



2026 AIR Forum Sponsor Prospectus

Marriott Marquis | Washington, D.C.
May 26-29, 2026

Why Sponsor?

Make your mark at 2026 AIR Forum, the world's largest gathering of higher education professionals working in institutional research, effectiveness, assessment, planning, and related postsecondary education fields.

Share your products, services, and resources with a strong professional network! Reach attendees 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.



**MAKE VALUABLE CONNECTIONS
WITH AN ENGAGED AUDIENCE**

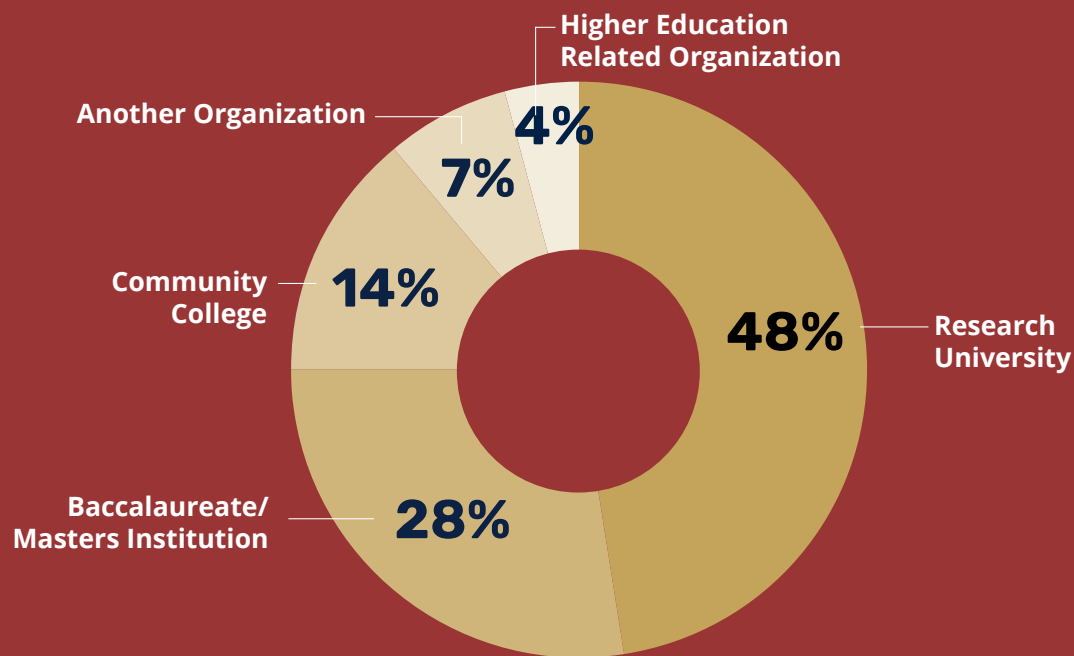
96%
**of attendees visit
the Networking Hub
& Exhibit Hall to:**

- Engage with Sponsors while browsing booths to learn about products and services offered
- Attend Sponsor Product Demonstrations and "Ask an Expert" sessions
- Network and make professional connections
- Attend receptions and breaks

Visit airweb.org/sponsor for more information.

Gain Brand Exposure Among a Strong Professional Network

ATTENDEES BY TYPE OF ORGANIZATION



ATTENDEES BY ROLES

Institutional Research

Analytics

Institutional Effectiveness

Academic Affairs and
Enrollment Management

Assessment

Strategic Planning

Accreditation

AVERAGE ATTENDANCE **1,500+**

Thank You to Our 2025 Sponsors

Diamond



Platinum



Gold



Silver



Networking Hub & Exhibit Hall Hours

Step into the vibrant center of connection and collaboration! The AIR Networking Hub & Exhibit Hall is the go-to destination for energizing coffee breaks, lunch breaks, engaging poster presentations, and interactive activities. It's where ideas spark, partnerships form, and conversations with colleagues and sponsors turn into lasting connections. For a detailed schedule, visit [sponsor resources](#).

Tuesday, May 26

8:00 a.m. – 4:00 p.m.

