



ATLANTA, DECEMBER 3-6, 2025

*Collaboration for Success:
Strengthening Global Networks*

CONFERENCE SPONSORSHIP & EXHIBITOR OPPORTUNITIES

**Hosted at the Atlanta Marriott Marquis
265 Peachtree Center Ave NE
Atlanta, GA 30303**

OVERVIEW

GENERAL INFORMATION

AIRC's Annual Conference brings together over 480 professionals to discuss the most important topics and issues impacting the international enrollment management field.

The Annual Conference is an ideal venue for effective networking and for showcasing your products and services to current and prospective partners.

AIRC offers a range of sponsorship, exhibit, and advertising opportunities which bring outstanding visibility to your company or organization. AIRC depends on the generosity of its sponsors to make the Annual Conference a success. Demonstrate your support of AIRC and its Annual Conference while promoting your services to conference attendees by securing a sponsorship today!

2024 ATTENDEE PROFILE

476 Attendees

250 Institutions

124 AIRC Certified Agencies

73 Service Providers

18 Industry Partners

18 Countries Represented

45 U.S. States Represented

157 Campus Leaders/Decision-Makers

73 Agency Owners/Directors

Representative Attendee Titles:

- CEO/Founder/President
- Vice President/Dean
- Director/Associate Director
- Manager/Partner
- Recruiter/Officer/Counselor

2024 CONFERENCE STATS

92 Exhibitors

5 Package Sponsors

35 Breakout Sessions

December 4-7, 2024 - Bellevue, WA

QUESTIONS?

Contact us at staff@airc-education.org.

AT-A-GLANCE

The full description of each sponsorship item can be found on pages 7-12.

SPONSORSHIP ITEM	COST
CONFERENCE PACKAGE	
First Class Package (AIRC Member)	\$9,500
Business Class Package (Non-member)	\$12,000
Hosting Member	\$5,000
EXHIBIT HALL	
Exhibit Table (AIRC Certified Agency) - <i>Includes 1 registration</i>	\$1,200
Exhibit Table (Institutional or SP Member) - <i>Includes 1 registration</i>	\$2,200
Exhibit Table (Non-member) - <i>Includes 1 registration</i>	\$3,200
Conference Lounge	\$5,000
Demo Session - 3 remaining	\$1,300
BRANDED ITEMS	
Name Badges/Lanyards - SOLD	\$5,850
Water Bottles - SOLD	\$1,500
Notebooks - SOLD	\$2,500
Pens - SOLD	\$1,500
Friday Morning Fitness - SOLD	\$1,500
Trivia - SOLD	\$1,200
Hotel Key Cards - SOLD	\$2,500

AT-A-GLANCE

The full description of each sponsorship item can be found on pages 7-12.

SPONSORSHIP ITEM	COST
CONFERENCE TECH	
Hotel Wifi - SOLD	\$3,600
Conference App - Homepage Banner Ad - SOLD	\$4,000
Conference App - Push Notifications (2) - SOLD	\$750
SOCIAL ACTIVITIES & PLENARIES	
Opening Address/Awards Ceremony - SOLD	\$5,000
Student Voices Plenary - SOLD	\$2,500
Wednesday Evening Reception/Drink Tickets - SOLD	\$12,000
Thursday Evening Happy Hour/Drink Tickets - SOLD	\$5,000
Thursday Networking Lunch - SOLD	\$2,500
Closing Plenary Toast - SOLD	\$1,200
Partnership Meeting Room	\$1,000

*In addition to the sponsor and exhibitor benefits listed below, all conference sponsor names will be added to the **conference program** and **conference mobile app**. Thank you for your support!*

EXHIBIT HALL

Exhibit Hall Benefits

This year's exhibit hall will be in the Atrium Ballroom BC at the Atlanta Marriott Marquis, located next to the AIRC registration table and close proximity to all session rooms. Benefits of exhibiting at AIRC's Annual Conference include:

- Opportunity to showcase your organization's products and services to over 480 conference attendees
- One complimentary conference registration included
- Select your 6 ft. table location prior to the conference
- Organization logo, description, and table number listed in the conference mobile app
- Organization name listed in the conference program
- Dedicated exhibit hall hours throughout the conference to encourage networking
- Opportunity to schedule 1:1 meetings with attendees through the mobile app
- One large exhibit hall provides all exhibitors maximum exposure

Exhibit Table Assignments

The exhibit table selection process will begin in August. AIRC Annual Sponsors, Strategic Partners, and Conference Package Sponsors are given first selection of their exhibit table location. After that, exhibit table selection is on a first-come, first-served basis.

