

NEAIR 2ND VIRTUAL ANNUAL CONFERENCE

EXHIBITOR SPONSOR PROSPECTUS



November 15-17, 2021

In the midst of an ever-changing world, our higher education community is charged with fostering change in the areas of diversity, equity, inclusion, and social justice. We invite you to participate in the conversations and become a changemaker. Join us as a sponsor for the 2nd NEAIR Virtual Conference in November 2021.

Our exhibitor sponsors are invited to be active participants – presenting relevant material, providing information on tools and services, engaging in the discussions and presentations, and meeting up spontaneously with conference participants. Sponsor NEAIR to gain brand exposure while building relationships within the higher education ecosystem.

WWW.NEAIR.ORG

Partner with us as a sponsor of our annual conference.

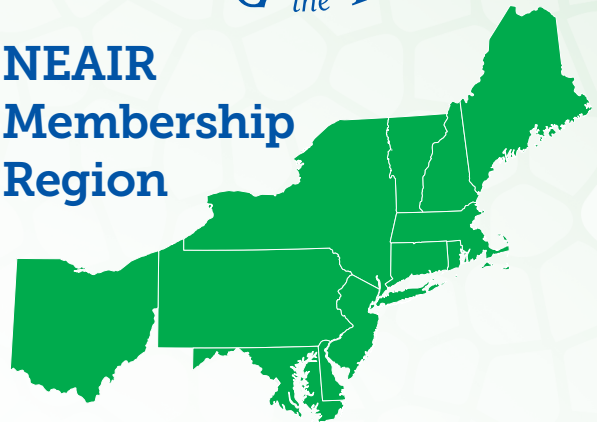
NEAIR has created powerful opportunities for sponsors to showcase their company, present expert information and updates, and network with our conference attendees.

Connect

NEAIR conference planners work hard to ensure each sponsor receives a return on their invested time, energy and money when attending our conference. Connect with our attendees through your virtual exhibitor booth and live streaming sessions, virtual meet-ups, presentation sessions (contingent on tier), and most powerfully through our "Connect" social lounge which provides spontaneous conversation with participants in the room.



NEAIR Membership Region



Last year, our
7 sponsors
averaged
**21 solid
leads each.**

They received
**253,987
impressions.**

There were over
1719 visits
to the virtual exhibit booths

Here's what our attendees said about our First Virtual Conference

"I thought every aspect of the conference worked. Whova and Remo worked beautifully for me, and I thought everything flowed and the schedule allowed for a chance to relax in between sessions."

"This is the first online conference I attended that actually felt somewhat like a traditional conference. You did an excellent job of building in opportunities for people to connect in many different ways (e.g., so you could find something that worked for you and your preference)!"

"The way NEAIR was able to replicate the in-person event so well in Remo was fantastic. I was surprised at how well I was able to network in the Remo tool."



2021 NEAIR Exhibitor Sponsor Pricing Information

DIAMOND (1) **PLATINUM (5)** **GOLD (5)**
\$4,000 **\$3,000** **\$2,000**

PRESENTATION SESSION

Lightning Talk (one-minute, pre-recorded video) during designated plenary	2		
Presentation Session (45 minutes)	✓	✓	
Push Notifications	2		
Personalized Pre-Conference Email announcing sponsor presentation sessions	✓	✓	
Push Notification regarding presentation sessions	✓	✓	
Pre-recorded Presentation Session available in exhibitor sponsor booth for viewing before, during, and post-conference	✓	✓	✓

LEADS

Lead Generation via Passport Contest (NEAIR \$300 Exhibitor Sponsor Giveaway)	✓	✓	✓
Lead Generation via Sponsor coupons/raffles/giveaways	✓	✓	✓
Access to attendee profiles	✓	✓	✓
Conference Directory	MSEExcel	Adobe PDF	Adobe PDF

NETWORKING

Organize 1-to-1 or group virtual meet-ups with conference participants	✓	✓	✓
Access to "Connect" social lounge for spontaneous or scheduled conversations	✓	✓	✓
Complimentary Conference Registration <i>Additional registrations may be purchased separately.</i>	3	2	1

TIERED INTERACTIVE EXHIBITOR SPONSOR BOOTH

Top Tier in the exhibitor booth	✓		
Communicating to all participants via pre-conference email	✓		
Highlighting company, products, and services through an uploaded video	✓	✓	✓
Live streaming a virtual showcase (optional but recommended)	✓	✓	✓
Posting white papers and brochures	✓	✓	✓
Branding booth with sponsor logo, description, and representative contact information	✓	✓	✓

DIGITAL BRANDING

Sponsor branded swag (swag to be determined)	✓		
Sponsor branded plenary sessions	✓		
Sponsor slide on NEAIR homepage	✓		
Sponsor impressions through conference webapp	✓	✓	
Branded networking table in "Connect" social lounge	✓	✓	
Sponsor impressions through conference agenda and profile	✓	✓	✓
Tiered Sponsor webpage hyperlinked to company information	✓	✓	✓

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