Exhibitor move-in

4:45 p.m. – 6:00 p.m.

Reception in the Networking Hub & Exhibit Hall

Wednesday, May 27

10:00 a.m. – 6:00 p.m.

Networking Hub & Exhibit Hall open (lunch break, posters, and networking)

4:45 p.m. – 6:00 p.m.

Reception in the Networking Hub & Exhibit Hall

Thursday, May 28

8:00 a.m. – 2:15 p.m.

Networking Hub & Exhibit Hall open (coffee break, lunch break, posters, dessert break, and networking)

2:30 p.m. – 7:00 p.m.

Exhibitor move-out



Sponsor Benefits

Our sponsorship packages are strategically crafted to put your brand front and center—connecting you with a highly engaged audience while maximizing your exposure across every touchpoint of the conference experience.

Standard Booth Package

- 10' x 10' booth with options to increase
- Amenities include 8' high back drape, 3' high divider drape on each side; 6' table, two chairs; one waste bin

Pre and Post Attendee Mailing Lists

- To include name, title, institution, and mailing address. Lists are for one-time use.
- Delivered within two-weeks pre and post conference

Complimentary Sponsor Rep Registration Passes

- All sponsors receive a minimum of two complimentary registrations with the option to increase through different leveled packages and add on for an additional charge.
- Sponsor representative registration is a full meeting registration that includes access to all events and activities.



Attendee Engagement Opportunities on Show Floor

- Ability to offer in-booth sponsor giveaway to attendees
- Ability to offer food and beverage at the booth (F&B must be ordered through the venue)
- Sponsor Product Demonstration and “Ask an Expert” sessions (included in some levels)
- On-site gamification: Participation in the AIR Forum networking activity to drive booth attention (with option to opt out)
- Two networking receptions sponsored by AIR
- Coffee breaks, daily lunch breaks, and a dessert break

Recognition

- Sponsor name, logo, company description, website link, and social media handles displayed on sponsor listing webpage.
- Sponsor logo displayed on entrance unit to the Exhibit Hall and on welcome slides for opening and closing keynotes.



AIR Forum 2026 Sponsorship Levels

	Diamond \$16,800 (Limit 2)	Platinum \$10,700 (Limit 8)	Gold \$7,500	Silver \$4,500
Sponsor Representative Registrations¹	5 (\$3,250 value)	4 (\$2,600 value)	3 (\$1,950 value)	2 (\$1,300 value)
Booth Packages	20' x 20' Island Booth At entrance of Exhibit Hall with standard amenities	10' x 20' Booth 1st choice of booth location with standard amenities	10' x 10' Booth 2nd choice of booth location with standard amenities	10' x 10' Booth 3rd choice of booth location with standard amenities
Sponsored Sessions²	Choice of: (2) 45-minute sessions (choice of speaker session OR discussion group) and (1) 20-minute Product Demonstration or ""Ask an Expert"" session (guaranteed to not compete with another sponsored session)	Choice of: (1) 45-minute speaker session OR (1) discussion group OR (1) 20-minute Product Demonstration OR (1) "Ask an Expert" session (may compete with another sponsored session)	Choice of: (1) 20-minute Product Demonstration OR (1) "Ask an Expert" session (may compete with another sponsored session)	<i>Not available</i>
On-Site Gamification³	✓	✓	✓	✓
Email Marketing⁴	✓	✓	✓	Add-on available: \$750
Attendee Email List⁵	✓	✓	Add-on available: \$750	<i>Not available</i>
Onsite Meeting Space⁶	✓	Add-on available: \$750	Add-on available: \$950	<i>Not available</i>
Social Media Recognition	(3) Posts	(2) Posts	<i>Not available</i>	<i>Not available</i>
(1) Lead Retrieval License⁷	✓	✓	✓	✓
Early Preview of 2027 AIR Forum Sponsor Prospectus	✓	✓	✓	✓

¹Note: Sponsor representatives must be employees of the sponsoring organization.

²Note: See page 9 for additional details.

