A premier member services organization, the North East Association for Institutional Research (NEAIR) provides the best possible programming, services, and networking opportunities to promote and strengthen the skills and knowledge of the institutional research and effectiveness profession in an ever-changing world.
We invite you to 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 to session participants, and network and converse with our conference attendees.

“...opportunities to interact with multiple sponsors to see what's new and how other institutions use the tools available...”
NEAIR conference planners understand that our Sponsors must make the best use of their resources and availability. Our team works hard to ensure each sponsor receives a return on their invested time, energy and money when attending our conference. We put our sponsors in the heart of the Connection Center – our conference hub where conference participants enjoy networking with colleagues, conversing with sponsors at the booths, playing games, charging devices, browsing poster presentations, and participating in the “NEAIR Gives Back” to a community outreach service organization.

**Connection Center Hours:**

**SUNDAY, NOVEMBER 15**

- 12:00 PM - 4:00 PM  Set-Up Sponsor Exhibit Booths
- 3:30 PM  Audiovisual Test Lightning Talks
- 4:15 PM  Meet and Greet Coffee Break
- 5:15 PM  Dinner with NEAIR Participants

**MONDAY, NOVEMBER 16**

- 7:30 AM - 5:00 PM  Connection Center
- 9:50 AM  Dedicated Time to Visit Sponsor Exhibits
- 11:00 AM  Presentation Sessions as scheduled
- 9:50 AM  Coffee Break
- 12:00 PM  Diamond Lightning Talk Presentation after the Plenary
- 12:15 PM  Lunch N Learn Engagement with Participants
- 2:30 PM  Poster Presentations & Sponsor Exhibit Showcase Dessert & Coffee Session

**TUESDAY, NOVEMBER 17**

- 7:30 AM - 12:00 PM  Connection Center
- 10:40 AM  Closing Break & Sponsor Raffle

**Key Sponsorship Deadlines:**

- **July 31**  Sponsorship Discount Ends
- **August 31**  Session & Contact Information Due
- **October 1**  Sponsorship Closes
- **October 23**  All Sponsor Reps Registered
- **October 31**  Sponsor PPT Slides & Email Content Due
- **November 13**  Sponsor Exhibit Materials Due at Hotel

“Liked where the sponsors were [located] – easy to access and chat with.”

“Lightning talks on [sponsor] software is a great idea. Wished there was slightly more info. I also really liked the addition of having them present with an IR office that uses them!”

“I liked the sponsor presentations and being able to see specific examples of how institutions were able to implement the sponsors’ products.”
2020 NEAIR Sponsorship Pricing Information

Pricing after July 31st

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<th>DIAMOND (1)</th>
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STANDARD SPONSOR AMENITIES

Exhibitor Booth includes table, chairs, power strip, and internet (Location determined by level & purchase date) 20 ft 10 ft 10 ft 10 ft

Complimentary Conference Registration Additional registrations may be purchased separately 3 1 1 1 No Attendance

Dedicated Breaks to network with attendees ✓ ✓ ✓ ✓
Dedicated Raffle to promote conversation at booths ✓ ✓ ✓ ✓

Conference Directory MSExcel Adobe PDF Adobe PDF Adobe PDF None

SESSION OPPORTUNITIES

Pre-Conference Workshop Session Sunday PM (3 hours) ✓

Lightning Talk – an “elevator pitch” Sunday Plenary 1 minute 1 minute

Lightning Talk – an “elevator pitch” Monday Plenary 1 minute

Presentation Session with IR practitioner 45 minute session 45 minute session 25 minute session

SIGNAGE

Sponsor Brochure or Swag in conference bag ✓ ✓
Sponsor Logo on Program-At-A-Glance ✓
Sign promoting Diamond Sponsor Session ✓
Sign promoting Platinum Sessions (individual) ✓
Sign Promoting Gold Sessions ✓
Floor Cling promoting Connection Center ✓ ✓ ✓ ✓
Banner at Plenary Sessions promoting Sponsors ✓ ✓ ✓ ✓ ✓ ✓

DIGITAL BRANDING

Sponsor Graphic Slide on NEAIR Home page ✓
Social Media Wall Sponsor Branding (Additional for purchase) ✓
Sponsor Information posted in mobile app & website ✓ ✓ ✓ ✓ ✓ ✓
Sponsor Logo scrolling through mobile app ✓ ✓ ✓ ✓ ✓
Sponsor Logo PPT Slideshow during plenaries ✓ ✓ ✓ ✓ ✓

COMMUNICATIONS

Personalized Post-Conference Email to all attendees ✓
Personalized Pre-Conference Email with Session Info ✓ ✓
Push Notification in mobile app (Additional for purchase) ✓
Push Notification regarding Sponsor Sessions ✓ ✓ ✓
Social Media Blasts promoting Sponsor Sessions ✓ ✓ ✓
Email & Social Media Blasts promoting Sponsors ✓ ✓ ✓ ✓
Lead Generation Capability through mobile app ✓ ✓ ✓ ✓
Branded Hotel Key Card for purchase (1 available) ✓ ✓ ✓ ✓ ✓

For more information about our sponsor program, please contact: J.R. Bjerklie, NEAIR Sponsor Coordinator, bjerkliej@hartwick.edu, or Beth Simpson, NEAIR Event Planner, neair@neair.org