Exhibit Table Cost

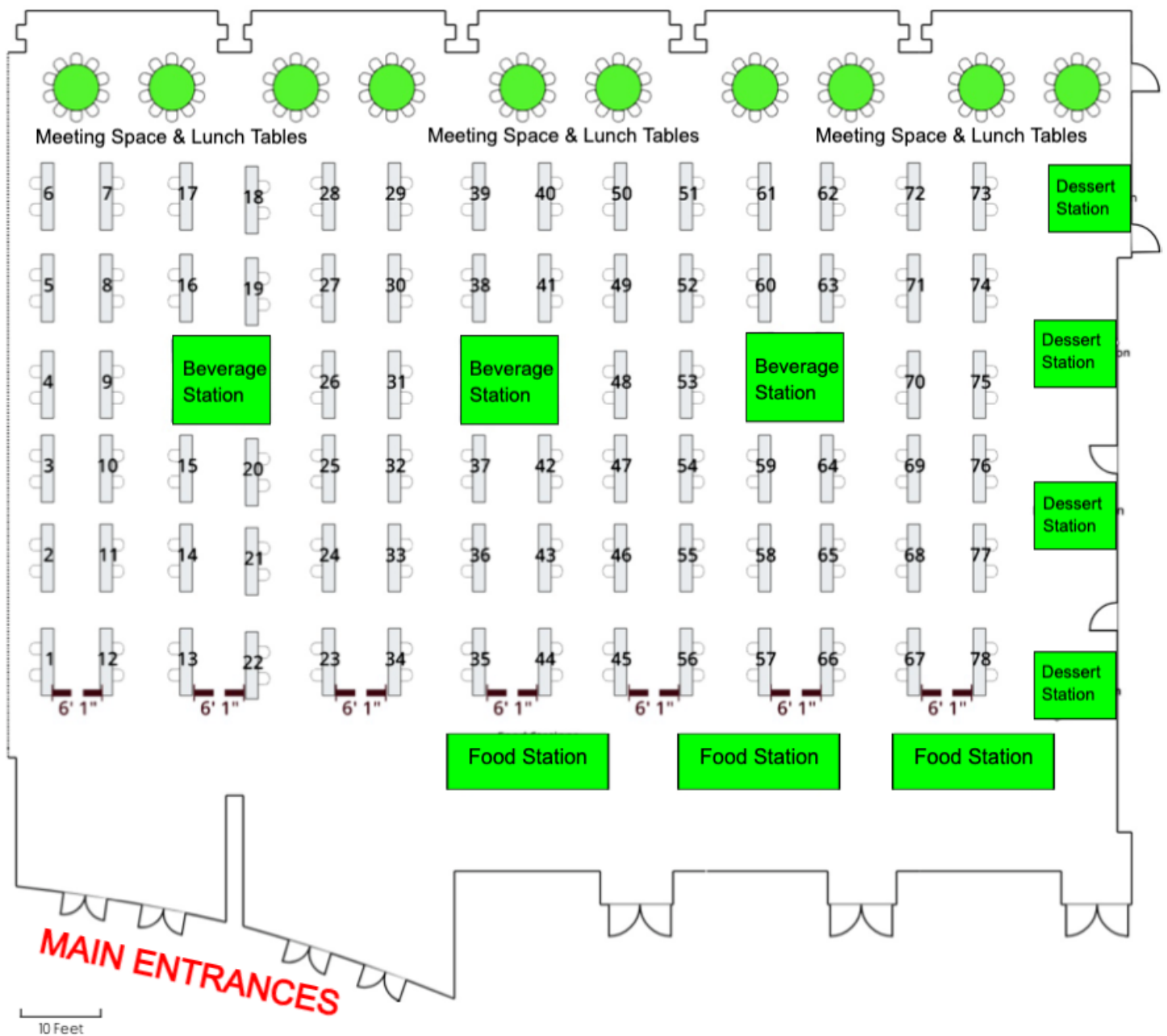
\$1,200 AIRC Certified Agency
\$2,200 Institutional Member or
Service Provider Member
\$3,200 Non-Member

NOTE: All exhibit tables **include 1 complimentary registration.** Any other organization staff attending the conference must register and pay the conference fee separately.