³Participation in the AIR Forum networking activity to drive booth attention (with option to opt out)

⁴A promotional email to attendees introducing sponsors. Will include sponsor logo and link to sponsor webpage.

⁵Pre-conference attendee email list for those who've opted to receive marketing information from our sponsors. List is for one-time use.

⁶Located at the conference center for private meetings or functions. Subject to availability. Note: Cannot be used as a session; any food and beverage served must be ordered from the venue at an additional cost.

⁷One complimentary lead retrieval license available per company. Additional licenses are available for purchase.

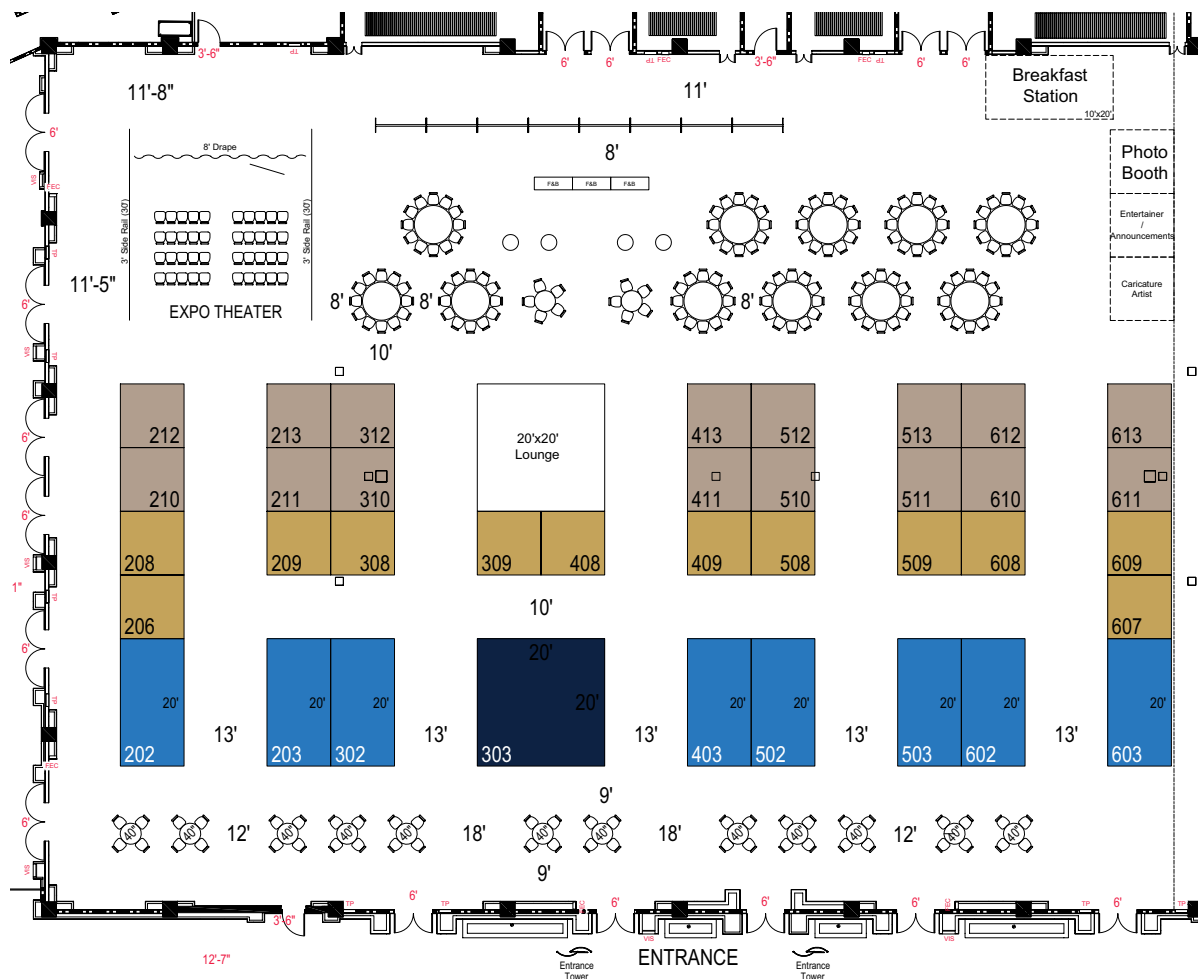
2026 AIR Forum

Exhibit Hall

Floor Plan

Note: The Exhibit Hall floor plan is subject to change.

