Engagement Opportunities
2020 AIEA Annual Conference
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.
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AIEA Members and Conference Participants

AIEA ANNUAL CONFERENCE OPPORTUNITIES

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- Focused Events
- Exhibitors
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- Brand Placement
- Digital Opportunities
- Student and Young Professional Support
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YEAR-ROUND OPPORTUNITIES

- AIEA Leadership Academy for New Senior International Officers
- Digital Advertising
- AIEA Thematic Forums

RECOGNITION LEVELS

NEXT STEPS

This guide includes suggestions to get the process started – we invite you to contact us with your own suggestions with how you would like to engage our AIEA network.

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2019 AIEA Annual Conference Participant Profile

Total Countries Represented: 43
- USA: 67%
- Substantial representation

Male: 46%
Female: 54%

First-Time Participants: 36%

AIEA Institutional Members

Average International Education Operating Budget:
- Controlled by AIEA Institutional Members
- $4.7 Million

Average Salary: Institutional Member
- $136,090

Salary Range: Institutional Member
- Less than $75,000 (7%) to over $200,000 (20%)

Primary Responsibilities:
- International partnerships/linkages
- Strategic planning for internationalization
- Representing the institution
- Study abroad/exchanges
- Risk management
- Faculty-led programs
- International students/scholars

Seeking Solutions to the Following Issues:
- Resources, in particular, increasing or maintaining financial resources
- International enrollment management -- increasing numbers of international students
- Increasing the number of students and programs for education abroad
- Navigating U.S. political and immigration policies
- Increasing “buy-in” importance/awareness of international education on campus
- Health/safety and risk management

*From the 2017 AIEA Senior International Officer Profile Survey*
AIEA Conference: 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. Signature events qualify for at least Bronze level benefits – learn more about recognition levels on page 18.

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 highest level visibility. (Anticipated attendance: 650-700)

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

NETWORKING RECEPTION

Two available

Host this key event that provides a relaxed atmosphere to network over food and drinks. Scheduled on the evening of the central day of the conference, this reception is open to the full conference attendance. Ideal for institutions or organizations seeking highest level visibility. (Anticipated attendance: 500-550)

The networking reception co-sponsorship includes signage, ability to pass out materials upon entrance to the reception or branded drink tickets (one per participant), and the opportunity to give three-minute remarks at the Networking and Awards Luncheon.

NETWORKING AND AWARDS LUNCHEON

Two available

Host the prominent gathering which provides a venue for networking over a meal. Scheduled during the central and longest day of the conference, this event is open to the full conference. Ideal for institutions or organizations wishing highest level visibility. (Anticipated attendance: 600)

The networking and awards luncheon sponsorship includes signage, the ability to distribute materials to participants, and three-minute remarks at the event.

PLENARY LUNCHEON

Two available

Host the culminating event, which includes an engaging keynote speaker of AIEA’s choice. Open to full conference attendance. (Anticipated attendance: 500-550)

The plenary luncheon sponsorship includes signage, the ability to distribute materials to participants, 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. (Anticipated attendance: 450-500)

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

ASSOCIATION BREAKFAST

One available

Engage with thought leaders and active members of AIEA during the organization’s open meeting with continental breakfast. Provide a venue to examine the contemporary trends and priorities of the field and a brief keynote address. (Anticipated attendance: 300-350)

The Association Breakfast sponsorship includes signage, the ability to distribute materials to participants, and three-minute remarks at the event.
AIEA Conference: Focused Events

The AIEA Annual Conference includes several events targeted towards specific groups of AIEA members and an opportunity to both speak directly to and network with these groups.

SENIOR SIO GATHERING

Two available

Host this gathering of the most experienced senior international officers (SIOs), providing opportunities for networking in a casual setting with light refreshments. Ideal for institutions desiring engagement with a notably influential professional group. (Anticipated attendance: 75)

The Senior SIO Gathering sponsorship includes signage, three-minute remarks at the event, and the opportunity to display materials for participants.

NEWCOMER ORIENTATION

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. (Anticipated attendance: 150)

The Newcomer Orientation sponsorship includes logo incorporated in the session presentation and three-minute remarks at the event.

PRESIDENTIAL FELLOWS RECEPTION

One available

Host this networking event with light refreshments for invited guests, including mentors and mentees of AIEA’s signature program, as well as AIEA board members. Offers a chance for meaningful engagement with receptive audience that includes AIEA top leadership and emerging leaders in the field. (Anticipated attendance: 50)

The Presidential Fellows Reception sponsorship includes signage and three-minute remarks at the event.

NETWORKING BRUNCH TAPAS

Two available

Host this dedicated networking time with light brunch fare in the exhibit hall on the morning of the first day of the conference. (Anticipated attendance: 400-450)

The Networking Brunch Tapas sponsorship includes logo displayed prominently on signage at the food stations for this hour-long break, a digital billboard displayed on the main plenary hall screen during the event, and the opportunity to place materials on networking tables in the exhibit hall.
NETWORKING BREAK

Four available

Networking Break sponsors provide participants with coffee and tea in the exhibit hall during the four breaks. (Anticipated attendance: 300-350)

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.

