



2023 AIR Forum Sponsor Prospectus

Huntington Convention Center of Cleveland
Cleveland, OH
May 30 – June 2, 2023

Join us as a sponsor May 30 – June 2, 2023, for the 63rd Annual AIR Forum in Cleveland, OH.

In a world of constant change, the need for higher education professionals to get together annually to learn, connect, and share has never faltered.

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.

AIR Forum sponsors 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 to get 5% off the sponsorship level of your choice! (Note: This discount does not apply to add-ons nor package enhancements.)



Gain Brand Exposure

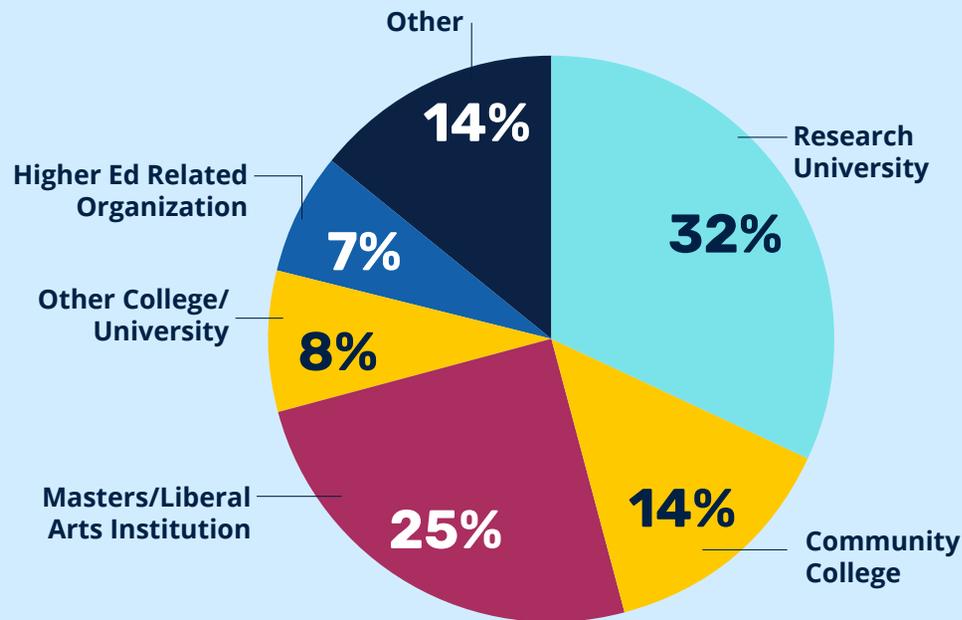
AIR Forum attendees are highly engaged higher education professionals who support data-informed decision making. If you are looking to gain brand exposure and build relationships within this sector—and especially with decision influencers—the 2023 AIR Forum is your exclusive chance to connect and be a part of the world’s largest gathering of professionals in these fields.

80% of AIR Forum attendees work in IR (institutional research)

98% of AIR Forum attendees visit the Exhibit Hall

64% of AIR Forum attendees speak directly with sponsors in the Exhibit Hall

ATTENDEES BY TYPE OF ORGANIZATION



ATTENDEES BY ROLES



PAST ATTENDANCE **1,800+** Attendees

Exhibit Hall and 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 receptions; coffee, lunch, and dessert breaks; poster, sponsor demo, and “Ask an Expert” sessions; charging stations and workspaces; sponsor-centered incentive activities; and more! **The Exhibit Hall will be in Exhibition Hall C with conference registration located in the pre-function area adjoining. AIR’s standard booth size is 10’ x 10’ with options to increase.**



Sponsor/Exhibit Hall Schedule at a Glance

Monday, May 29

- GSC Exhibit Hall move-in, exhibitor freight delivered to hall
- Exhibitor move-in

Tuesday, May 30

- Exhibitor move-in
- Opening reception in Exhibit Hall (snacks, beverages, cash bars)

Wednesday, May 31

- Exhibit Hall open
- Lunch break and networking in Exhibit Hall (food for purchase)
- Poster, "Ask an Expert," and demonstration sessions in Exhibit Hall
- Networking reception in Exhibit Hall (snacks, beverages, cash bars, booth crawl, or other networking activity)

Thursday, June 1

- Exhibit Hall open
- Coffee break in Exhibit Hall (coffee, tea)
- Lunch break and networking in Exhibit Hall (food for purchase)
- Poster, "Ask an Expert," and demo sessions in Exhibit Hall
- Closing, dessert break, and incentive activity prizes awarded (dessert, coffee)
- Exhibitor/GSC move-out

For a detailed schedule, visit [sponsor resources](#).





