



NAFSA | PURPOSE 2025 | PLACE PARTNERSHIP

ANNUAL CONFERENCE & EXPO
MAY 27-30, SAN DIEGO, CA USA



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NAFSA: Association of International Educators, the world's largest association dedicated to international education and exchange, invites you to partner with us as a sponsor at the NAFSA 2025 Annual Conference & Expo, our 77th event.

Be a part of the most diverse and comprehensive international education event, attended by professionals from across the field. In 2025, we will welcome nearly 10,000 international educators from more than 100 countries to our most extraordinary conference yet!

WHY SPONSOR?

Community You Don't Want to Miss

No other event attracts more attendees from every segment of the field. Together, we will design strategies for our sustainable future success at this critical time. Join with peers and experts from around the world as we learn, work, and grow together.

- > Elevate and promote your brand at the premier global learning event.
- > Network with thought leaders, decisionmakers, and peers.
- > Connect with new and current partners.
- > Meet with conference attendees representing more than 15 areas of international education from admissions, advising, and advocacy to teaching, research, and study abroad.

NAFSA Global Partners receive a 15 percent discount

on sponsorship opportunities plus many other benefits. Not a Global Partner? Join today by emailing Tammy Hettinger at tammy.hettinger@nafsa.org.

Sponsorships are subject to final details outlined in the signed sponsorship agreement. NAFSA reserves the right to decline 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.

2025 SPONSORSHIP OPPORTUNITIES SUMMARY

SPECIAL EVENTS		
Item	Price	Included Benefits
Opening Celebration	\$75,000	Logo in e-blast, daily update, social media, signage, conference app; 4 registrations
Opening Plenary	\$50,000	Logo in e-blast, daily update, projected during plenary, signage, conference app; 3 registrations
Thursday Plenary	\$30,000	Logo in daily update, projected during plenary, signage, conference app; 2 registrations
Closing Celebration	\$25,000	Logo in daily update, projected during reception, signage, conference app; 2 registrations
NAFSA Awards Banquet	\$25,000	Logo projected at event, social media, signage, conference app; table for 10; 1 registration
FEATURED ITEMS		
Item	Price	Included Benefits
Spotlight Presenter Series	\$30,000	Logo in daily update, projected during series, signage, conference app; verbal recognition; 2 registrations
Africa Forum	\$25,000	Logo in community posts, projected during forum, signage, conference app; verbal recognition; 2 registrations
Latin America and Caribbean Forum	\$25,000	Logo in community posts , projected during forum, signage, conference app; verbal recognition; 2 registrations
Symposium on Leadership	\$25,000	Logo in community posts, projected during symposium, signage, conference app; verbal recognition; 2 registrations
Poster Fair	\$18,000	Logo in daily update, social media, signage, conference app; 1 registration
Knowledge Community Centers	\$12,000 each	Logo on signage, conference app, display and distribution promotional materials, verbal recognition; 1 registration

SPONSORSHIP OPPORTUNITIES

Conference Commemorative Pin	\$10,000	Logo on pin, signage, conference app; 1 registration
REFRESHMENTS		
Item	Price	Included Benefits
Opening Day Coffee Meet-Up	\$25,000	Logo in daily update, social media, signage, conference app; 2 registrations
Expo Hall Refreshment Breaks	\$15,000 per day	Logo in daily update, signage, conference app; 1 registration
First-Time Attendee Orientation Refreshments	\$7,500	Logo on signage, social media, conference app
Preconference Workshop Refreshment Breaks	\$5,000	Logo on signage, conference app
PLACES		
Item	Price	Included Benefits
Headshot Lounge	\$25,000	Logo in daily update, signage, conference app; 2 registrations
NAFSA Pavilion Theater	\$20,000	Logo in daily update, signage, conference app; 2 registrations
Conference Information Center	\$10,000	Logo on signage, social media, signage, conference app; 1 registration
Wellness Room	\$5,000	Logo on signage, conference app
DIGITAL ADVERTISEMENTS		
Item	Price	Included Benefits
Mobile app	\$50,000	Logo on app splash screen, e-blasts, social media, signage; 3 registrations
Mobile app sponsored tiles	\$10,000 per day	Logo on main app page, conference signage, website, 1 registration
Video promo	\$5,000	Video aired before opening plenary and at NAFSA pavillion throughout the week

EXHIBITING AT NAFSA 2025

Join us in San Diego as one of 300+ exhibitors promoting your products and services to thousands of attendees from 100+ countries. The NAFSA Annual Conference & Expo is the largest and most dynamic international education event in the world. It is the place for IE professionals to meet with existing partners and make new connections with institutions from around the world.

San Diego booth sales opened in April 2024, starting with members of the NAFSA Global Partnership Program (GPP). Global Partner discounts will be cancelled if the Global Partner is not in good standing at the time of the conference.

NAFSA 2025 EXHIBITOR SALES SCHEDULE – EARLY-BIRD PRICES

NOTE: Booth prices will go up after August 31, 2024.

SALES BEFORE SEPTEMBER 1, 2024		
April 10 -July 21, 2024	Global Partner exclusive sales	50% payment due at signing*
July 22, 2024	Sales open to general public	50% payment due at signing*
SALES FROM SEPTEMBER 1, 2024 THROUGH JANUARY 31, 2025		
October 1, 2024	NAFSA 2025 price increase	50% payment due at signing*
January 31, 2025	Full payment due	Contracts paid in full
SALES AFTER JANUARY 31, 2025		
February 1– March 15, 2025	Full payment due at signing	100% payment due at signing*

*Payment due at signing with credit card payment. Payable within 30 days if paying by check or wire transfer.

