

Innovation and Sustainability
in International Education

NAFSA 2011 ANNUAL CONFERENCE & EXPO

May 29 - June 3, 2011
Vancouver, British Columbia, Canada
Vancouver Convention Centre

SPONSORSHIP OPPORTUNITIES

Exposition May 31 - June 3, 2011

www.nafsa.org/vancouver

NAFSA

Association of
International Educators

Sponsorship Opportunities

PLATINUM

Tuesday Opening Plenary: NAFSA's keynote event. Meet the speaker, share the stage and welcome attendees, and place promotional materials on ballroom chairs.

Opening Reception: Immediately following the Opening Plenary. Welcome attendees and display promotional materials.

Plenary Addresses (Wednesday and Friday): Each a prestigious sponsorship! Meet the speaker, welcome attendees, and place promotional materials on ballroom chairs.

Presidents' Dinner and Luncheon: Welcome the network of U. S. and international university and college presidents and rectors at these by-invitation-only events.

Symposium on Leadership: Pre-conference half-day event offers extensive branding and networking opportunities with senior decisionmakers in international education. Includes acknowledgment in post-symposium materials.

Conference Connection: Located in two high-traffic areas—near Registration and in the Expo Hall—each computer station opens to your home page. Conference Connection is used thousands of times during the week by attendees to check e-mail and network with colleagues.

Cooperation with Latin America Forum: Pre-conference by-invitation-only event offering extensive branding and networking opportunities with U.S. and Latin American senior decisionmakers. Includes acknowledgement in post-conference Forum materials.

Colloquium on Internationalizing Teacher Education: A two-day event offering extensive branding and networking opportunities with deans and faculty from U.S. and international teacher education programs. Includes acknowledgement in post-conference Colloquium materials and programs.

Conference Recordings: Sponsor's logo and blurb appear throughout the year on the multimedia Web portal housing conference audio and video recordings, and on DVDs.

Tote Bag: Your logo, imprinted prominently on one side of this popular bag, will be seen from the conference floor to the host city streets, airports, and back at the home office or campus.

Name Badge Holder: Every attendee is required to wear a badge holder. Sponsor logo prominently displayed above every name.

Conference Water Bottle: Premier conference take-away. Sponsor logo appears prominently on bottle.

GOLD

Conference Information/Hospitality Center: Centrally located and in highly trafficked area. Open pre-conference through Friday. High visibility branding with opportunity to display promotional materials.

Member Interest Group Luncheons: 2011 lunches focus on Community Colleges and Peace and Justice Programming. Welcome participants and display materials. Sponsor one or both.

Conference Folder: Sponsor's logo appears inside the folder and sponsor's full-page four-color ad on the back cover.

Post-it® Flag Dispenser: Conference take-away includes a small dispenser branded with sponsor's logo.

SILVER

Monday Night Networking: Sponsor one or more of the five all-conference networking events. Display promotional materials. (Sponsorship of more than one event can move sponsor into Gold or Platinum Sponsorship category)

Member Interest Group Breakfasts: 2011 breakfasts focus on Women and International Education and joint China/Japan interest areas. Sponsor one or both. Welcome participants and display materials.

Career Center: A very popular destination, numerous attendees visit the Career Center to network and advance their careers. Sponsor can place promotional materials here.

Knowledge Community Networking Areas (five available): Target your key audience by sponsoring a specific networking area. Sponsor can place promotional materials here.

New Century Circle Breakfast: Reach key decisionmakers at this by-invitation-only event. Sponsor may speak briefly and distribute promotional materials.

BRONZE

Member Giving Raffle Prizes: Donate raffle prizes* valued at \$1,000 or more and be recognized in conference materials, at the NAFSA Commons, and yearlong on NAFSA's Web site.

Annual Member Giving Pin: Sponsor's name and logo engraved on the back of this collectible item.

Member Giving Raffle Tickets: Sponsor's name and logo on raffle tickets.

Friends of the Conference: Recognition for donation of cash for general conference support.

* Airplane tickets, gift certificates, hotel and resort stays, artwork, and coupons for services are examples of previous raffle prize donations. In-kind contributions are welcome. Donations support NAFSA's professional development activities. For more information on member giving raffle donations, contact Gail Hochhauser, at 1.202.7373699, ext. 2523 or e-mail gailh@nafsa.org.

DISCOUNTS AND DEADLINES

NAFSA Global Partners receive a 15 percent discount on sponsorship prices. Multiple organizations may co-sponsor most of the items. Deadline for recognition in the Registration Brochure and the Conference Program is January 7, 2011. Deadline for recognition in the Conference Program only is February 4, 2011.

For more information on customized sponsorship packages, contact Joanne Kuriyan at 1.202.737.3699, ext. 2541, or e-mail joannek@nafsa.org.