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 a premier location (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.	✓	✓	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.	premier placement; top billing	✓	✓	✓
Onsite recognition: Sponsor logo displayed on entrance unit to Exhibit Hall and on welcome slides for opening and closing keynotes.	premier placement; top billing	✓	✓	✓



SPONSORSHIP LEVELS

	DIAMOND \$16,000 (Limit 2)	PLATINUM \$9,000 (Limit 6)	GOLD \$6,500	SILVER \$3,500
Sessions				
<p>One 45-minute speaker session or discussion group in regular concurrent session schedule (will not compete with another sponsored session) plus one 20-minute product demonstration or “Ask an Expert” session to be presented in Exhibit Hall theaters (will not compete with other sponsored sessions).</p>	✓			
<p>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).</p>		✓		
<p>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).</p>			✓	



SPONSORSHIP LEVELS

	DIAMOND \$16,000 (Limit 2)	PLATINUM \$9,000 (Limit 6)	GOLD \$6,500	SILVER \$3,500
Attendee Engagement				
May offer sponsor giveaway at booth.	✓	✓	✓	✓
Meeting space at the convention center for private meetings or functions. <i>Subject to availability.</i>	✓	add-on for \$500	add-on for \$750	
Attendee lists (two lists, pre- and post-conference) with name, title, institution, and mailing address. Lists are for one-time use.	✓	✓	✓	✓
Attendee email list for those who've opted to receive marketing information from our sponsors. List is for one-time use.	✓	✓		
Lead retrieval available through the lead retrieval app. Get unlimited scanning, quick lead qualification, and the ability to measure your booth staff's performance.	available for purchase	available for purchase	available for purchase	available for purchase
Participation in the AIR Forum networking activity to drive attention to your booth (such as booth crawl, trivia, bingo, etc.).	✓	✓	✓	✓
Sponsor Reps Included with Package				
Sponsor representative registration is equivalent to attendee registration. Sponsor representatives may attend all meal functions, general sessions, and concurrent sessions. Additional representatives are \$475 per person. <i>Only five additional representative registrations can be purchased at this discounted rate. All additional representatives should be processed at the member or nonmember rate through the regular AIR Forum registration system.</i>	5	4	3	2



Sponsorship Package Enhancements

- Additional sponsor representative: \$475 (Only five additional representative registrations can be purchased at this discounted rate. All additional representatives should be processed at the member or nonmember rate through the regular AIR Forum registration system.)
- Additional 10' x 10' booth: \$1,500
- Add your logo on lanyards: \$3,000; water bottles: \$2,500; conference bags: \$2,500 (First right of refusal in order of level purchased.)
- Add digital marketing to Gold: \$500, Silver: \$600 (Already included in Diamond and Platinum packages.)
- Lead retrieval is available for purchase.
- Add meeting space at the convention center for private meetings or functions to Platinum \$500, Gold \$750. (One included in Diamond; not available to Silver.) *Meeting space is subject to availability.*
- Add a 20-minute product demonstration or "Ask an Expert" session to Diamond: \$350, Platinum: \$400, Gold: \$450, not available to Silver. *One per sponsor, subject to availability.*

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. The Exhibit 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. Placement and prominence in order by level.
- Company logo prominently displayed on entrance unit and other onsite AIR Forum marketing collateral. Placement and prominence in order by level.
- A limited number of complimentary sponsor representative registrations with full access to the conference events (quantity varies based on sponsor package)
- Participation in the AIR Forum networking activity to drive booth attention (option to opt out)
- Pre- and post-conference attendee lists

Additional Options

- Non-exhibiting sponsorships and non-profit discounts are available. Email the AIR Forum team at forum@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. Supplementary materials/handouts summarizing the presentation should be uploaded to the presenter portal at least two weeks prior to AIR Forum.

Discussion groups are highly interactive group discussions that focus on research, applications, practice, or topics 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's 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. Supplementary materials/handouts summarizing the presentation should be uploaded to the presenter portal at least two weeks prior to AIR Forum.

"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. Supplementary materials/handouts summarizing the presentation should be uploaded to the presenter portal at least two weeks prior to AIR Forum.



Sponsor With Us

Sponsor resources, online registration, and terms and conditions available at airweb.org/sponsor.

Connect With Us

For more information, email the AIR Forum team at forum@airweb.org.