EXHIBIT HALL

Exhibit Hall Layout

[View the 3D Model of the Atrium Ballroom here.](#)



DESCRIPTIONS

Conference Package Overview

First Class Package (\$9,500)

If you're looking to maximize your organization's exposure before, during, and after the conference, consider reserving a sponsorship package. Packages are designed to showcase your organization's products and services through multiple channels, including the AIRC website and semi-monthly newsletters, LinkedIn, in-person signage, and a dedicated exhibit table. Reserved for AIRC Members, the **First Class Package** includes the following benefits:

- ✓ 3 complimentary registrations to the AIRC Annual Conference
- ✓ 1 exhibit table
- ✓ 1 email blast to conference attendees
- ✓ Logo prominently displayed at registration table (signage provided by AIRC)
- ✓ Logo on AIRC Annual Conference website
- ✓ Acknowledgement in all conference specific communications
- ✓ Acknowledgement in the AIRC Inside Look newsletter (5,000+ subscribers)
- ✓ Acknowledgement during conference opening address
- ✓ LinkedIn post thanking sponsor prior to the conference with booth number listed (4,900+ followers)

Conference sponsorship packages commence on July 1st, 2025 and will run through December 31st, 2025. Packages must be paid in full prior to the start of benefits.

If your organization or institution is not an AIRC member, we welcome you to consider the **Business Class Package (\$12,000)**. The Business Class Package includes all of the benefits listed above and is reserved for non-AIRC members only.

DESCRIPTIONS

A La Carte Overview

Exhibit Table

Showcase your organization's products or services during dedicated exhibit hall hours. Sponsor will be provided with a 6 ft. table, 2 chairs, and tablecloth. Tables are reserved on a first-come, first-served basis, and the sponsor may choose their table location within the exhibit hall. A list of exhibitors will be provided to conference attendees before and during the event in the conference program and the conference mobile app.

Hosting Member *(1 available)*

This opportunity is for AIRC member institutions located in the Southeast region. Showcase your offerings and increase visibility among conference attendees by promoting your institution before and during the event. Each hosting member receives two complimentary registrations and exhibit table, and their logo will be displayed on the conference website, in conference specific communication, and on LinkedIn. Sponsorship also includes 1 email blast to conference attendees before or after the event.

Demo Session

Showcase your organization's product or services during a 30-minute demo session. Sponsor will be provided with a laptop, screen, and projector, with theater-style chairs for attendees. A mobile app notification will be sent to all conference attendees 30 minutes prior to the start of the demo session, which will be held during dedicated exhibit hall hours.

Conference Lounge *(1 available)*

Provide a comfortable meeting space for attendees to gather for informal or formal meetings just outside the busy exhibit hall. The lounge will include stylish furniture which may include a couch, chairs, and side tables. Sponsor may display their own pop-up banner.

DESCRIPTIONS

A La Carte Overview

Name Badges/Lanyards *(1 available)*

Prominently display your organization's logo on the conference name badges and lanyards, which are regularly worn by attendees each day of the event and are required for entry to AIRC's Conference. AIRC will order a minimum of 500 name badges and arrange delivery to conference hotel.

Water Bottles *(1 available)*

Prominently display your organization's logo on the conference water bottles that are included in the hotel welcome bag. All conference attendees staying at the Atlanta Marriott Marquis will receive a hotel welcome bag. AIRC will order a minimum of 400 water bottles and arrange delivery to conference hotel.

Notebooks *(1 available)*

Prominently display your organization's logo on the conference notebooks that are provided to each attendee. AIRC will order a minimum of 500 notebooks and arrange delivery of notebooks to conference hotel.

Pens *(1 available)*

Make your organization's logo stand out during and after the conference. Sponsor logo will be displayed on the conference pen provided to each attendee. AIRC will order a minimum of 500 pens and arrange delivery of notebooks to conference hotel.

Friday Morning Fitness *(1 available)*

What better way is there to start the day than with a fitness activity with colleagues? Help energize conference attendees during the indoor or outdoor fitness activities. Sponsor may provide commemorative items in accordance with their sponsored activity, i.e t-shirts, hats, water bottles. Sponsor branding will be provided at both fitness events.

DESCRIPTIONS

A La Carte Overview

Trivia (1 available)

Introduce your organization during trivia, an optional social gathering for all conference attendees. Sponsor logo will be displayed on the trivia card and sponsor may generate industry-appropriate trivia questions (in collaboration with AIRC).

Hotel Key Cards (1 available)

Be the first and last thing guests see during their stay. Sponsor logo will be displayed on the Atlanta Marriott Marquis hotel key cards.

Hotel Wifi (1 available)

Help attendees stay connected on multiple devices throughout the conference. Sponsor may choose the wifi password within hotel AV guidelines. Your logo will be displayed on the wifi signage at the AIRC registration table and in the conference mobile app.

