

**2025**



# ENGAGEMENT AND BRANDING OPPORTUNITIES



**AIEA: LEADERS IN  
INTERNATIONAL  
HIGHER EDUCATION**

**AIEA 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 over 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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# 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.*

## **Opening Reception**

Two available

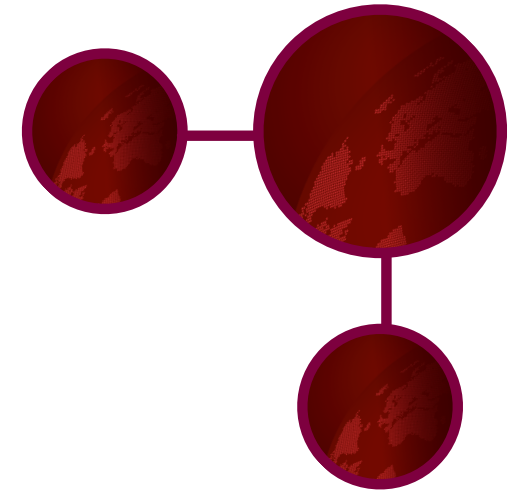
Host the vibrant evening event that celebrates the beginning of the conference. This elegant gathering provides direct engagement in a relaxed professional setting and is open to the full conference. Ideal for institutions or organizations seeking the highest level of visibility.

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

## **Featured Lounge**

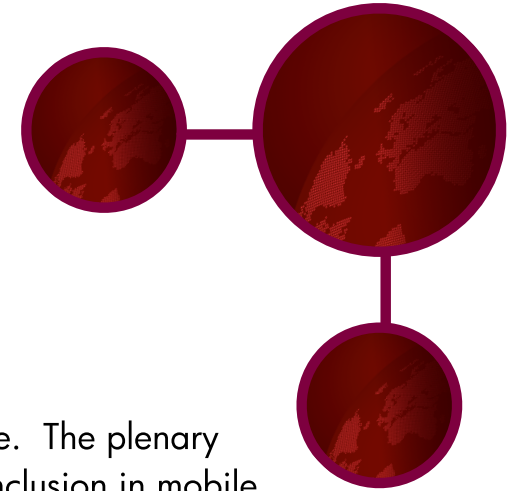
Reserved for 2025

The featured lounge is an area in a prime location that is a blank canvas for the sponsor to dream big and create a space or experience for participants.





# SIGNATURE EVENTS



## **Plenary Luncheon**

Two available

Host a full-conference meal, which includes an engaging keynote speaker of AIEA's choice. The plenary luncheon sponsorship includes signage, the ability to distribute materials to participants, inclusion in mobile app, 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. The opening plenary sponsorship includes signage, the ability to distribute materials to participants, inclusion in mobile app, and three-minute remarks at the event.

## **Networking and Awards Luncheon**

Two available

Engage with thought leaders and active members of AIEA during the organization's annual networking and awards luncheon. Provide a venue to examine the contemporary trends and priorities of the field and a brief keynote address. The Networking and Awards Luncheon sponsorship includes signage, the ability to distribute materials to participants, inclusion in mobile app, and three-minute remarks at the event.

# THOUGHT LEADERSHIP

*Organizations looking to have a dedicated time to share data, practices, resources, and information about services with conference participants can take advantage of these opportunities, positioning organizations as thought leaders in the field.*

## **Spotlight Sessions and Features**

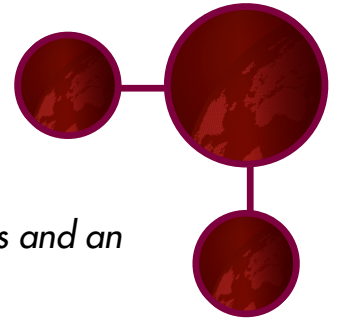
Several available

Organizations looking to have a dedicated time to share data, practices, resources, and information about services with conference participants can take advantage of Spotlight Sessions. Each of these sessions will be listed in the conference mobile app and take place in a breakout room.

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. These sponsored sessions are held during a dedicated time slot with no other full-conference events scheduled aside from other Spotlight Sessions or Features. Sessions are 60 minutes, and Features are 30 minutes.



# FOCUSED EVENTS



*The AIEA Annual Conference includes several events targeted towards specific groups of AIEA members and an opportunity to speak directly to these groups or the conference at large.*

## **Newcomer Orientation - Virtual**

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. This Orientation will take place virtually prior to the conference. This package also includes recognition at a newcomer networking opportunity during the conference and inclusion in the mobile app.

## **Networking Break**

Several available

Networking Break sponsors provide participants with coffee and tea in the exhibit hall. 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. The Women Leaders Mix and Mingle sponsorship includes recognition at the event and inclusion in the mobile app.



