

NEAIR 49TH ANNUAL CONFERENCE

SPONSOR PROSPECTUS



NOVEMBER 13-15, 2022
HOLIDAY INN BY THE BAY, PORTLAND ME

A premier member association, the North East Association for Institutional Research (NEAIR) provides excellent 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.

www.neair.org

NEAIR 49th Annual Conference

NOVEMBER 13-15, 2022



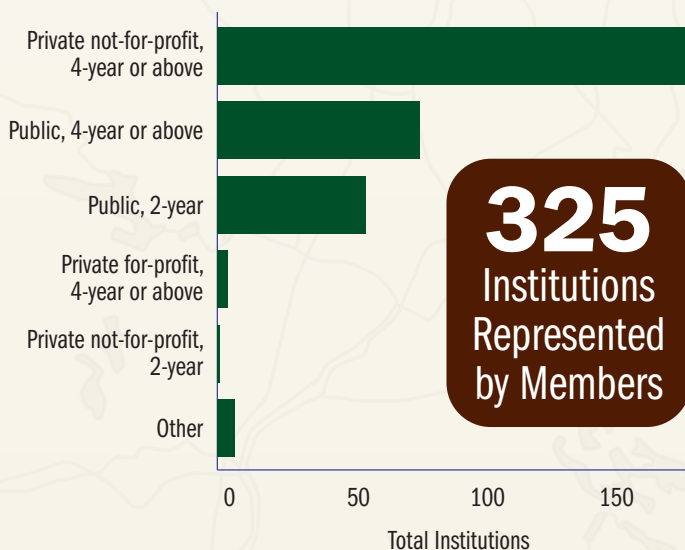
We invite you to partner with us as a sponsor of our annual conference.

NEAIR has created powerful opportunities for sponsors to showcase their company both in-person and online, present expert information and updates to session participants, and network and converse with our conference attendees.

NEAIR Membership Region

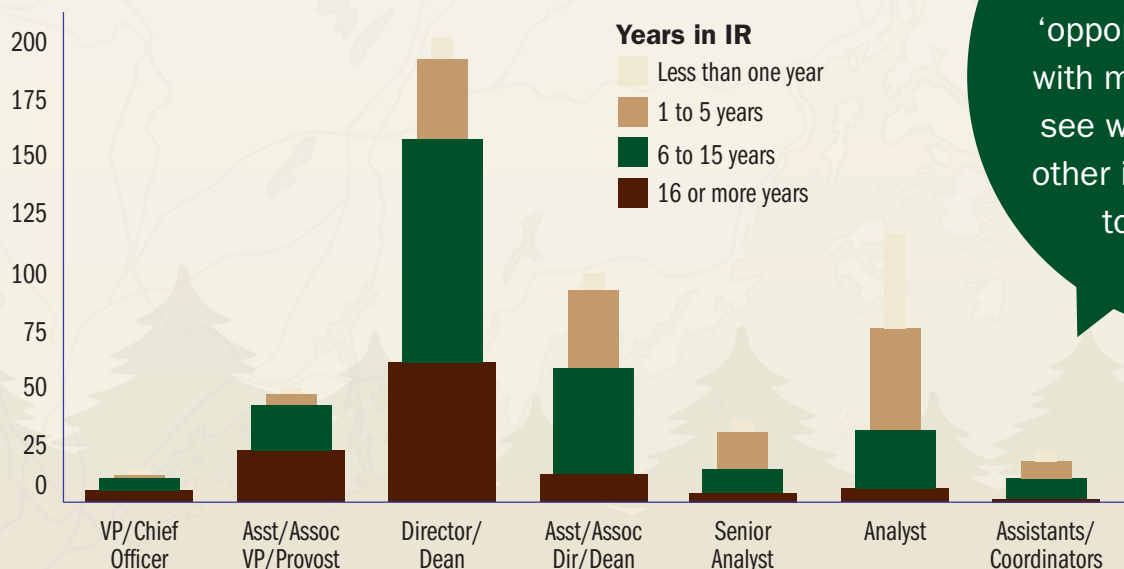


Membership by IPEDS Sector



325
Institutions
Represented
by Members

Institutional Titles of Members by Years in IR



“The NEAIR Conference provides ‘opportunities to interact with multiple sponsors to see what’s new and how other institutions use the tools available’”

Connection Center

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 13

3:00 PM - 5:00 PM Set-Up Sponsor Exhibit Booths
5:30 PM - 6:30 PM Welcome Reception & Exhibitor Booths

MONDAY, NOVEMBER 14

Sponsor Presentation Sessions as scheduled

7:30 AM - 5:00 PM Connection Center
8:00 AM Audiovisual Test Sponsor Lightning Talks
10:45 AM - 11:15 PM Dedicated Exhibitor Sponsor Booths
12:00 PM Lunch and Exhibitor Hall
5:15 PM - 6:15 PM Poster Presentations & Exhibitor Reception

TUESDAY, NOVEMBER 15

Sponsor Presentation Sessions as scheduled

7:30 AM - 1:30 PM Connection Center
1:30 PM - 2:30 PM Exhibitor Sponsor Showcase, Raffle & Dessert

“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.”

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 10** Sponsor Exhibit Materials Due at Hotel

2022 NEAIR Sponsorship Pricing Information



Pricing after July 31st

PLATINUM (5)
\$4,500/\$5,000

GOLD (3)
\$3,500/\$4,000

AFFILIATE
\$1,250

STANDARD SPONSOR AMENITIES

Exhibitor Booth includes table, chairs, power strip, and internet (Location determined by level & purchase date)	10 ft	10 ft	+\$1,000
Complimentary Conference Registration Additional registrations may be purchased separately	1	1	X
Dedicated Breaks to network with attendees	✓	✓	✓
Dedicated Raffle to promote conversation at booths	✓	✓	✓
Conference Directory	Excel Workbook	Adobe PDF	Adobe PDF

SESSION OPPORTUNITIES

Lightning Talk - an "elevator pitch" at the plenary meeting	1 minute		
Presentation Session with IR practitioner	45 minute session	25 minute session	Poster

SIGNAGE

Sign promoting Sponsor Session	✓	✓	
LED Signage	✓	✓	✓
Floor Cling promoting Connection Center	✓	✓	✓
Banner at Plenary Sessions promoting Sponsors	✓	✓	✓

DIGITAL BRANDING

Sponsor Information posted in mobile app & website	✓	✓	✓
Sponsor Logo scrolling through mobile app	✓	✓	✓
Sponsor Logo PPT Slideshow during plenaries	✓	✓	✓

COMMUNICATIONS

Push Notification regarding Sponsor Sessions	✓	✓	✓
Social Media Blasts promoting Sponsor Sessions	✓	✓	✓
Email & Social Media Blasts promoting Sponsors	✓	✓	✓
Lead Generation Capability through mobile app	✓	✓	with purchase of booth

**For more information about our sponsor program, please contact:
J.R. Bjerklije, NEAIR Sponsor Coordinator, bjerklije@hartwick.edu**