Conference App - Banner Ad (1 available)

Prominently display your organization's banner ad on the homepage of the conference app, which is used multiple times each day by conference attendees. The mobile app is shared with conference attendees before the event, creating maximum exposure for the sponsor.

Conference App - 2 Push Notifications

Alert conference attendees with 2 customized app notifications during the event. Sponsor may customize the push notification text and choose their preferred time for sending. This is an excellent way to encourage attendees to attend your conference session, schedule a 1:1 meeting, or visit your exhibit table.

DESCRIPTIONS

A La Carte Overview

Opening Address/Awards Ceremony (1 available)

Introduce your organization to conference attendees during the well-attended Opening Address and Awards Ceremony. Sponsor is invited to speak for up to 5 minutes at the beginning of the program. Sponsor may include a branded item on tables, such as sweets, business cards, and other small items (must be discussed and coordinated with AIRC staff to determine best fit).

Student Voices Plenary (1 available)

Introduce your organization to conference attendees during the highly anticipated Student Voices Panel featuring current and recently graduated international students. Sponsor is invited to speak for up to 5 minutes before the program begins. Sponsor branding will also be displayed during the opening and closing remarks.

Wednesday Evening Reception/Drink Tickets (up to 2 sponsors)

Introduce your organization to conference attendees during the well-attended welcome reception held on the first night of the conference. Sponsor is allotted up to 5 minutes to speak at the beginning of the reception. Sponsor may bring 1 pop-up banner and other promotional materials to the reception pending approval.

Thursday Evening Happy Hour/Drink Ticket (up to 2 sponsors)

Introduce your organization to conference attendees during the popular Thursday evening happy hour, an ideal time for connecting with colleagues. Sponsor is allotted up to 5 minutes to speak at the beginning of the happy hour. Sponsor may bring 1 pop-up banner and other promotional materials to the reception pending approval.

DESCRIPTIONS

A La Carte Overview

Thursday Networking Lunch *(1 available)*

Showcase your organization to conference attendees during the networking luncheon, an ideal time for meeting with current and prospective partners. Sponsor may include a branded item on tables, such as sweets, business cards, and other small items (must be discussed and coordinated with AIRC staff to determine best fit). Two tables will be reserved for the sponsor.

Closing Plenary Toast *(1 available)*

Provide a memorable farewell to conference attendees by sponsoring the closing toast. Sponsor branding will be displayed throughout the toast. Sponsor may bring 1 pop-up banner and other promotional materials to the closing toast pending approval by AIRC.

Partnership Meeting Room *(space limited)*

Host your partnership meetings in a board room at the Atlanta Marriot Marquis on Wednesday before the conference begins. Sponsor may bring 1 pop-up banner to be displayed outside the partnership meeting room. AIRC will reserve the board room on your behalf.

Custom Signs & Graphics

Display your organization's logo or banner ad in highly visible locations throughout the Atlanta Marriott Marquis. Opportunities include hotel elevator doors, escalators, registration desk, and other signage throughout the hotel. Prices vary based on size and location. Contact staff@airc-education.org for more information.

TERMS AND CONDITIONS

All sponsorships and exhibits will be secured on a first-come, first-served basis via the online reservation form. (**Note:** No sponsorship reservations or requests will be taken over phone or by email.) For questions, please contact Staff at Staff@airc-education.org

Sponsorship opportunities are open beginning on May 19, 2025 at 9:00 am EST. Sponsorships and exhibit tables can be added to the conference registration. AIRC will confirm your sponsorship item within 1 week of your registration.

Unless otherwise specified, a la carte sponsorship items do not include complimentary registrations. Transportation, meals, and hotel accommodations are not included in any of the sponsorship opportunities.

Conference Sponsorship packages commence on July 1st and expire at the end of the conference, excluding conference wrap-up emails. Packages must be paid in full prior to the start of benefits. All logos must be sent to AIRC within 2 weeks of securing a sponsorship. All other files (images, advertising, etc.) must be supplied to AIRC at least 6 weeks prior to the conference.

If you are interested in annual sponsorship packages, please contact AIRC Staff at Staff@airc-education.org for more information.

Cancellations and requests for refunds for any sponsorship items must be made in writing to Staff@airc-education.org. Upon written request, refunds for withdrawal of sponsorships will be made based on this schedule:

Up-to 30 days after agreement: 50% refund
30 days after agreement: No refund

Non-AIRC Certified agencies, including any entity or individual, that receives incentive-based commission for the recruitment, placement or referral of international students are not eligible to sponsor or attend the AIRC conference. Please contact Jennifer Wright at Certification@airc-education.org for more information.

Thank you for your support of AIRC!

GALLERY

