

NATIONAL INSTITUTE FOR THE STUDY OF TRANSFER STUDENTS

NISTS 2024

Sponsorship Opportunities

St. Louis, MO
February 21-23, 2024



NISTS Annual Conference

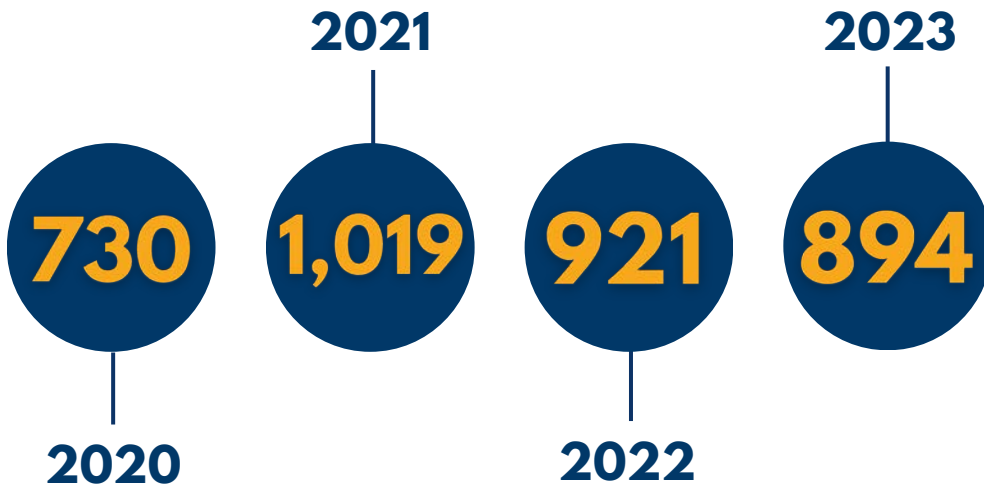
For over 20 years, higher ed professionals have turned to the NISTS annual conference to improve transfer student success. Attendees appreciate access to experts, networking with peers, and engaging in interactive learning experiences. They are motivated to improve their transfer students' experiences and want to hear how you can help them and their institutions achieve their goals.

The 2024 NISTS conference will be held in **St. Louis, Missouri, February 21-23, 2024**. We are not offering a virtual conference this year, but the Bronze level sponsorship level is a great option if you can not attend in-person. We will continue to use the conference app to engage with in-person attendees.

Attendees

Attendees represent two-year and four-year institutions, as well as state systems and include VP's, directors, and staff in administration, admissions/enrollment management, academic advising and a range of other roles across student and academic affairs.

Over the past three years, around 900 higher ed professionals have attended our virtual and in-person events annually.

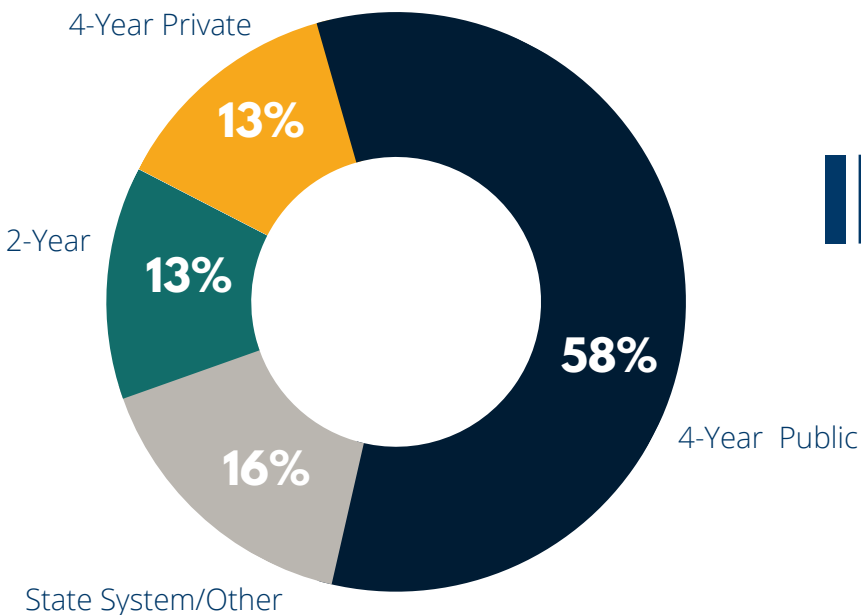
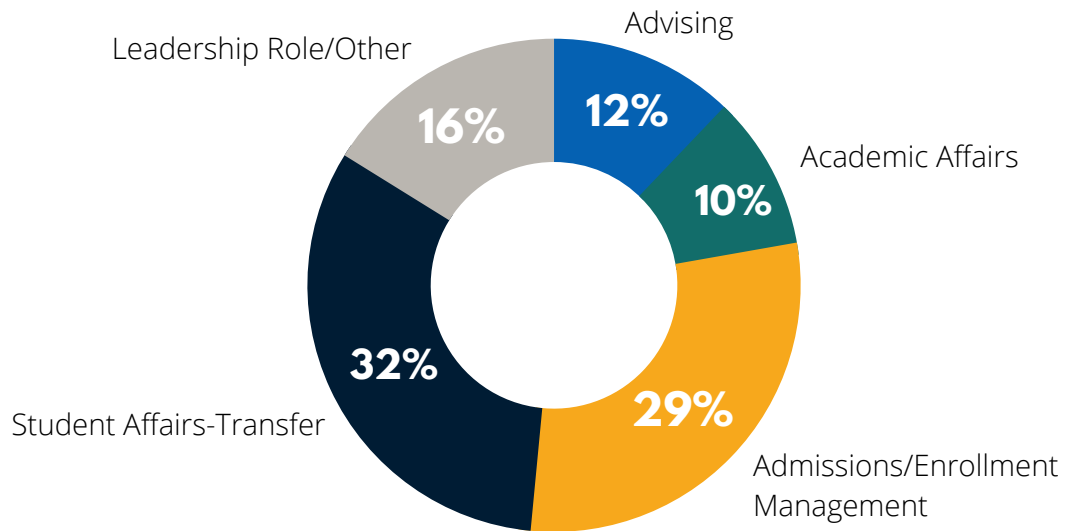


