



Pacific Northwest Association for Institutional Research and Planning

Join us in Tacoma!



The PNAIRP executive committee invite you to sponsor the 2017 conference of the Pacific Northwest Association for Institutional Research and Planning (PNAIRP), November 8-10, 2017 in Tacoma, Washington.

The 2017 PNAIRP/CIRPA Conference offers exposure to **over 100 IR decision-makers** from across the Pacific Northwest.

2017 CONFERENCE

Tacoma, Washington
November 8-10, 2017



PNAIRP



Pacific Northwest Association for Institutional Research and Planning

www.pnairp.org

A Sponsorship Opportunity

We Invite You to Become our Sponsor

The Pacific Northwest Association for Institutional Research and Planning (PNAIRP) is an international association of USA and Canadian researchers and planners that is affiliated with the Association for Institutional Research (AIR).

Sponsorship is a great opportunity to gain exposure and recognition for your products and services while networking with higher education professionals. PNAIRP's membership includes members from Oregon, Washington, Idaho, Alaska, British Columbia and the Yukon, which maximizes your exposure in the Pacific Northwest. On behalf of PNAIRP's membership we invite you to review our sponsorship packages and select the sponsorship opportunity which best showcases your organization.

QUESTIONS?

Russ Cannon (425)352-3547 or cannonr@uw.edu

Prior Conference Highlights

The 2015 conference in Portland, Oregon drew 130 attendees while the combined 2016 PNAIRP/CIRPA conference in Kelowna drew close to 200. Conferences typically feature 30-40 concurrent sessions, three pre-conference workshops, and well-respected keynotes like Dr. Stephen Porter and Dr. Bob Bontrager.

Sample PNAIRP Conference Program:

www.pnairp.org/conference/conf2012/PNAIRP2012.pdf

Conference sponsorships typically sell out! Please reserve your spot early if you would like to be our partners for PNAIRP in 2017!

Event Details

Over 100 Attendees Expected

This conference is the regional association for Directors, Analysts, and Programmers in Institutional Research and Planning in Higher Education. Our attendees include representatives from Canada and the Pacific Northwest United States, representing the entire higher education system: two- and four-year colleges, universities, university colleges, state and provincial bodies.

2017 Meeting Location



The 2017 conference will be held in beautiful downtown Tacoma, Washington, at the Hotel Murano.

Prior Conference Venues

Delta Grand Okanagan, Kelowna, BC (2016)
The Benson, Portland, OR (2015)
Downtown Sheraton, Seattle, WA (2014)
The Fairmont Empress, Victoria, BC (2013)

Sponsorship Opportunities Menu Pricing for Greatest Flexibility	Item Cost
PROMOTIONAL PRESENTATION (40 minutes) Present your service/product in one of the conference session breakouts (one of three tracks). Includes two complimentary conference registrations.	\$2,000 limit: one
CO-PRESENTATION SESSION (40 minutes) Present your service/product with a partner institution who uses your product. Includes one complimentary conference registration.	\$1,500 limit: one
LIGHTNING SESSION (one minute) Sponsor is given 60-seconds during our conference opening to describe your service to our entire conference group. No audio visual assist is permitted.	\$800 limit: two
EXHIBITOR SHOWCASE SPACE for displaying your product, meeting with conference attendees, and distributing promotional materials.	\$800 limit: four
=== TOTE BAG SPONSOR (limit one) === Sponsor provides tote bags given to each delegate at registration (bags can be provided by sponsor or charged to sponsor at cost).	\$500 limit: one
ADVERTISING INSERT or corporate product distributed to all attendees at registration ¹ .	\$300
SIGNAGE/LOGO DISPLAY prominently visible at one of the following key events: plenary, reception, registration, closing lunch, or refreshment break. Most events are limited to one sponsor. Reserve early to secure your spot.	\$300
CONFERENCE REGISTRATION to attend all meals, sessions, and events.	\$200

Sponsorship Packages Greater value when you bundle	Gold (limit one) \$4,600 \$2,000	Silver (limit three) *One opportunity remaining as of 8/15/17 \$1,600 \$1,000
CO-PRESENTATION SESSION (40 minutes) <i>(optional upgrade to the promotional presentation for an additional \$500)</i> A conference session to present your service/product with a partner institution.	●	
LIGHTNING SESSION 60-seconds during our conference opening to describe your service to our entire membership. No audio visual assist is permitted.	●	
EXHIBITOR SHOWCASE SPACE for displaying your product, meeting with conference attendees, and distributing promotional materials.	●	●
ADVERTISING INSERT or corporate product distributed to all attendees at registration ¹ .	●	●
SIGNAGE/LOGO DISPLAY prominently visible at one of the following key events: plenary, reception, registration, closing lunch, or refreshment break. Most events are limited to one sponsor. Reserve early to secure your spot.	●	●
Number of registrations included to attend all meals, sessions, and events	2	1
Verbal acknowledgement of sponsorship	●	●
Logo and link on PNAIRP conference webpage.	●	●
Logo and acknowledgement in conference program.	●	●

All prices are listed in US Dollars.

¹ Production and shipping costs to be covered by the sponsor



2017 CONFERENCE Sponsor Application Form

NAME		
TITLE		
COMPANY/ORGANIZATION		
MAILING ADDRESS		
CITY	STATE/PROVINCE	ZIP/POSTAL CODE
PHONE	EMAIL	
WEBSITE		

SPONSORSHIP LEVEL	COST
<input type="checkbox"/> Gold Sponsor (limit one)	\$ 3,000
<input type="checkbox"/> optional upgrade: promotional presentation	\$ 500
<input type="checkbox"/> Silver Sponsor	\$ 1,000
Sponsorship Menu Opportunities (write-in)	
<input type="checkbox"/>	\$
<input type="checkbox"/>	\$
<input type="checkbox"/>	\$
SPONSORSHIP TOTAL	\$

Payment terms: All payments must be made in US dollars. Checks should be payable to PNAIRP. W-9 and invoices for sponsorship payment are available by request. A \$500 deposit must be provided within 30 days of receipt of application to hold your sponsorship space. Payment of the balance is due no later than **September 30th**. Notice of cancellation must be received in writing by the sponsorship co-chair in order to receive a refund, less a \$200 processing fee.

Please submit all application materials to:

Russ Cannon
 University of Washington Bothell
 Email: cannonr@uw.edu
 (425) 352-9803