For more information about exhibiting, please contact exhibits@nafsa.org or go to the website at nafsa.org/2025expo.

EXHIBITING AT NAFSA 2025

What's Included:

- > Each 10-foot-by-10-foot booth is set with standard pipe and drape with 8-foot-high back drape and 3-foot-high side drape, gray carpet, and a 44-inch-by-7-inch booth identification sign.
- > Two complimentary, nontransferable conference registrations (valued at approximately \$2,200 USD) per 10-foot-by-10-foot booth purchased.
- > A listing in the “Exhibitor Information” section of the NAFSA 2025 Annual Conference & Expo online program, available in early March 2025 (provided all required payments and tasks are submitted by January 31, 2025) that links to the interactive expo hall map.
- > A listing on the interactive expo hall map including the exhibiting organization’s name, booth number, logo, and description.
- > A listing in the “Exhibitor Information” section of the NAFSA 2025 mobile app, available in early May 2025.
- > The opportunity for an expanded listing of your organization through the purchase of display ads, digital signage, etc.
- > A 2025 exhibitor graphic to use in your marketing and social media campaigns.
- > An exhibitor lounge with complimentary refreshments during show hours.

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NAFSA 2025 Exhibit Booth Pricing Early Bird

Book your exhibit space before September 1, 2024, to take advantage of reduced pricing.

BOOTH CATEGORY (PER 10-FOOT-BY-10-FOOT BOOTH)		
	Through August 31	Beginning September 1
Premium**	\$9,435	\$9,760
Corner	\$8,159	\$8,615
Aisle	\$6,715	\$7,160
Shared Booth/Subletting Fee	\$1,200	\$1,200

***Premium booths are indicated with a “P” on the expo hall floor plan at nafsa.org/2025expo. Hanging signs are permitted over island and peninsula booths consisting of four or more booths only. All hanging signs must be approved by show management. The hanging sign fee due to NAFSA at time of booking is 10 percent of the net booth fee and is for the air rights only.*



GLOBAL PARTNERSHIP PROGRAM

The Global Partnership Program (GPP) offers access to unique opportunities for engagement and visibility with NAFSA leadership and the larger NAFSA community. For more information about joining the GPP please reach out to partnership@nafsa.org.

GLOBAL PARTNER BENEFITS (2024)	ADVISER \$29,000	ADVOCATE \$12,500	ASSOCIATE \$4,500
Annual conference discounts and early booth booking	✓	✓	✓
Global partner sessions at annual conference	\$2,400	\$3,600	\$4,500
Complimentary conference registration(s)	5 comps	3 comps	1 comp
Complimentary association memberships	5 comps	3 comps	1 comp
15% discount for all annual conference sponsorships	✓	✓	✓
Advertising discounts on all print and digital ads	20% discount	15% discount	15% discount
Brand exposure on our website	Name, logo, link, and description	Name and web link	Name only
Listing in our Global Partner Marketplace	Advocate and resource links and marketing video	Expanded “About Us” and social media links	Basic contact information and “About Us”
Conference acknowledgements in print, signage, web, and media	✓	✓	✓
10% discount for regional conferences and early booth booking	✓	✓	✓
25% discount on all NAFSA Job Registry postings	✓	✓	✓
Blog post on the NAFSA Blog with promotion	✓	✓	
Use of NAFSA Global Partner logo	✓	✓	✓
Access to exclusive NAFSA events	✓	✓	✓

2024–25 REGIONAL CONFERENCES DATES AND LOCATIONS:

REGION	2024	October–November 2025
I (AK, ID, OR, WA)	October 6–10 Vancouver, Canada, Biregional with Region II	Portland, OR
II (AZ, CO, KS, MO, NE, NM, UT, WY)	October 6–10 Vancouver, Canada Biregional with Region I	Salt Lake City, UT
III (AR, LA, OK, TX)	October 12–16, Shreveport, LA	Little Rock, AR
IV (IA, MN, MO, ND, SD)	October 29–November 1 Schaumburg, IL Biregional with Region V	Saint Charles, MO
V (IL, MI, WI)	October 29–November 1 Schaumburg, IL Biregional with Region IV	Milwaukee, WI
VI (IN, KY, OH)	October 27–30, Cincinnati, OH	Indianapolis, IN
VII (AL, FL, GA, MS, NC, SC, TN, PR, USVI)	November 11–13, Jacksonville, FL	Jackson, MI
VIII (DE, DC, MD, PA, VA, WV)	November 12–15, Lancaster, PA	Philadelphia, PA Biregional with Region X
X (NJ, NY)	October 7–9, Atlantic City, NJ	Philadelphia, PA Biregional with Region VIII
XI (CT, NH, ME, MA, RI, VT)	October 27–29, Hartford, CT	Springfield, MA
XII (CA, HI, NV)	October 21–23, Orange County, CA	Pasadena, CA

DON'T FORGET about NAFSA regional conference opportunities across the United States each fall! Sales open to the general public in June of each conference year. For more information, please contact regions@nafsa.org.