



NAFSA 2024

ANNUAL CONFERENCE & EXPO
RESILIENCE • RENEWAL • COMMUNITY
MAY 28-31 | NEW ORLEANS, LA USA



FOREVER
NEW ORLEANS
Est. 2007



NAFSA: Association of International Educators, the world's largest association dedicated to international education and exchange, invites you to partner with us as a 76th NAFSA Annual Conference & Expo sponsor.

Be a part of the most diverse and comprehensive global event attended by professionals from across the field. In 2024, we will welcome the international education community 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, decision-makers, and peers.
- Connect with new and current partners.
- Connect 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% discount on sponsorship opportunities plus many other benefits. Not a Global Partner? Join today by emailing 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.



Special Events

Special Events

Opening Celebration – \$75,000

NAFSA's Opening Celebration brings together conference attendees for a high-energy, memorable community-building event, often featuring high-profile entertainment.

- Celebration featured in pre-meeting e-blast with your logo to conference attendees. Option to include a non-commercial welcome message to attendees from a company executive in the email
- Celebration featured in daily conference updates with your logo to attendees
- Celebration featured in NAFSA social media posts with your logo before and after the annual conference
- Logo projected on screens during celebration
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Logo included on the conference t-shirts for event volunteers
- Three conference registrations (non-transferable)

Opening Plenary – \$50,000

NAFSA's Opening Plenary features a renowned and thought-provoking global luminary. Showcase your brand as an authority in international education to conference attendees.

- Session featured in one pre-meeting e-blast with your logo to conference attendees. Option to include a non-commercial welcome message to attendees from a company executive in the email
- Session featured in daily conference update with your logo to attendees
- Session featured in NAFSA social media post with your logo
- Logo projected on screens during plenary
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Opportunity for executive representative to deliver a brief noncommercial message (maximum of 3 minutes)
- Reserved seating for select guests
- Two conference registrations (non-transferable)

Special Events

Thursday Plenary – \$30,000

Sponsor this popular session featuring a high-profile speaker who is leading the conversation on the future of international education.

- Session featured in daily conference update with your logo to attendees
- Session featured in NAFSA social media posts with your logo
- Logo projected on screens during plenary
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Verbal recognition during plenary
- Reserved seating for select guests
- Two conference registrations (non-transferable)

Closing Reception – \$25,000

Enjoy a final celebration with conference attendees, and join NAFSA in inviting attendees to the NAFSA 2025 Annual Conference & Expo in San Diego!

- Reception featured in daily conference update with your logo to attendees
- Reception featured in NAFSA social media post in advance of Annual Conference
- Logo projected on screens during reception
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Two conference registrations (non-transferable)

NAFSA Award Recognition and Appreciation Luncheon – \$15,000 (four available)

The luncheon honors the recipients of the annual NAFSA International Education Awards and the Senator Paul Simon Award for Campus Internationalization.

- Session featured in NAFSA social media post in advance of Annual Conference
- Logo projected on screens during luncheon
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Acknowledged during award presentation through a short pre-recorded noncommercial video from sponsor
- Opportunity to provide a branded gift to be placed at each guest seat during the luncheon
- Two complementary tickets to the luncheon
- One conference registration (non-transferable)

Featured Programs

Featured Programs

Spotlight Speaker Series – \$30,000

Occurring throughout the conference, invited experts discuss global topics impacting (and impacted by) international education.

- Series featured in daily conference updates with your logo to attendees
- Session featured in NAFSA social media posts
- Logo projected on screens during series
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Verbal recognition during each session
- Opportunity for executive representative to deliver a brief noncommercial message at each session (maximum of 3 minutes)
- Two conference registrations (non-transferable)

Symposium on Leadership – \$20,000

This two hour event brings together senior-level decision makers across the field of international education to connect, collaborate, and learn about trends transforming international higher education.