# EXHIBIT HALL

The AIEA Annual Conference is an opportunity 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 will be dedicated exhibit hall time throughout the conference.

## EXHIBITING GIVES OPPORTUNITIES 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 mobile app
- Full conference registration for one exhibitor representative

Space is limited! Priority locations given to sponsors.



## Mini-Lounges

New in 2024, AIEA is pleased to offer mini-lounges for up to four sponsors. These include a larger space in the front of the exhibit hall with an opportunity to be more creative with the space. Sign up now: space is limited for these larger spots offering incredible visibility to sponsors.

**NEW!**

# PRE-CONFERENCE WORKSHOPS

*AIEA hosts several pre-conference workshops prior to the Annual Conference. These are available as an add-on to all conference participants as well as participants who do not register for the conference.*

## **In-Person Workshops**

Several available

An in-person Pre-Conference Workshop package includes two minutes of live remarks at the workshop, as well as handouts available on workshop tables on the day of the event. Your logo will also be featured on the workshops page of the AIEA website, and a complementary registration to the workshop is included.

## **Online Workshops**

Several available

A Virtual Pre-Conference Workshop package includes two minutes of live remarks at the workshop via Zoom, as well as a slide with your logo at the beginning of the workshop. The partner organization will also receive a list with contact information for all who attended the event (for attendees who opt-in to their information being shared). Your logo will also be featured on the workshops page of the AIEA website, and a complementary registration to the workshop is included.





# INSTITUTIONAL SUPPORT

## AIEA Advocates

AIEA has a special opportunity for member non-profit institutions (HEIs) who would like to show their support for the organization and gain visibility at the 2024 conference. These opportunities are not available for organizational members or for-profit institutional member institutions. Conference supporters receive:

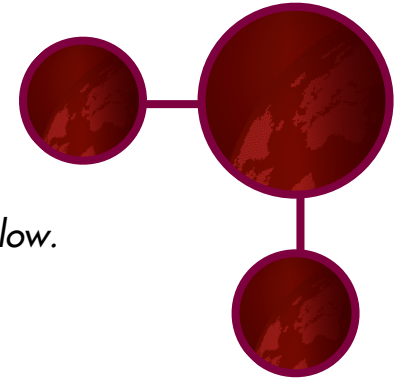
- **Plenary Billboard:** Prior to many of the plenary keynotes or full-conference sessions, AIEA will display static ads to participants. The conference billboard is an opportunity to highlight your institution or institutional program for conference participants.
- **Mobile App Listing:** Special recognition in the Mobile App with a location for logo, email, description, link, and phone number.

## Conference Supporters

Conference Supporters will be listed on the AIEA website, mobile app, and at-a-glance schedule. These are open to individuals, organizations, or institutions. to sponsors.



# 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.*

## **HIGH LEVEL OF VISIBILITY! CONFERENCE MOBILE APP**

Sponsor's logo displayed on front page of the app, which has become indispensable to most conference participants for convenient access to the full information of the event.

## **CONFERENCE BAG**

One available

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

## **LANYARDS OR NAME BADGE HOLDER**

One available

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

## **WIRELESS INTERNET**

One available

Partner determines log-in code for the complimentary wireless internet used by all conference participants; sponsor is also acknowledged on postcard with access instructions.

## **CONFERENCE WATER BOTTLE**

One available

Partner's logo and AIEA logo displayed on conference water bottle provided to all participants. Partner to provide water bottles; artwork to be approved by AIEA.

## **USB DRIVE**

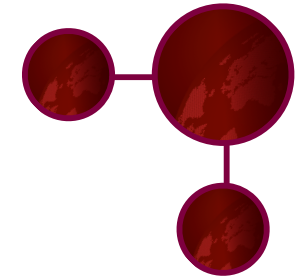
One available

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

## **AT-A-GLANCE SCHEDULE**

One available

Partner's logo on the at-a-glance printed schedule provided to all conference participants.



# BRAND PLACEMENT

## HOTEL DOOR DROP

Two available

Provide all conference participants in the AIEA room block at the conference hotel with materials of your choice placed in their room on Monday or Tuesday.

## PLENARY BILLBOARD

Several available

Full-color static ad displayed on main plenary stage screen prior to and following AIEA plenary events.

## MATERIAL INSERTS

Ten available

Distribute a promotional flyer in bag or folder provided to all conference participants. Size limit: one-page flyer no larger than 8.5 inches x 11 inches. Inserts provided by partner.

## 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 partner, and artwork must be approved by AIEA.

## ON-SITE SIGNAGE OPPORTUNITIES

Several available

Contact AIEA for images of the space and more details on high-visibility opportunities. The partner organization is responsible for design (to be approved by AIEA), printing, and installation.

