ENGAGEMENT AND BRANDING OPPORTUNITIES

AIEA: LEADERS IN INTERNATIONAL HIGHER EDUCATION
The Association of International Education Administrators is a member organization that engages leaders to shape the future of higher education in a global context.

AIEA has been the only member association exclusively focused on leaders in international higher education for nearly 40 years.

Our members and conference participants are professionals who lead comprehensive internationalization at higher education institutions.

The AIEA Annual Conference brings together these decision-makers in an event that is focused and manageably-sized.

AIEA aims to provide an experience that demonstrates how your products and services provide solutions to our members’ challenges and opportunities for strengthening their institutions’ goals.
IN THIS GUIDE...

04 Conference Signature Events
06 Conference Thought Leadership
07 Conference Focused Events
09 Conference Exhibit Hall
10 Pre-Conference Workshops
11 Institutional and Individual Support
12 Conference Brand Placement
14 Receptions and Symposia
15 Student and Young Professional Support
16 Global Summit
17 The Leadership Academy for New SIOs
19 Year-Round Opportunities
20 Recognition Levels
SIGNATURE EVENTS

AIEA’s signature events are key ways of connecting with conference participants with high visibility and the opportunity to give brief remarks at full-conference events.

**Partner Featured Symposium**
Two available

A partner featured symposium gives an industry partner the opportunity to host a one to two-hour workshop, discussion, mini-conference or symposium, or other event for AIEA Conference participants. Held at a time where there are no competing AIEA conference sessions (such as Sunday evening or Wednesday following the conference), the event is included as a part of the conference schedule.

The content of this event is up to the partner organization - it is an opportunity for thought leadership, speakers, discussion, or other innovative material of interest to AIEA members. The title and description is also the organization’s choice.

This package also includes a one-hour Spotlight Session during the conference. Spotlight Sessions are a full hour session with content provided by the organization.

**Opening Reception**
Two available

Host the vibrant evening event that celebrates the beginning of the conference. This elegant gathering provides direct engagement in a relaxed professional setting and is open to the full conference. Ideal for institutions or organizations seeking the highest level of visibility.

The opening reception sponsorship includes signage, ability to pass out materials upon entrance to the reception, branded (or co-branded) drink tickets, and the opportunity to give three-minute remarks at the Opening Plenary.
SIGNATURE EVENTS

Plenary Luncheon
Two available

Host a full-conference meal, which includes an engaging keynote speaker of AIEA’s choice. The plenary luncheon sponsorship includes signage, the ability to distribute materials to participants, inclusion in mobile app, and three-minute remarks at the event.

Opening Plenary
Two available

Host the event that launches the beginning of the conference, with an engaging speaker of AIEA’s choice. Open to full conference attendance.

The opening plenary sponsorship includes signage, the ability to distribute materials to participants, inclusion in mobile app, and three-minute remarks at the event.

Association Breakfast
One available

Engage with thought leaders and active members of AIEA during the organization’s annual business meeting with continental breakfast. Provide a venue to examine the contemporary trends and priorities of the field and a brief keynote address.

The Association Breakfast sponsorship includes signage, the ability to distribute materials to participants, inclusion in mobile app, and three-minute remarks at the event.
Organizations looking to have a dedicated time to share data, practices, resources, and information about services with conference participants can take advantage of these opportunities, positioning organizations as thought leaders in the field.

**Spotlight Sessions**

Several available

Organizations looking to have a dedicated time to share data, practices, resources, and information about services with conference participants can take advantage of Spotlight Sessions. Each of these sessions will be listed in the conference mobile app and take place in a breakout room.

These hour-long sessions offer a platform to share in-depth content with AIEA conference participants. The sponsoring organization selects the content of the information session, including the presenters and topics that appeal to senior-level administrators at higher education institutions. These sponsored sessions are held during a dedicated time slot with no other full-conference events scheduled aside from other Spotlight Sessions or Features.

**Spotlight Features**

Two available

Spotlight Features are shorter versions of Spotlight Sessions: fifteen or 30-minute sessions are available.
FOCUSED EVENTS

The AIEA Annual Conference includes several events targeted towards specific groups of AIEA members and an opportunity to speak directly to these groups or the conference at large.

**Newcomer Orientation - Virtual**
Two available

Host this gathering of SIOs who are new to the conference, eager to maximize their time at the event. Offers a chance for meaningful engagement with a receptive first-time audience. This Orientation will take place virtually prior to the conference and the partner organization will receive the names and contact information of those who attended.

This package also includes recognition at a newcomer networking opportunity during the conference and inclusion in the mobile app.

