



2014 NCAIR Conference
The Embassy Suites Charlotte-Concord Golf
Resort & Spa
Concord, NC

October 2013

We are very pleased to invite you to participate in our 2014 Conference of the North Carolina Association for Institutional Research (NCAIR) which will be held March 24-26, 2014, at the Embassy Suites Charlotte-Concord Golf & Spa in Concord, North Carolina.

NCAIR is planning approximately 80 professionals who work in institutional research, planning, reporting, assessment, and information technology in the North Carolina community colleges and upper-division colleges and universities.

The 2014 NCAIR Conference will give you the opportunity to represent your corporation at a major conference, display your materials, and market your products to higher education professionals from across North Carolina. This is an excellent opportunity to network with those who influence the purchase of statistical packages, survey and data systems, assessment and analysis tools, presentation materials, and other computer software at their institutions.

The sponsorship benefits include:

- **A Fully Dedicated Exhibition Area:** Sponsors will have an area set aside for their exhibition displays. The space will be available to the sponsor for the entire conference, Monday morning through Wednesday morning. Attendees will be encouraged to visit the exhibition area, and there will be mid-morning and mid-afternoon breaks with refreshments served in the exhibition area to encourage interaction between the attendees and the exhibitors.
- **Varying Sponsorship Levels:** You may choose between 3 different levels of sponsorship: conference sponsor, corporate sponsor, and corporate partner. See below for details.
- **Advertisement Opportunities:** NCAIR offers vendors who are unable to attend the opportunity for their product to be promoted at the conference. For \$175, NCAIR will distribute promotional materials you send to us in the attendees' registration packets.

Conference Sponsor at \$500 includes

- One exhibit table (6 feet long) with electricity
- Ticket for one (1) company representative to the conference banquet
- Admission for one (1) company representative to all conference programs and social activities
- Recognition in the conference program as a "Conference Sponsor"

Corporate Sponsor at \$750 includes

- One exhibit table (6 feet long each) with electricity
- Tickets for two (2) company representatives to the conference banquet
- Admission for two (2) company representatives to all conference programs and social activities
- Recognition in the conference program as a “Corporate Sponsor”
- Invitation to present during the concurrent sessions
- Email list of conference attendees

Corporate Partner at \$1,000 includes

- Two exhibit tables (6 feet long each) with electricity
- Tickets for three (3) company representatives to the conference banquet
- Admission for three (3) company representatives to all conference programs and social activities
- Recognition in the conference program as a “Corporate Partner”
- Invitation to present during the concurrent sessions
- Email list of conference attendees
- Your corporate logo on the conference website as a Corporate Partner

We also provide a limited number of other opportunities for sponsors to achieve even higher conference brand awareness. They are available on a first come, first serve basis:

Break Sponsorship (2 available)

- For an additional \$250 you will receive all the benefits of your chosen sponsorship level plus recognition in the conference program and during the conference proceedings as the break sponsor.

Tuesday Lunch or Wednesday Breakfast

- For an additional \$500 you will receive all the benefits of your chosen sponsorship level plus recognition in the conference program and during the luncheon ceremony as the luncheon sponsor.

Monday Dinner

- For an additional \$1,000 you will receive all the benefits of your chosen sponsorship level plus recognition in the conference program and during the dinner ceremony as the dinner sponsor.

The refreshment breaks will be served in the vendor exhibition area. During this time, you have the maximum opportunity to be seen by conference participants. In addition, all participating vendors will be recognized at various times during the conference sessions.

Please feel free to contact me at bwstone@uncc.edu or 704/687-1290 with any questions you may have.

Thank you for your support of the 2014 NCAIR Conference.