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. (Anticipated attendance: 75-100)

The Women Leaders Mix and Mingle sponsorship includes the sponsor’s logo displayed prominently on signage at the event.

If you would like to host a different event for conference participants that is co-branded with AIEA and listed in the program and other materials, contact AIEA for more information!
AIEA Conference: Exhibit Hall

The AIEA Annual Conference is an opportunity for you 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 is also dedicated exhibit hall time on Monday morning and during extended breaks throughout the conference.

EXHIBITING AFFORDS THE OPPORTUNITY 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 conference program and mobile app
- Full conference registration for one exhibitor representative

The exhibit hall is open Monday, Tuesday, and Wednesday of the conference.

Space is limited!
(Priority locations given to sponsors)
AIEA Conference Thought Leadership: Information Sessions

Organizations looking to have a dedicated time to share data, practices, resources, and information about services with conference participants can take advantage of Information Sessions.

INFORMATION SESSIONS

Four available

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. Presented in a breakout room, these sponsored information sessions are held during a dedicated time slot with no other full-conference events scheduled.

- Room capacity – 50+ participants
- Audio-visual provider: screen, projector, podium
- Listing in conference program and mobile app: 75-word abstract, logo (in program only), and 75-word biographies for up to three presenters

Information sessions take place during a dedicated networking break for information sessions and networking conversations with no other all-conference events. A limited availability of sessions with the option to provide food for participants may be available.

NETWORKING CONVERSATIONS

Six available

For those who are looking for a smaller opportunity to connect with participants, Networking Conversations take place in the plenary hall. Sponsors can reserve one or more roundtable in the salon for discussions with small groups of conference attendees. Networking Conversations will be listed in the conference program, and sponsors may put up a small tabletop sign on their assigned table.

Networking conversations take place during a dedicated networking break for information sessions and these conversations with no other all-conference events.
AIEA Conference: Brand Placement

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.

WiFi

One available
Sponsor determines log-in code for the complimentary WiFi used by all conference participants; sponsor is also acknowledged on postcard with WiFi access instructions.

CONFERENCE BAG

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

MOBILE APP

One available
Sponsor’s logo displayed every time a user opens the app, which has become indispensable to most conference participants for convenient access to the full information of the event.

LANYARDS OR NAME BADGE HOLDER

One available
Sponsor’s logo displayed on lanyards or name badge holder. Participants required to wear name badge for access to all conference events. Sponsor to provide materials, and artwork to be approved by AIEA.

CONFERENCE WATER BOTTLE

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

CONFERENCE PEN

One available
Sponsor’s logo displayed on conference pen provided to all participants. Sponsor to provide pens.
USB DRIVE

One available

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

BAG INSERTS

Ten available

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 sponsor.

CONFERENCE FOLDER

One available

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 sponsor, and artwork must be approved by AIEA.

PROGRAM ADS

Ten available

Full page or half page ad in the printed program distributed to all conference participants. Black and white.

PLENARY BILLBOARD

Several available

Full-color ad displayed on main plenary stage screen during an hour-long period throughout the conference.

HOTEL DOOR DROP

Two available

Provide all conference participants in the AIEA room block at the Washington Marriott Wardman Park with materials of your choice placed in their room on Tuesday or Wednesday of the conference.

BRANDED HOTEL KEY

One available

Provide all conference participants in the AIEA room block at the Washington Marriott Wardman Park with your logo and information on their hotel room key.
ON-SITE SIGNAGE OPPORTUNITIES

Several available

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 sponsor is responsible for design (to be approved by AIEA), printing, and installation. Locations include:

- Escalators between the two main levels of the hotel used by conference participants
- Wall clings near the registration area
- Floor clings near the registration area
- Column wraps in the registration area
- Elevator door clings in the lobby area

AIEA Annual Conference: Digital Opportunities

New for 2020, sponsors have the opportunity to connect with participants digitally prior to the conference.

USE OF PARTICIPANT LIST

Six available

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, exhibit table location, information sessions, etc.

CALL FOR PROPOSALS WEBPAGE AD

One available

Provide a 300 x 100 pixel linked ad on the conference Call for Proposals website, which will run from May through August. This page is one of the top ten pages visited each year on the AIEA website, and is visited by presenters and session chairs – most often experienced institutional leaders in the field (4,500 page views in 2018).

SCHEDULE WEBPAGE AD

One available

Provide a 300 x 100 pixel linked ad on the conference Schedule webpage, which will run from August 2019 – February 2020 (12,500 page views in 2018).
Annual Conference:
Student and Young Professional Support

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 front of polo shirts worn by approximately 45-50 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 sponsor. Sponsor 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 sponsorship comes with a half-page black and white program ad directly facing the conference internship page of the program, an ad on the internship page on the AIEA website (300x200 pixels), a special breakfast with conference interns for two representatives of the sponsoring organization, and recognition at the Conference Opening Plenary.
Annual Conference: Sustainability Initiatives

CONFERENCE CARBON OFFSETS

Several available

AIEA is excited to be able to take steps towards reducing the impact of carbon emissions for conference participant travel and conference infrastructure. You can help make an impact through funding contributions to organizations that are planting forests in sub-Saharan Africa to help offset conference carbon emissions.