**Networking Break**
Several available

Networking Break sponsors provide participants with coffee and tea in the exhibit hall during the four breaks.

The Networking Break sponsorship includes the sponsor’s logo displayed prominently on signage at the refreshment table and a digital billboard displayed on the main plenary hall screen during the break.

If you are interested in providing a networking break with New Orleans themed food – let’s discuss! The Sheraton has several options, and AIEA can obtain pricing information upon request.
FOCUSED EVENTS

Senior SIO Gathering
Two available

Host this gathering of SIOs with over ten years experience in internationalization leadership. This event offers a chance for meaningful engagement with seasoned leaders in the field. This event offers an opportunity to place promotional materials on tables at the gathering as well as two minutes to address participants.

Women Leaders Mix and Mingle
Two available

The Women Leaders Mix and Mingle is an informal event with a cash bar open to those who are interested in networking.

The Women Leaders Mix and Mingle sponsorship includes recognition at the event and inclusion in the mobile app.

If you would like to host a different event for conference participants that is co-branded with AIEA and listed in the mobile app, contact AIEA for more information: opportunities are available!
EXHIBIT HALL

The AIEA Annual Conference is an opportunity to present your organization to senior international officers from institutions around the world. The limited number of exhibitors at each conference increases your access to conference participants. The AIEA Exhibit Hall is in the main ballroom, and participants walk through the hall for most of the full-conference events. There will be dedicated exhibit hall time on Monday morning and during extended breaks throughout the conference.

EXHIBITING GIVES OPPORTUNITIES FOR:
• Brand visibility and increased recognition
• Face-to-face interactions
• Spontaneous conversations
• Substantive engagement with higher education leaders
• Direct access to decision-makers in international education
• The opportunity to participate fully as a conference participant in sessions and roundtables and at receptions and meals

THE EXHIBITOR REGISTRATION FEE INCLUDES:
• 8’ x 8’ booth space
• 6’ skirted table and two chairs
• Listing in Exhibitor Directory in the mobile app
• Full conference registration for one exhibitor representative

The exhibit hall is open Monday and Tuesday of the conference. Space is limited!
(Priority locations given to sponsors)
AIEA hosts several pre-conference workshops prior to the Annual Conference. These are available as an add-on to all conference participants as well as participants who do not register for the conference.

**In-Person Workshops**
Several available

An in-person Pre-Conference Workshop package includes two minutes of live remarks at the workshop, as well as handouts available on workshop tables on the day of the event. Your logo will also be featured on the workshops page of the AIEA website, and a complementary registration to the workshop is included.

**Online Workshops**
Several available

A Virtual Pre-Conference Workshop package includes two minutes of live remarks at the workshop via the Zoom Meeting or Webinar platform, as well as a slide with your logo at the beginning of the workshop. The partner organization will also receive a list with contact information for all who attended the event (for attendees who opt-in to their information being shared). Your logo will also be featured on the workshops page of the AIEA website, and a complementary registration to the workshop is included.
INSTITUTIONAL & INDIVIDUAL SUPPORT

Conference Supporter
Several available

AIEA has a special opportunity for member non-profit institutions (HEIs) who would like to show their support for the organization and gain visibility at the 2022 conference. These opportunities are not available for organizational members or for-profit institutional member institutions. Conference supporters receive:

- Plenary Billboard: Prior to many of the plenary keynotes or full-conference sessions, AIEA will display static ads to participants. The conference billboard is an opportunity to highlight your institution or institutional program for conference participants.
- Mobile App Listing: Special recognition in the Mobile App with a location for logo, email, description, link, and phone number.

40th Anniversary Supporters
Several available

You are invited to show your support of the Association by helping us celebrate AIEA’s 40th anniversary! Supporters will be listed on the AIEA website, mobile app, and at-a-glance schedule. These are open to individuals, organizations, or institutions.
Raise awareness of your brand with AIEA participants through one of the many opportunities below. Interested in an opportunity that is not listed? Contact AIEA and let us know.

**MOBILE APP**
One available
Sponsor’s logo displayed on front page of the app, which has become indispensable to most conference participants for convenient access to the full information of the event.

**CONFERENCE BAG**
One available
Sponsor logo displayed on one side of the bag; distributed to all conference participants.

**LANYARDS OR NAME BADGE HOLDER**
One available
Partner’s logo displayed on lanyards or name badge holder. Participants required to wear name badge for access to all conference events. Partner to provide materials, and artwork to be approved by AIEA.

**CONFERENCE PEN**
One available
Partner’s logo displayed on conference pen provided to all participants. Sponsor to provide pens.

**WIRELESS INTERNET**
One available
Partner determines log-in code for the complimentary wireless internet used by all conference participants; sponsor is also acknowledged on postcard with access instructions.

