

NISTS 2023

Portland, OR
February 22 - 24

Virtual
February 1 - 3

Sponsorship Opportunities

For over 20 years, higher ed professionals have turned to the NISTS Conference to improve transfer student success. Attendees appreciate access to experts, networking with peers, and engaging in interactive learning experiences at our conference.

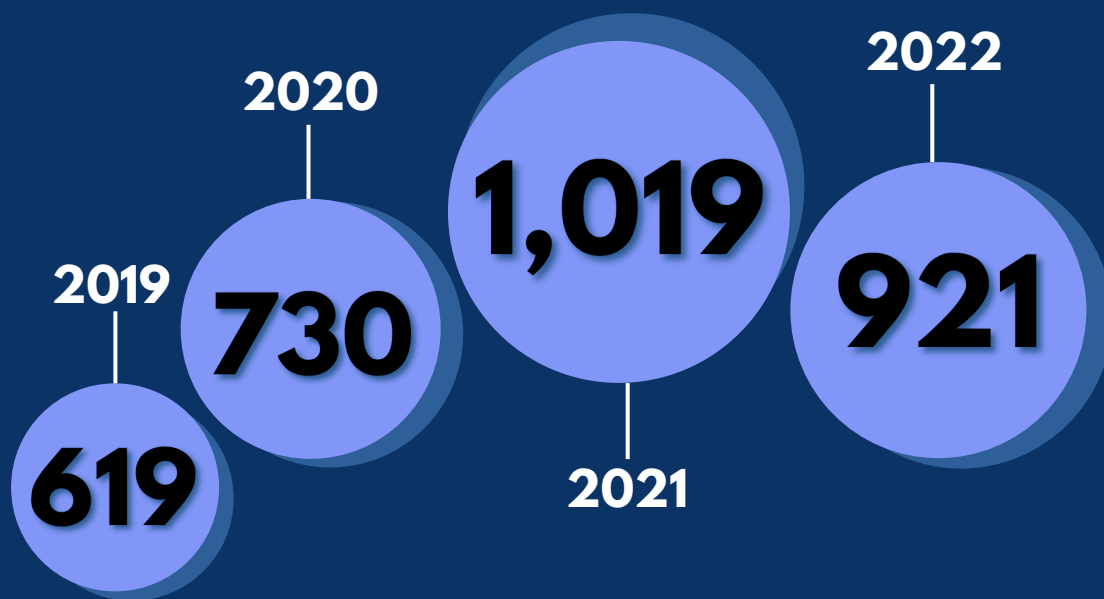
From building internal and external partnerships to recruitment and retention, our attendees are motivated to improve their transfer students' experiences and want to hear how you can help them and their institutions achieve their goals.

Attendees

Attendees represent both two-year and four-year institutions and include VP's, directors, and staff in areas ranging from admissions, advising, enrollment management, orientation, and transition programs to registrar's offices and transfer centers.

Over the past two years, more than 900 higher ed professionals have attended our virtual and in-person events annually. Based on positive attendee response, we will continue to offer both an in-person event (in Portland, OR) and a virtual event via our highly popular and easy-to-use conference app.

NISTS CONFERENCE ATTENDEES

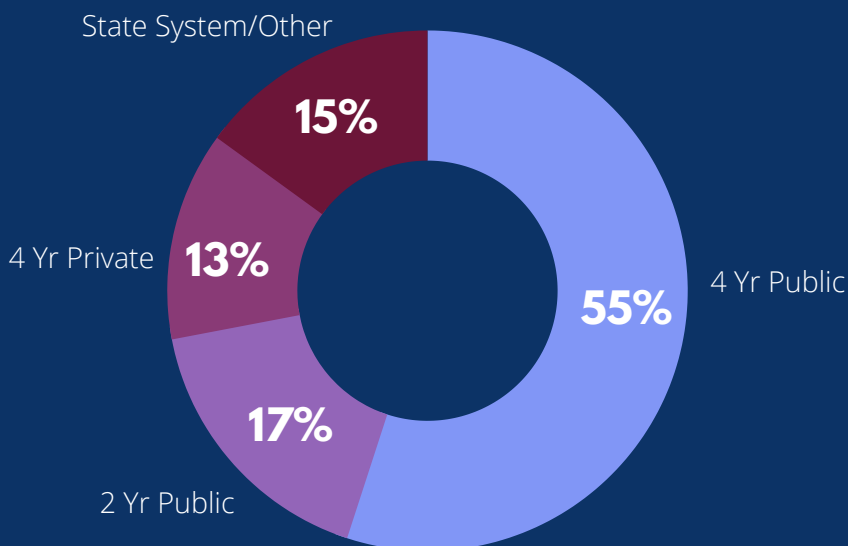
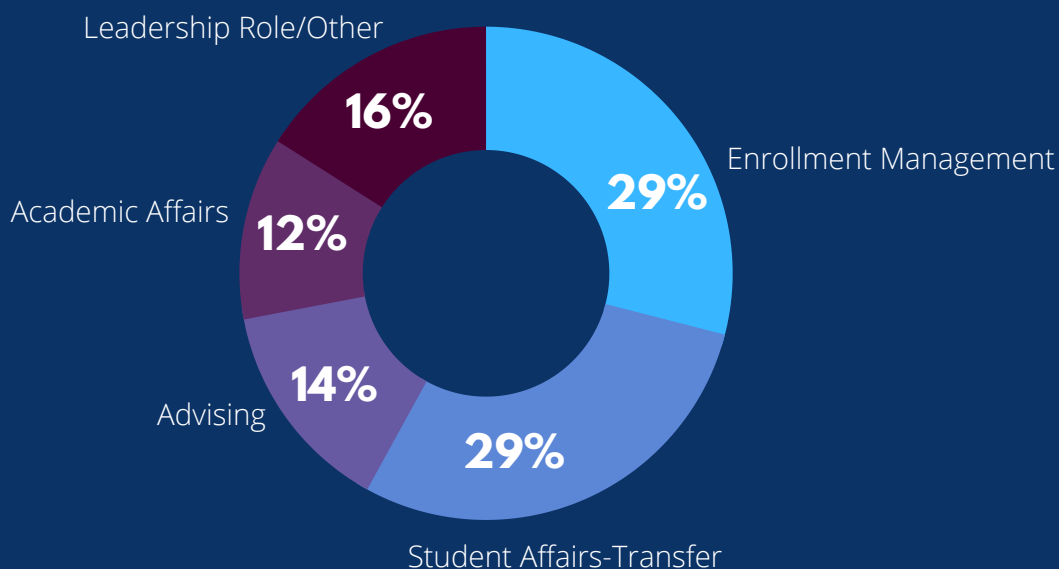