Raise Your Visibility and Rise Above the Rest



Maximize your organization's exposure and sustain your brand with sponsorship opportunities at the world's largest and most comprehensive international education event—the NAFSA 2011 Annual Conference & Expo—in Vancouver, British Columbia, Canada.

Sponsorships at the NAFSA 2011 Annual Conference & Expo offer a prime opportunity to reach a powerful audience of more than 7,500 decisionmakers, who represent thousands of colleges and universities and serve nearly 3 million students worldwide. You can leverage the NAFSA Annual Conference & Expo to:

- ✦ Establish presence and credibility as a leader in international education
- ✦ Showcase your products, services, and programs
- ✦ Spotlight key executives
- ✦ Broker new business with current and prospective partners
- ✦ Broaden influence within the field and through government leaders

NAFSA 2011 conference sponsors help underwrite the costs of providing an event, program, or service to conference attendees—in turn helping NAFSA further the international education agenda. A sponsor's additional benefits are based upon the sponsorship level. As the level of financial support increases, sponsorship benefits increase.

Review the different levels of sponsorship opportunities NAFSA has to offer—before, during, and after the 2011 Annual Conference & Expo. Most opportunities are available on a first-come, first-served basis. Select your sponsorship opportunities today!

Secure Your Sponsorship Now and Watch Your Visibility Grow!

SPECIAL UNDERWRITING OPPORTUNITIES AVAILABLE YEAR ROUND

NAFSA offers innovative continuing education and career development opportunities throughout the year. Underwriting these services affords your organization year-round exposure and recognition to key international education stakeholders—your customers. It is also a great way to link your name to NAFSA's core mission of professional development. Naming opportunities are available as well. NAFSA welcomes sponsors who support international education and value building, understanding, and respect among different peoples.

A sample of available programs and projects:

The Academy for International Education—a program linking seasoned professionals with those new to the field to develop upcoming leaders in international education through guided mentoring and professional development.

Internationalizing the Campus: Profiles of Success at Colleges and Universities—the field's authoritative annual report on internationalization at U.S. colleges and universities.

Print and Web-Based Publications—published by NAFSA on topics of immediate concern to professionals, students, and families.

Webinars—planned throughout the year on current topics of interest to every level and segment of NAFSA's membership.

Underwriting of any of these projects begins at \$10,000. Joint funding is possible for most projects. To become an underwriter or for a complete listing of available opportunities, contact Gail Hochhauser at 1.202.737-3699, ext. 2523, or e-mail gailh@nafsa.org.

PLATINUM \$15,000+

OPTIONS		PLATINUM GENERAL BENEFITS
PLENARY SPEAKER	Opening Plenary (Tuesday)	Two (2) conference registrations
SPONSORSHIPS	Plenary Address (Wednesday)	Listing with logo in Registration Brochure and Conference Program
BEGIN AT	Plenary Address (Friday)	50% discount on Conference Program ads
\$30,000 EACH*		On-site signage
\$70,000	Conference Tote Bag < SOLD	Tote bag insert
\$40,000	Conference Connection	Conference attendee mailing list
\$40,000	Name Badge Holder	Two (2) invitations to VIP Reception
\$35,000	Opening Reception	Two (2) tickets to the Friday Plenary Luncheon with VIP seating
\$25,000	Conference Water Bottle	Listing on NAFSA's conference Web site with a link to your Web site
\$25,000	Symposium on Leadership	
\$22,000	Latin America Forum	
\$20,000	Teacher Colloquium < SOLD	
\$20,000	Presidents' Dinner and Luncheon	
\$20,000	Conference Recordings	

Additional benefits may be provided for higher priced items.

GOLD \$12,000-\$7,500

OPTIONS		GOLD GENERAL BENEFITS
\$12,000	Post-It® Flag Dispenser	One (1) conference registration
\$10,000	Member Interest Group Luncheon	Listing with logo in Registration Brochure and Conference Program
\$8,500	Conference Information/Hospitality Center	On-site signage
\$7,500	Conference Folder	50% discount on conference attendee mailing list
		One (1) invitation to VIP Reception
		One (1) ticket to the Friday Plenary Luncheon with VIP seating
		Listing on NAFSA's conference Web site with a link to your Web site

SILVER \$5,000-\$3,000

OPTIONS		SILVER GENERAL BENEFITS
\$5,000	Career Center	Listing with logo in Registration Brochure and Conference Program
	Monday Night Networking	On-site signage
	(for one Knowledge Community Reception)	25% discount on attendee mailing list
	Member Interest Group Breakfast	One (1) ticket to the Friday Plenary Luncheon with VIP Seating
\$4,000	New Century Circle Breakfast	Listing on the NAFSA conference Web site
\$3,000	Knowledge Communities Networking Centers	

BRONZE \$2,500-\$300

OPTIONS		BRONZE GENERAL BENEFITS
\$1,000+	Member Giving Raffle Prizes (cash and in-kind)	Listing in Registration Brochure and Conference Program
\$1,500	Annual Member Giving Pin	On-site signage
	Member Giving Raffle Tickets	
\$300-\$2,500	Friends of the Conference	

**For details, contact Joanne Kuriyan at 1.202.737.3699, ext. 2541.*



SPONSORSHIP OPPORTUNITIES

Please check the item(s) or event(s) your organization/corporation is interested in sponsoring.