**CONFERENCE WATER BOTTLE**
One available
Partner’s logo and AIEA logo displayed on conference water bottle provided to all participants. Partner to provide water bottles; artwork to be approved by AIEA.

**USB DRIVE**
One available
Partner’s logo displayed on conference USB drive given to all participants; may be pre-loaded with materials (subject to AIEA approval). Partner to provide pre-loaded USB drives.

**AT-A-GLANCE SCHEDULE**
One available
Partner’s logo on the at-a-glance printed schedule provided to all conference participants.
## BRAND PLACEMENT

<table>
<thead>
<tr>
<th>HOTEL DOOR DROP</th>
<th>CONFERENCE FOLDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two available</td>
<td>One available</td>
</tr>
<tr>
<td>Provide all conference participants in the AIEA room block at the conference hotel with materials of your choice placed in their room on Monday or Tuesday.</td>
<td>Sponsor a folder that contains the bag inserts for the conference; the folder can be used as a full color, multi-page advertisement. Folder to be provided by partner, and artwork must be approved by AIEA.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PLENARY BILLBOARD</th>
<th>ON-SITE SIGNAGE OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several available</td>
<td>Several available</td>
</tr>
<tr>
<td>Full-color static ad displayed on main plenary stage screen prior to and following AIEA plenary events.</td>
<td>There are several key spaces in the conference venue that are available for high-visibility signage. Contact AIEA for images of the space and more details. The partner organization is responsible for design (to be approved by AIEA), printing, and installation.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BAG INSERTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ten available</td>
</tr>
<tr>
<td>Distribute a promotional flyer in bag provided to all conference participants. Size limit: one-page flyer no larger than 8.5 inches x 11 inches. Can be double-sided; may be placed in a folder. Inserts provided by partner.</td>
</tr>
</tbody>
</table>

## Special Digital Opportunity: Use of Conference Registrant List

Organizations provide 75-word descriptions and a link in an email that features a total of three sponsors. AIEA sends the email out to all participants who opt-in to receiving sponsor messages; email addresses are not provided. The link can lead to the sponsor’s webpage or a special page created for conference participants with information about how to set up a meeting, invitations to an event or session, and more!
RECEPTIONS OR SYMPOSIA

Partner organizations have the opportunity to host a symposium or reception at the AIEA Annual Conference. Opportunities include:

- Receptions on Sunday evening
- Receptions or other events on Tuesday evening
- Symposia, workshops, or other events on Wednesday morning

Those choosing to host an event with AIEA will benefit from the use of hotel meeting space and inclusion in the conference program.
The AIEA Annual Conference offers professional development and leadership opportunities for students and young professionals in international education. These sponsorships may be of particular interest to organizations intending to reach both AIEA conference participants and current graduate or undergraduate students. There are several ways to support these programs.

**CONFERENCE VOLUNTEER PROGRAM SPONSOR**

One available

This sponsorship includes a logo displayed on the back of polo shirts worn by approximately 20-30 conference volunteers; the team who supports the logistical success of the conference and is visible throughout the venue, and recognition in the conference program. Polo shirts provided by partner organization. Partner is also invited to provide brief remarks at two volunteer trainings on the Saturday prior to the conference if desired.

**CONFERENCE INTERNSHIP PROGRAM SPONSOR**

Two available

This includes a plenary billboard, a special breakfast with conference interns for two representatives of the sponsoring organization, recognition at the Conference Opening Plenary, and recognition on the conference mobile app.
GLOBAL SUMMIT

The AIEA Global Summit (virtual) is a follow up to the AIEA Annual Conference and will include three days of sessions, plenaries, and networking.

GLOBAL SYMPOSIUM SIGNATURE PARTNER
One available
The Signature Partner is an opportunity for branding throughout the event – including brief remarks at a plenary event, branding at networking opportunities, branding in emails to attendees, and more. This is a phenomenal way to have a high level of visibility to senior leaders in international higher education and also includes a Spotlight Session at the Symposium.

PLENARY KEYNOTES
Two available
AIEA is known for relevant and incisive keynote speakers, and the Symposium is no exception. Partner organizations will receive two minutes for remarks prior to the plenary, and will be included in a plenary billboard prior to the keynote address.