-  DIAMOND
-  PLATINUM
-  GOLD
-  SILVER



About Sponsored Sessions

Speaker sessions are 45-minute concurrent sessions that share innovative applications, research practices, and professional work products in IR, effectiveness, assessment, planning, or other data-centered functions.

Discussion groups are 45-minute concurrent sessions that focus on research, applications, practice, or topics of interest related to the effective use of data in higher education. Three to five questions submitted with the session proposal provide the structure for the discussion that follows. No AV is provided for these interactive group discussions.

Note: Speaker sessions/discussion groups are concurrent sessions of academic nature, are non-commercial, and should not be used to demo a product or solicit sales.

Product demonstrations are 20-minute sessions presented in the Exhibit Hall Expo-Theaters that offer an enhanced method of marketing your products and services.

“Ask an Expert” sessions are 20-minute sessions presented in the Exhibit Hall Expo-Theaters that provide participants with the opportunity to be updated about a topic of interest in a highly interactive manner.



Sponsorship Package Add-Ons

Want to customize your sponsor package to meet your business objectives? We've created an à la carte menu of options you can add to your leveled sponsor package. These add-ons are only available with a sponsor package.

Additional Sponsor Representative Registrations: \$650

Only four additional sponsor representative registrations can be purchased per sponsor. All additional representatives should be registered at the member or nonmember rate through the regular AIR Forum registration system. *Note: Deadline to purchase additional sponsor representative registrations is April 27, 2026.*

Additional 10' x 10' Booth: \$1,600

Standard sized booth with 8' high drape, 3' high divider drape on each side, 6' table, two chairs, and one waste bin. *Note: The Exhibit Hall is carpeted. Booth carpet or flooring is available from GES, but is not required.*

Lanyards: \$3,500

Keep your company name front and center on our conference lanyards. Each attendee will receive this item with their badge to display their name for all conference-related events. Single-color print, co-branded with the AIR Forum logo. Lanyards developed and supplied by AIR Forum staff. *(Available to Diamond, Platinum, and Gold sponsors).*



Additional Sponsorship Opportunities

These unique marketing opportunities are open to any organization who would like to take their company exposure to the next level. Each of these sponsorship opportunities has been tailored specifically to allow every type of AIR Forum partner to get brand exposure and name recognition among our attendees. *The deadline to confirm these sponsorships is March 31, 2026.*

AIR Forum Wi-Fi Sponsor:

\$15,000 (1 Available)

Be the exclusive sponsor of AIR Forum Wi-Fi. Your company will be top of mind with every attendee while viewing your branded splash page each time they log onto the network.

Mobile App Sponsorship:

\$15,000 (1 Available)

Get noticed by all attendees with this exclusive high-profile opportunity on our mobile app. Attendees access all of AIR Forum's details via the app and use it daily during the conference. You will gain ideal exposure with click-through banner ads on both the home page and the official agenda.

Opening Keynote Sponsorship:

\$10,000 (1 Available)

Be recognized with a 30-second ad (video) as the exclusive sponsor of the opening Keynote on Wednesday, May 27, at 10:00 a.m. Includes a reserved table at the front, recognition in opening announcements and welcome slides, logo on keynote signage, ad on session listing in app, and mention in app push notifications.

Key Deadlines

April 20, 2026

Deadline to become
a sponsor

April 27, 2026

Deadline for sponsors to
submit session information

May 5, 2026

Deadline for GES discount
on orders

Don't miss this
opportunity to **connect
with our exclusive
community** of higher
education professionals
working at the intersection
of people and data.

Register today!



Sponsor With Us

Online registration, sponsor
resources, Exhibit Hall map, and
terms and conditions are available
at airweb.org/sponsor.

Connect With Us

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