### Special Digital Opportunity: Use of Conference Registrant List

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, invitations to an event or session, and more!

# RECEPTIONS OR SYMPOSIA

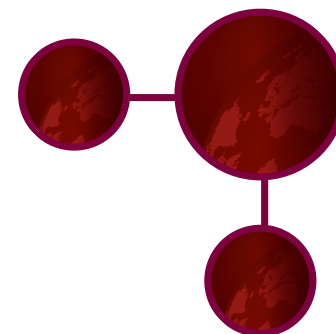
Partner organizations have the opportunity to host a symposium or reception at the AIEA Annual Conference. Opportunities include:

- Receptions or other events on Tuesday evening
- Symposia, workshops, or other events on Wednesday afternoon

Those choosing to host an event with AIEA will benefit from the use of hotel meeting space and inclusion in the conference program.



# STUDENT & 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 back of polo shirts worn by approximately 20-30 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 partner organization. Partner 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 includes a plenary billboard, a special breakfast with conference interns for two representatives of the sponsoring organization, recognition at the Conference Opening Plenary, and recognition on the conference mobile app.



# AIEA LEADERSHIP ACADEMY FOR NEWER SENIOR INTERNATIONAL OFFICERS

The AIEA Leadership Academy for Newer Senior International Officers is an intimate, selective, and intensive Academy in with in-depth learning on issues relating to leading internationalization. Participants build a strong network of peers and develop action plans addressing challenges and opportunities. Limited to 30 participants, this is a chance to connect with those who are new to their positions and typically takes place each May.

# AIEA LEADERSHIP ACADEMY

*All Academy sponsorships include the opportunity to provide a giveaway of your choice to participants; 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 OPENING RECEPTION SPONSOR**

One available

Host the opening reception of the Academy including drinks and light appetizers. 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.

## **ACADEMY CLOSING RECEPTION SPONSOR**

One available

Host the closing reception of the Academy, including drinks and light appetizers. Sponsor is mentioned in the schedule of events, can provide brochures or other materials that will be displayed at the reception.

## **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.

## **AIEA LEADERSHIP ACADEMY MATERIALS INSERT**

Five available

Each participant in the Leadership Academy receives a folder with 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.



# YEAR-ROUND OPPORTUNITIES

*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 support levels and receive visibility at the conference.*

## **PARTNERED WEBINARS**

AIEA appreciates that many of our partner organizations have important knowledge, data, and resources to share with our members, and is offering an opportunity for branding and thought leadership for virtual webinars.

Partnered Webinars are 60 minutes long and are accessible to members in both a synchronous (live) and asynchronous (shared recording) format. They are free to members, and recordings are shared online with members on a member resource page.

## **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 SOCIAL MEDIA**

AIEA has active Twitter, LinkedIn, and Facebook pages and groups – contact us to discuss your ideas regarding social media promotion.



# RECOGNITION LEVELS

*An organization's total support amount for the 2024-2025 year determines their recognition level for the 2025 conference.*

|                                 |
|---------------------------------|
| DIAMOND<br>\$30,001+            |
| PLATINUM<br>\$24,001 - \$30,000 |
| GOLD<br>\$18,001 - \$24,000     |
| SILVER<br>\$10,001 - \$18,000   |
| BRONZE<br>\$5,001 - \$10,000    |
| STAR*<br>\$3,501 - \$5,000      |

|  | Diamond | Platinum | Gold | Silver | Bronze | Star |
|--|---------|----------|------|--------|--------|------|
| Logo and description in mobile app               | x       | x        | x    | x      | x      | x    |
| Logo on AIEA Conference Sponsor webpage          | x       | x        | x    | x      | x      | x    |
| Complementary Bag/Folder insert                  | x       | x        | x    | x      |        |      |
| Complementary conference registrations           | 4       | 3        | 2    |        |        |      |
| Complementary AIEA memberships                   | 4       | 3        | 2    |        |        |      |
| Prominence in exhibit location                   | x       | x        |      |        |        |      |
| Prominence in signage and listings               | x       | x        |      |        |        |      |
| Logo on front page of website                    | x       |          |      |        |        |      |
| Logo on rotating banner on front page of website | x       |          |      |        |        |      |

\*Excludes organizations exhibiting only

# **NEXT STEPS**

**To learn more, please contact the AIEA  
Secretariat: [info@aieaworld.org](mailto:info@aieaworld.org).**

**If there are other sponsorship or  
partnership opportunities of  
interest, let us know!**







Leaders in International Higher Education

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[www.aieaworld.org](http://www.aieaworld.org)