SPOTLIGHT SESSIONS AND FEATURES
Several available
Spotlight Sessions (60 minutes) and Features (30 minutes) offer a platform to share in-depth content with Symposium participants. The partner organization selects the content of the information session, including the presenters and topics that appeal to senior-level administrators at higher education institutions. The partner organization will also receive a list with contact information for all who attended the event (for attendees who opt-in to their information being shared).
The AIEA Leadership Academy for New Senior International Officers is an intimate, selective, and intensive Academy in which in-depth learning on issues relating to leading internationalization. Participants build a strong network of peers and develop action plans addressing challenges and opportunities. Limited to 30 participants, this is a chance to connect with those who are new to their positions and typically takes place each May (September in 2021).
AIEA LEADERSHIP ACADEMY

ACADEMY OPENING RECEPTION AND DINNER SPONSOR
One available
Sponsor the opening reception and dinner of the Academy, which involves time for networking with a full bar, catered dinner, and a keynote speaker.

The Academy Opening Reception Sponsor is mentioned in the schedule of events, can provide brochures or other materials that will be displayed at the reception; is able to provide a USB or other giveaway of your choice to participants; receive an insert in the Academy materials provided to participants; be listed on the AIEA webpage, conference program, and conference mobile app; and have the opportunity to provide 75-words in the sponsor email blast to all Academy participants.

ACADEMY CLOSING RECEPTION AND DINNER SPONSOR
One available
Sponsor the closing dinner of the Academy, which takes place in a private room in one of the top restaurants in Chapel Hill, North Carolina. Sponsor is mentioned in the schedule of events, can provide brochures or other materials that will be displayed at the reception; is able to provide a USB or other giveaway of your choice to participants; receive an insert in the Academy materials provided to participants; be listed on the AIEA webpage, conference program, and conference mobile app; and have the opportunity to provide 75 words in the sponsor email blast to all Academy participants.

EVENING NETWORKING CONVERSATION SPONSOR
Two available
Each evening, participants are invited to participate in an informal networking wine reception at the Academy venue, which is one of the key opportunities for participants to network and build a cohort community. Evening Networking Conversation sponsors are listed in the schedule of events, can provide brochures or other materials to be displayed at the reception, will be listed on the AIEA webpage and conference program, and be listed in the sponsor email blast to all Academy participants.

AIEA LEADERSHIP ACADEMY MATERIALS INSERT
Five available
Each participant in the Leadership Academy receives a folder with schedule and course material. This insert in the provided course materials is an opportunity to provide information to those who are new to their leadership positions in international education.
YEAR-ROUND OPPORTUNITIES

There are many ways to connect with AIEA members outside of the Annual Conference. These sponsorship and advertising opportunities will be applied towards the conference support levels and receive visibility at the conference.

PARTNERED WEBINARS
AIEA appreciates that many of our partner organizations have important knowledge, data, and resources to share with our members, and is offering an opportunity for branding and thought leadership for virtual webinars.

Partnered Webinars 60 minutes long and are accessible to members in both a synchronous (live) and asynchronous (shared recording) format. They are free to members, and recordings are shared online with members on a member resource page.

AIEA EMAIL BLASTS
AIEA sends out brief newsletters 2-4 times/month to members and others on our contact list. Organizations are able to purchase 75-word features with a link and small image.

AIEA NEWSLETTER
The AIEA newsletter is sent to the member-only listserv, posted to the AIEA website, and promoted over social media. Fall newsletters are available in hard-copy at several Annual Conference events.

Organizations are able to purchase full-page, half-page, and quarter-page ads in the newsletter.

AIEA SOCIAL MEDIA
AIEA has active Twitter, LinkedIn, and Facebook pages and groups – contact us to discuss your ideas regarding social media promotion.
Recognition levels at the AIEA Annual Conference are designated to organizations who have a combination of items (including exhibit tables, brand placement, advertising, and year-round options) that fall under each level.

**RECOGNITION LEVELS**

- **DIAMOND**: $30,001+
- **PLATINUM**: $24,001 - $30,000
- **GOLD**: $18,001 - $24,000
- **SILVER**: $10,001 - $18,000
- **BRONZE**: $5,001 - $10,000
- **STAR**: $3,501 – $5,000

*Excludes organizations exhibiting only*

<table>
<thead>
<tr>
<th></th>
<th>Star</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo and description in mobile app</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Logo on AIEA Conference Sponsor webpage</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Presidential Reception invitations</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>One complementary bag insert</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Complementary AIEA memberships</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complementary conference registrations</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complementary Global Summit registrations</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo included in AIEA Spring and Fall newsletters</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority exhibit location</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prominence in on-site signage and all sponsor listings</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half-page ad in two AIEA newsletters</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on front page of AIEA website</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on rotating banner ad on AIEA website</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NEXT STEPS

To learn more, please contact the AIEA Secretariat (info@aieaworld.org).

If there are other sponsorship or partnership opportunities that are not described in this document that are of interest, let us know!