ATTENDANCE TRENDS

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

AREAS

*Attendees' Primary Functional Areas



INSTITUTION TYPE

*Attendees' institution types

Engage with Attendees

There are opportunities for visibility and engagement before, during, and after the conference.



Direct Interaction with Attendees

The size of our conference and the layout of sponsor tables encourages interaction with attendees. You may also email attendees before and after the event.



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.

Choose from the sponsorship packages below or contact Judith Brauer at Judith.Brauer@ung.edu or 706-864-1590 to create a customized option to fit your needs.

BRONZE

\$1,500

- Attendee Email List
- Virtual exhibit booth in conference app
- Logo on conference website, emails, and rotating slides

SILVER

\$3,000

Bronze level benefits plus:

- In-person exhibit booth
- 1 in-person conference registration
- Flyer in conference attendee bags

GOLD

\$4,000

Silver level benefits plus:

- Concurrent Session
- 2 in-person conference registrations (total)
- Rotating banner ad in the conference app



PLATINUM

\$6,000

Gold level benefits plus:

- 5 in-person conference registrations (total)
- In-person exhibit booth (double booth, premium placement)
- Prominent listing as Platinum Sponsor

Sponsorship Level Comparisons

Package Includes	Bronze \$1,500	Silver \$3,000	Gold \$4,000	Platinum \$6,000
Attendee Email List	✓	✓	✓	✓
Virtual Exhibit Booth in the Conference App	✓	✓	✓	✓
Logo on the Conference Website, Emails, and Rotating Slides	✓	✓	✓	✓
In-Person Exhibit Booth		✓	✓	✓
Flyer in Conference Attendee Bags		✓	✓	✓
Concurrent Session			✓	✓
1 In-Person Conference Registration (total)		✓		
2 In-Person Conference Registrations (total)			✓	
5 In-Person Conference Registrations (total)				✓
Rotating Banner Ad in the Conference App			✓	✓
In-Person Exhibit Booth (double booth, premium placement)				✓
Prominent Listing as Platinum Sponsor				✓

Secure Your Spot as an NISTS Sponsor

STEP 1 CHOOSE YOUR SPONSORSHIP LEVEL

Refer to pages 5 & 6 of this packet to browse our sponsorship levels.

To create a customized option, contact Judith Brauer at Judith.Brauer@ung.edu or 706-864-1590.

STEP 2 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.

Priority deadline is **August 31, 2023**, or until spots are filled. October 25, 2023 is the last day to submit sponsorship requests pending availability.

STEP 3 SUBMIT MATERIALS AND PAYMENT

Details about items needed (concurrent session description, graphics for app, and payment instructions) will be sent in September. ***Most items (including session information) are due October 25, 2023.***

We accept payment by credit card or check.

Questions

For more information on customizing these sponsorship packages, or how to become a sponsor, contact Judith Brauer with questions.

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.