PLATINUM

*Plenary Speaker Sponsorships begin at \$30,000 each**

- Opening Plenary _____
- Wednesday Plenary _____
- Friday Plenary _____
- Conference Tot **SOLD** \$70,000
- Conference Connection \$40,000
- Name Badge Holder \$40,000
- Opening Reception \$35,000
- Conference Water Bottle \$25,000
- Symposium on Leadership \$25,000
- Latin America Forum \$22,000
- Teacher Colloq **SOLD** \$20,000
- Presidents' Dinner and Luncheon \$20,000
- Conference Recordings \$20,000

*For details, contact Joanne Kuriyan at 1.202.7373699, ext. 2541.

GOLD

- Post-it Flag Dispenser \$12,000
- Member Interest Group Luncheon \$10,000
 - Community Colleges
 - Peace and Justice
- Conference Information/Hospitality Center \$8,500
- Conference Folder \$7,500

SILVER

- Monday Night Networking** \$5,000
- Member Interest Group Breakfast \$5,000
 - Women and International Education
 - China/Japan
- Career Center \$5,000
- New Century Circle Breakfast \$4,000
- Knowledge Community Networking Areas \$3,000

**Sponsor all five networking receptions for \$15,000 and receive Platinum Sponsor benefits.

BRONZE

- Annual Member Giving Pin \$1,500
- Member Giving Raffle Tickets \$1,000
- Member Giving Raffle Prizes \$ _____
- Friends of the Conference \$ _____

NAFSA Global Partners receive a 15% discount on sponsorship prices.

Sponsorship Agreement & Terms

SPONSOR INFORMATION

Please print legibly or type.

CONTACT NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP/POSTAL CODE/COUNTRY _____

TELEPHONE _____ FAX _____

E-MAIL _____

METHOD OF PAYMENT

- Check Enclosed (Payable to NAFSA drawn on a U.S. bank in U.S. funds.)
- American Express MasterCard VISA

NAME AS IT APPEARS ON CARD _____

CARD NUMBER _____ EXPIRATION DATE _____

AUTHORIZED AMOUNT IN USD _____

AUTHORIZED SIGNATURE _____

Please remit payment to:

NAFSA
Conference Sponsorships
P.O. Box 79159
Baltimore, MD 21279-0159

For wire transfer details, please contact oa@nafsa.org. This form with credit card payment can be faxed to 1.202.7373657. Please do not mail contracts with credit card payment that have been sent via fax. Deadline for recognition in the Registration Brochure and the Conference Program: January 7, 2011. Deadline for recognition in the Conference Program only: February 4, 2011.

PAYMENT: A 50% deposit must accompany this application/contract no later than January 8, 2011. All balances are due no later than February 4, 2011. Failure to pay remaining balance will subject the sponsorship to cancellation, and NAFSA will retain the deposit.

NAFSA RIGHT OF REFUSAL OF EXHIBITORS, SPONSORS, OR GLOBAL PARTNERS: NAFSA reserves the right to refuse to rent exhibit space to any applicant whose product or service is not consistent with NAFSA's charitable and educational mission and/or is deemed to be contrary to the best interests of international education. Similarly, NAFSA reserves the right to reject a potential sponsor or Global Partner for any reason including, but not limited to, a mission that is not consistent with NAFSA's mission or business practices. NAFSA reserves the right to accept only sponsors or Global Partners of its choosing.

Disavowal of Endorsement: NAFSA's acceptance of a contract with a potential exhibitor, sponsor, or Global Partner is not, and should not be construed as an endorsement by NAFSA of the exhibitor, sponsor, or Global Partner, or of its programs, products, or services.

View a complete statement on NAFSA's conference business practices at www.nafsa.org/businesspractices.

CLIP ALONG DOTTED LINE



Recent NAFSA Annual Conference & Expo Sponsors

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HTH Worldwide*
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Oh! Study
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Pratt & Whitney Canada
Prometric
The Qatar Foundation
Sodexo
STA Travel*
United Healthcare Student Resources*
University of St. Thomas, Minnesota

*Global Partnership Program member

NAFSA

Association of
International Educators

Founded in 1948, NAFSA: Association of International Educators is the leading professional association that promotes international education and the exchange of students and scholars to and from the U.S. With nearly 10,000 members in 11 U.S. regions and abroad, NAFSA advances the international education agenda through advocacy, communication, professional development, and community.
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