- Session featured in one pre and one post meeting online post to the International Education Leadership Knowledge Community
- Symposium featured in daily conference update with your logo to attendees
- Logo projected on screens during Symposium
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Verbal recognition during celebration
- Opportunity for executive representative to deliver a brief noncommercial message (maximum of 3 minutes)
- Two conference registrations (non-transferable)

Featured Programs

Latin America and Caribbean Forum – \$20,000

This 2 hour NAFSA signature event features the latest thought leaders on engaging with partners in Latin America and the Caribbean which includes networking opportunities for participants through table moderated conversations.

- Forum featured in one pre meeting online post to all the NAFSA knowledge communities
- Forum featured in daily conference update with your logo to attendees
- Logo projected on screens during Forum
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Verbal recognition during celebration
- Opportunity for executive representative to deliver a brief noncommercial message (maximum of 3 minutes)
- Two conference registrations (non-transferable)

Poster Fair – \$20,000

The poster fairs attract thousands of participants and this year will be featured both in the virtual program and throughout the week of the in-person conference. The themed fairs showcase innovative ideas on numerous topics in the field including advocacy in international education, model practices in international enrollment management, uses of technology and social media in international education, internationalizing the campus, assessing and evaluating international education, and more.

- Fair featured in NAFSA social media posts with your logo before and after the annual conference
- Fair featured in one daily conference update with your logo to attendees
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Two conference registrations (non-transferable)

Refreshments



Refreshments

Opening Day Coffee Meet-Up – \$25,000

Show your support at the first major conference networking opportunity. Prior to the opening plenary, attendees will have the chance to catch up with their colleagues and meet new ones while sharing their morning coffee. This prime opportunity is a chance to achieve maximum visibility as people enter the convention center and grab their seats for the opening plenary.

- Custom-branded napkins
- Meet-up featured in daily conference update with your logo to attendees
- Meet-up featured in NAFSA social media post with your logo during Annual Conference
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Two conference registrations (non-transferable)

Expo Refreshment Breaks – \$20,000

Show your support for conference attendees as the sponsor of NAFSA's Expo Hall refreshment breaks. Sponsor signage displayed at three refreshment lounges during six breaks over the course of the conference. Additional benefits include:

- Custom-branded napkins
- Featured in NAFSA social media post with your logo during Annual Conference
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Two conference registrations (non-transferable)

Preconference Refreshment Breaks – \$5,000

Sponsor receives visibility on signage at two lounges during the preconference workshop breaks. Additional benefits include:

- Custom-branded napkins
- Featured in NAFSA social media post with your logo during the Annual Conference
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website

Branded Items

Branded Items

Conference Tote Bag – \$85,000

As the most-popular conference souvenir, the sponsor's logo imprinted prominently on one side of the official conference bag which allows for high visibility throughout the event, in photos, and in the future as NAFSA Annual Conference & Expo attendees continue to use their bags well after the conference ends. Additional benefits include:

- Featured in NAFSA social media posts with your logo during Annual Conference
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Two conference registrations (non-transferable)

Conference Name Badge Holder – \$50,000

Name badges are required for entry to all NAFSA Annual Conference & Expo events. Sponsor will achieve maximum visibility as the logo is displayed above every name and is also visible in many event photos throughout the conference and all year long. Sponsor team may distribute badge holders while wearing sponsor branding. Additional benefits include:

- Featured in NAFSA social media posts with your logo during annual conference
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Two conference registrations (non-transferable)

Branded Items

Conference Water Bottle – \$35,000

This popular takeaway features sponsor's logo prominently on bottle. Attendees use their bottles during and after the conference making this a high-visibility item. Additional benefits include:

- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- Two conference registrations (non-transferable)

Hotel Key Card – \$12,000

Unique opportunity to place your company's logo and message in attendee's hands with these branded key cards provided to all guests staying at the main conference hotel. Your messaging will appear on the front side of the card. Additional benefits include:

- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- One conference registration (non-transferable)

Conference Commemorative Pin – \$10,000

Sponsor's name engraved on the back of this specially designed collectible conference memento and sponsor highlighted on pin card. Additional benefits include:

- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website
- One conference registration (non-transferable)

Community Centers



Community Centers

Engage with NAFSA knowledge communities through sponsorship of one of our community centers, which host open meetings and dialogues throughout the week. This is a targeted opportunity to reach your key audience over the course of the conference in its designed meet-up location. Sponsorship includes:

- Display and distribution of sponsor promotional materials in the community center
- Opportunity to deliver a noncommercial message before each of the open meetings in the community center
- Sponsorship of one NAFSA webinar offered in 2024 on a mutually agreed upon topic designed to meet the needs of the selected community
- Logo recognition on conference signage
- Community center featured in NAFSA social media post with your logo during annual conference
- Logo with link to your website on mobile app and on conference website
- One conference registration (non-transferable)



Community Centers

Education Abroad Community Center – \$12,000

This community focuses on the needs of education abroad professionals and provides resources, professional learning tools, and informative dialogues that support study, internships, service-learning, and research abroad.

International Education Leadership Community Center – \$12,000

This community supports senior international officers and other international education leaders who provide the vision and build commitment for comprehensive internationalization.

International Enrollment Community Center – \$12,000

This community addresses the needs of professionals working in admissions, recruitment, enrollment management, marketing, credential evaluation, intensive English programs, and more.

International Student and Scholar Services Community Center – \$12,000

This community provides professional development opportunities for international student and scholar advisers and for those who work or volunteer in campus and community based international programming.

Teaching, Learning, and Scholarship Community Center – \$12,000

This community focuses on curriculum internationalization, research that informs practice, inter-cultural communication and serves faculty, administrators, graduate students/post-docs, researchers, inter-cultural trainers, cross-cultural counselors, and other professionals in international education.

Digital Advertisements

Digital Advertisements

Mobile App Overall Sponsor – \$50,000

Exclusive opportunity to place your brand front and center of NAFSA 2024. Incorporate your logo into the mobile app splash screen, displayed every time the app is opened from mid-May – June 30. Additional benefits include:

- Featured in pre-meeting e-blast with your logo to conference attendees. Option to include a non-commercial welcome message to attendees from company executive in the email
- Featured in NAFSA social media post with your logo before the conference
- Logo recognition on conference signage
- Logo with link on conference website
- Two conference registrations (non-transferable)

Online Conference Planner – \$20,000

Our most visible tool, attendees spend significant time reviewing the online conference planner to make the most out of their conference experience before, during, and after the conference. Sponsor logo prominently displayed on online planner, starting March 2024. Additional benefits include:

- Logo recognition on conference signage
- Logo with link on conference website and mobile app
- Two conference registrations (non-transferable)

Mobile App Tile Ad Sponsor – \$10,000 (per day)

Sponsor a tile on the main page of the mobile app with your company logo and message. One tile will be available for sponsorship per day. Additional benefits include:

- Logo recognition on conference signage
- Logo with link on conference website
- One conference registration (non-transferable)



Places



Places

NAFSA Pavilion Theater – \$15,000

The NAFSA Pavilion is the nexus of the Expo Hall. The Pavilion houses an open theater that has capacity for nearly 100 attendees and participants. Each day over 2,000 people visit the Pavilion, and the theater hosts seven to nine programs daily. Sponsors receive branding on the NAFSA Pavilion Theater. Additional benefits include:

- Opportunity to offer programming at the Pavilion.
- Logo recognition on conference signage
- Center featured in NAFSA social media post with your logo during Annual Conference
- Logo with link to your website on mobile app and on conference website
- One conference registration (non-transferable)

Conference Information Center – \$10,000

Centrally located in a high-traffic area open Sunday through mid-day Friday for extended and maximum visibility. Sponsor logo included on signage at the center. Sponsor can leave promotional materials at the center. Additional benefits include:

- Logo recognition on conference signage
- Center featured in NAFSA social media post with your logo during Annual Conference
- Logo with link to your website on mobile app and on conference website
- One conference registration (non-transferable)

Wellness Room and Program – \$5,000

Attendee health and well-being is essential to a successful conference. With the wellness program, attendees will have the chance to participate in sessions throughout the conference. Benefits include:

- Logo on signage in wellness room
- Logo recognition on conference signage
- Logo with link to your website on mobile app and on conference website

To learn more, please contact Tammy Hettinger at 202-737-3699 ext 4467 or tammy.hettinger@nafsa.org for more information.



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