Several levels of support are possible for this initiative. Contributors to this program receive:

- Name of organization and number of trees planted based on contribution in the conference program on a page about conference sustainability and the conference mobile app. Contributors at the highest level will also have their logos included on this page in the conference program.
- Recognition on a slide at the Networking and Awards luncheon
- Recognition on Sustainability display near registration

Annual Conference: Institutional Support

Higher education institutions that have an AIEA institutional membership have two opportunities to demonstrate support for the conference and increase visibility.

CONFERENCE SUPPORTER

Several available

Conference supporters will have their logos included on a page in the conference program, and a logo and link to website of choice in the conference mobile app.

HOST INSTITUTION

Several available

Host Institutions will have their logos included on a page in the conference program, and a logo and link to website of choice in the conference mobile app. In addition, they will receive a quarter-page black-and-white program ad in the program, and a Plenary Billboard: a full-color ad displayed on the main plenary stage screen for one minute or longer several times throughout the conference.
Year-Round Opportunities at AIEA

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 sponsor levels and receive visibility at the conference.

AIEA LEADERSHIP ACADEMY FOR NEW SENIOR INTERNATIONAL OFFICERS

The AIEA Leadership Academy for New Senior International Officers is an intimate, selective, and intensive Academy in with deep learning on issues relating to leading internationalization. Participants build a strong network of peers and develop action plans addressing challenges and opportunities. Limited to 17 participants, this is a chance to connect with those who are new to their positions and takes place each May.

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 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 Durham, North Carolina.

The Academy Closing Dinner 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 leather ringfolio with the conference 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. The organization will also be listed in the sponsor email blast to all Academy participants.

DIGITAL ADVERTISING

AIEA WEBSITE ADS

AIEA offers digital ads on several pages on the AIEA website, including:

- The AIEA homepage (www.aieaworld.org) (36,000 pageviews in 2018)
- The Call for Proposals webpage (4,500 pageviews in 2018)
- The Conference Schedule page (12,500 pageviews in 2018)
- The International Education Conference listing – this page comes up in many searches for international education conferences with strong pageview numbers beyond AIEA members; it is ideal for promoting your conference to all interested in international education events (148,000 pageviews in 2018)

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.

AIEA THEMATIC FORUMS

AIEA provides funding for up to four Thematic Forums each year focused on a key issue in international higher education. These Forums are organized by members and generally take place at member institutions. Attendance generally ranges from 20-200.

Sponsoring the Thematic Forum program includes having an ad on the Thematic Forum webpage, and the right to send materials (brochures or flyers) for distribution to all participants for that years’ Thematic Forums.
Recognition Levels

Recognition levels at the AIEA Annual Conference are designated to organizations who have a combination of sponsorships (including exhibit tables, brand placement, advertising, and year-round options) that fall under each level.

DIAMOND - $30,001+

- Logo on AIEA website year-round on front page and many internal pages
- Logo included on one of the rotating banners at the top of the AIEA webpage for at least six months after the conference
- Logo and description in program and mobile app
- Logo and link on the AIEA website
- Prominence in on-site signage and on all sponsor listings
- Three Presidential (formerly VIP) reception invitations
- Four complementary AIEA memberships
- Three complementary conference registrations
- Logo included in AIEA spring and fall newsletters
- Priority exhibit booth location (if exhibiting and if signed by October 1, 2019)
- One bag insert
- Full-page color program ad
- Half page ad in two AIEA newsletters

PLATINUM - $24,001 – $30,000

- Logo on AIEA website year-round on front page and many internal pages
- Logo and description in program and mobile app
- Logo and link on the AIEA website
- Prominence in on-site signage and on all sponsor listings
- Two Presidential (formerly VIP) reception invitations
- Logo included in AIEA spring and fall newsletters
- Priority exhibit booth location (if exhibiting and if signed by October 1, 2019)
- One bag insert
- Full-page black and white program ad
- Three complementary AIEA memberships
- Two complementary conference registrations
GOLD - $18,001 – $24,000

- Logo and description in program and mobile app
- Logo and link on the AIEA website
- On-site signage
- Two Presidential (formerly VIP) reception invitations
- Priority exhibit booth location (if exhibiting and if signed by October 1, 2019)
- One bag insert
- Full-page black and white program ad
- Two complementary AIEA memberships
- Two complementary conference registrations

SILVER - $10,001 - $18,000

- Logo and description in program and mobile app
- Logo and link on the AIEA website
- On-site signage
- One Presidential (formerly VIP) reception invitations
- Priority exhibit booth location (if exhibiting and if signed by October 1, 2019)
- One bag insert
- One complementary conference registration

BRONZE - $5001 – $10,000

- Logo and description in program and mobile app
- Logo and link on the AIEA website
- On-site signage
- One Presidential (formerly VIP) reception invitation
- One bag insert

STAR - $3501 – $5000

(Excluding those who are only exhibiting)

- Logo and description in program and mobile app
- Logo and link on the AIEA website
- On-site signage
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 but that are of interest, please feel free to let us know.
CONTACT US

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