ATTENDANCE TRENDS

Total attendees from the last four years, including virtual and in-person events

AREAS

*Attendees' Primary Functional Areas



INSTITUTION TYPE

*Attendees' institution types

*Data is pulled from the 2022 virtual and in-person events

Sponsorship Packages

Most sponsorship packages include access to both events, and there are opportunities for visibility and engagement with conference attendees whether you participate in-person, virtually, or both.

Benefits

Direct Interaction with Attendees

Email attendees before and after each event, provide a bag insert, and interact on-site and in the app. Participate in the virtual event's competition for prizes to drive traffic to your booth.

Presentation Opportunities

Gold level and above include the opportunity to deliver a live concurrent session to help attendees learn about the value of your product or service to their institutions.

Access to Decision Makers

Over half of our attendees are at the director level or above and have decision-making power in choosing vendors. February is great timing since most higher ed professionals are deciding how to use fiscal year-end funds and planning next year's budget.

Bronze Package



\$1,200

VIRTUAL ONLY OPTION

Includes:

- Logo on conference website, emails, and rotating slides
- Virtual exhibit booth in conference app (regular display)
- 1 virtual conference registration
- Attendee email list
- Opportunity to participate in the conference app game and offer a prize

Silver Package



\$2,750

Includes:

Bronze Level Benefits *Plus*

- In-person exhibit booth (regular placement)
- 1 in-person conference registration
- Conference bag insert
- PDF flyer/document in virtual app

Gold Package



\$3,750

Includes:

Silver Level Benefits *Plus*

- In-person exhibit booth (upgraded placement closer to attendee traffic flow)
- Live concurrent session at either the in-person OR virtual event
- Virtual exhibit booth in conference app (upgraded larger display)
- 2 virtual conference registrations (total)
- 2 in-person conference registrations (total)
- Rotating banner ad in the conference app

Platinum Package

.....→ **\$5,500**

Includes

Gold Package Benefits *Plus*

- In-person exhibit booth (double booth, premium placement)
- Virtual exhibit booth in conference app (prominent display)
- Sponsored social break for the virtual event (yoga stretch break, pet park, etc.)
- 4 virtual conference registrations (total)
- 4 in-person conference registrations (total)
- Live concurrent session at the in-person AND virtual event
- Video in booth in the conference app

For more information on these packages, and how to apply to become a sponsor, visit our [Conference Sponsors](#) webpage, or email [Judith Brauer](#) with questions.

SPONSORSHIP ACTION ITEM

→ Submit Commitment Form and Logo

Complete this quick commitment form to hold your spot.

Sponsor requests are processed on a first-come, first-served basis. Space is limited, especially for the in-person event.

Priority deadline is August 31, 2022, or until spots are filled.

October 28, 2022 is the last day to submit sponsorship requests pending availability.

NOTE: We've streamlined the session proposal process for sponsors. If you are submitting a session proposal (gold level and above), submit this form instead of the regular Call for Proposals form by November 11, 2022.

Details about items needed (concurrent session description, graphics for app, and payment) will be sent by September 9, 2022. **Most items are due November 11, 2022.**

Right of Refusal

NISTS reserves the right to *refuse* requests for sponsorships, exhibit tables, and/or program advertisements that are not consistent with our mission and goals.

Questions

If you have questions about sponsorship or would like to create a custom package, please contact Judith Brauer.