions, general sessions, and concurrent sessions. Additional representatives are \$375 per person (limit 5).	5	4	3	2



Sponsorship Package Enhancements

- Additional sponsor representative: \$375 (limit 5)
- Additional 10' x 10' booth: \$1,500
- Add your logo on lanyards: \$3,000; water bottles: \$2,500; conference bags: \$2,500; color-coded social distance preference wristbands: \$2,000 (first option preference in order of sponsor package purchased)
- Add digital marketing to Gold: \$500, Silver: \$600 (already included in Diamond and Platinum packages)
- Add lead retrieval to Platinum, Gold, or Silver: \$175 (already included in Diamond package)
- Meeting space at the convention center for private meetings or functions: \$500 per room (one included in Diamond and Platinum packages)
- Add a 20-minute product demo or "Ask an Expert" session to Diamond: \$350, Platinum: \$400, Gold: \$450, or Silver: \$500 (per session)

Standard Amenities

- 10' x 10' booth in designated sponsor area includes: 8' high back drape, 3' high divider drape on each side, 6' table, two chairs, and one waste bin. (Does not include carpet. Hall is not carpeted; booth carpet or flooring is required and may be ordered from GSC)
- Company logo prominently displayed on AIR Forum website and linked to company website or collateral
- Company logo prominently displayed on entrance unit and other onsite AIR Forum marketing collateral
- Complimentary sponsor representative registrations with full access to the conference events (quantity varies based on sponsor package)
- Participation in app-driven AIR Forum networking activity to drive booth attention (option to opt out)
- Pre-/post-conference attendee list

Additional Options

- Non-exhibiting sponsorships, custom opportunities, and non-profit discounts are available. Email Emily White at ewhite@airweb.org to discuss these options.

About Sponsored Sessions

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

Discussion groups are highly interactive group discussions that focus on research, applications, practice, or topic of interest related to the effective use of data in higher education. The discussion leader(s) briefly present opening remarks to define the session and set the context. Three to five questions submitted with the session proposal provide the structure for the discussion that follows. The discussion leader role also includes encouraging participants to share their perspectives and providing a summary and closure to the discussion. Discussions may be led by an individual or two co-leaders. Supplementary materials/handouts summarizing the presentation should be uploaded to the presenter portal at least two weeks prior to AIR Forum.

Discussion groups are 45 minutes and set up in individual rooms with semi-circle seating. Because discussion groups are intended to be interactive conversations and not presentations, no audio-visual equipment is provided. However, a flip chart and markers are available upon request.

Product demonstrations offer an enhanced method of marketing your products and services in the Exhibit Hall. You will be able to conduct live interactive demonstrations to present your product, show how it works,

and how it will benefit attendees. Sessions are set up in Exhibit Hall meeting theaters featuring 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” sessions provide participants with the opportunity to be updated about a topic of interest in a highly interactive manner. Each session consists of an informal discussion arising from a question-and-answer format. Sessions are set up in Exhibit Hall meeting theaters featuring 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.

More Information

Sponsor guide, registration forms, and terms and conditions available at airweb.org/sponsor.



Connect With Us

For more information, email Emily White at ewhite@airweb.org.