

2020

Mississippi
Association for Institutional Research



March 26-27, 2020

Courtyard Beachfront
Gulfport, MS

Exhibitor and Sponsorship Prospectus



www.mair-ms.org

March 26-27, 2020

Mississippi Association for Institutional Research



About the Association

The Mississippi Association for Institutional Research (MAIR) is composed of institutional research professionals at Mississippi's 2-year and 4-year postsecondary institutions.

Dedicated to advancing the field of institutional research in the State of Mississippi and beyond, the organization seeks to serve, and foster cooperation among, professionals from postsecondary educational institutions and agencies whose interests include management research, policy analysis, and planning.

Its membership includes more than 70 institutional research professionals from 30 institutions for higher learning in Mississippi.

Member Institutions

Alcorn State University
Belhaven University
Coahoma Community College
Copiah-Lincoln Community College
Delta State University
East Central Community College
East Mississippi Community College
Hinds Community College
Holmes Community College
Itawamba Community College

Jackson State University
Jones County Junior College
Meridian Community College
Millsaps College
Mississippi College
Mississippi Community College Board
Mississippi Delta Community College
Mississippi Gulf Coast Community College
Mississippi Institutions for Higher Learning
Mississippi State University

Mississippi University for Women
Mississippi Valley State University
Northeast Mississippi Community College
Northwest Mississippi Community College
Pearl River Community College
Rust College
Tougaloo College
University of Mississippi
University of Mississippi Medical Center
University of Southern Mississippi



About the 2020 Conference

The 2020 MAIR Conference and Pre-Conference Workshops will be held in Gulfport, Mississippi, March 26 & 27, 2020, and will be located at the [Courtyard Beachfront](#) (1600 E Beach Blvd, Gulfport, MS 39501).

Gulfport, MS is served by the [Gulfport-Biloxi International Airport \(GPT\)](#)

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Opportunities for Sponsors, Exhibitors, and Advertisers



The Mississippi Association for Institutional Research (MAIR) invites you to participate in its annual conference offering sponsors, exhibitors, and advertisers many excellent opportunities to promote their products and services.

Dedicated Exhibit Area: Attendees are encouraged to visit the exhibit area throughout the conference beginning the morning of March 26th, during the reception Thursday evening, and during session breaks on March 26-27th. The exhibit area will close at the end of the sessions on March 27th.

Sponsorship Levels: Vendors may choose from Gold, Silver, and Bronze sponsorships, which provide a wide variety of opportunities to showcase their products. There will be a limit of four Gold-level sponsorships due to meeting session time constraints. See summary of sponsorship benefits for more details. For vendors who are unable to attend the conference, the Bronze-level sponsorship allows companies the opportunity to promote their products for a \$100 fee by simply sending product promotional information which will be included in MAIR conference attendees' registration packets.

Summary of Sponsorship Level Benefits

Benefit	Gold (Four Gold Sponsorships Available)	Silver	Bronze	Additional Sponsorships
Advertisement in Conference Program	Full-Page	Half-Page	Quarter-Page	Sponsorship opportunities in addition or as an alternative to the selected levels are available.
Hyperlink on Conference Website	Yes	Yes	Yes	
One insert in attendee packet	Yes	Yes	Yes	
Complimentary Conference Registration*	Yes - 2	Yes - 1	No	
Verbal Recognition of Sponsorship at Event	Evening Reception	Business Luncheon	No	Options include, but are not limited to: conference nametags, tote bags, pens, notepads, etc.
Email Addresses of Attendees (Pre-conference)	Included	Included	Included	
Presentation During Conference	Yes - 45 min.	No	No	Information regarding sponsorships of break services, etc. will be provided upon request.
Non-Voting, One-Year MAIR Membership	Included	Included	Included	
COST	\$500	\$250	\$100	

*Conference registration includes attendance at conference presentations Thursday and Friday, business lunch on Friday, and networking during reception.

Information for Sponsors, Exhibitors, and Advertisers



Vendor Responsibilities

Vendors shall be responsible for any additional fees, labor, and/or materials required to set up or take down sponsor booths.

For More Information

Contact Tiffany Perryman (tiffany.perryman@colin.edu) or Katie Busby (kbusby@olemiss.edu) no later than **February 29, 2020**, to submit vendor selections.

Important Dates

May 2019

Sponsorship opportunities available.

January 15, 2020

Preferred deadline to receive program ad and marketing collateral.

February 29, 2020

Deadline for Sponsor Registration Form
Deadline for Online Registration
Payment deadline for exhibits and sponsorships

March 26 & 27, 2020

MAIR Conference

