

# 2023

**Mississippi  
Association for Institutional Research**



September 18-20, 2023

U.S. Army Engineer Research and  
Development Center (ERDC) WERX  
Vicksburg, MS

## Exhibitor and Sponsorship Prospectus



[www.mair-ms.org](http://www.mair-ms.org)

# September 18-20, 2023

## 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.

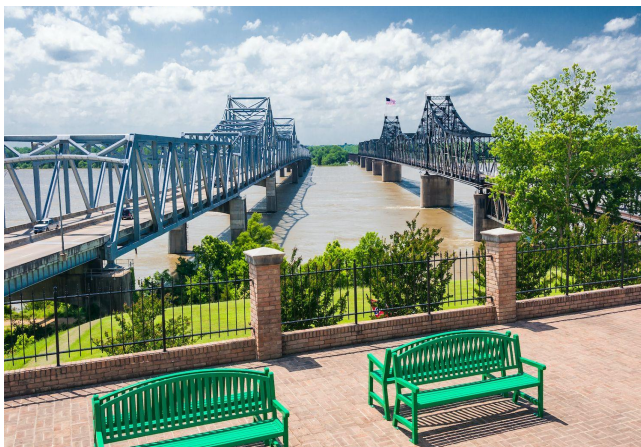
Its membership includes more than 70 institutional research professionals from 30 institutions for higher learning in Mississippi.

### 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 2023 Conference

The 2023 MAIR Conference will be held in Vicksburg, Mississippi and will be located in the [U.S. Army Corp of Engineers ERDC WERX](#) (1622 Washington St Suite 300, Vicksburg, MS 39180)

Vicksburg, MS is served by the [Jackson-Medgar Wiley Evers International Airport](#)

## 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 September 18<sup>th</sup>, during all session breaks throughout September 18-20<sup>th</sup>. The exhibit area will close at the end of the sessions on September 20<sup>th</sup>.

**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	Options include, but are not limited to: conference nametags, tote bags, pens, notepads, etc.
Verbal Recognition of Sponsorship at Event	Evening Meal	Business Luncheon	No	
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	
<b>COST</b>	<b>\$500</b>	<b>\$250</b>	<b>\$100</b>	

\*Conference registration includes attendance at conference presentations Monday and Tuesday, business lunch on Wednesday, and networking during breaks.

# 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 Melanie Davis ([mldavis@prcc.edu](mailto:mldavis@prcc.edu)) or LaDonna Eanochs ([lweanochs@alcorn.edu](mailto:lweanochs@alcorn.edu)) no later than **August 25, 2023**, to submit vendor selections.

## Important Dates

### Friday, August 18, 2023

- Preferred deadline to receive program ad and marketing collateral.

### Friday, August 25, 2023

- Deadline for [Online Registration](#) including Sponsors
- Payment deadline for exhibits and sponsorships
- Upload advertising collateral and a web-friendly logo
- Upload an organizational flier or brochure

### Monday, September 18, Tuesday, September 19, & Wednesday, September 20, 2023

- MAIR Conference



## Sponsor Information

### Vendor Responsibilities

Vendors are responsible for their own hotel rooms and transportation. Vendors shall be responsible for any additional fees, labor, and/or materials required to set up, maintain, or take down sponsor booths. Vendors are responsible for making arrangements with the venue for additional equipment and for any related costs.

### Conference Dates

September 18-20, 2023

### Exhibition Dates

September 18-20, 2023

### Exhibition Set-up Begins

September 18, 2023

### Exhibition Tear-down

Completed by September  
20, 2023

### Location

[U.S. Army Corp of  
Engineers ERDC WERX](#)  
(1622 Washington St. Suite 300  
Vicksburg, MS 39180).

### Exhibitor Space

Exhibitor space includes a six-foot rectangular table with tablecloth and two chairs. Electrical outlets are nearby and free wi-fi is available in the conference area.

### Shipping Display Materials

Display materials may be shipped in advance to the at the [US Army Corps of Engineers ERDC WERX \(1622 Washington St. Suite 300 Vicksburg, MS 39180.](#) (Attention: Larry Walker) Please include your name on the package(s) and indicate materials are for the MAIR Conference. Alert associate at check in to retrieve your materials. There is no additional fee for storage.

### Exhibit Security

Vendors are responsible for securing their own materials.

### Booth Set up

Booth set up begins on Monday, September 18, 2023, 7:30 AM and booth tear down must be completed no later than Wednesday, September 20, 2023, 2:00 PM.

### Booth Assignment

There is no booth assignment, and the nature of MAIR allows for vendors and attendees to be in close proximity throughout the conference.

### Ad specifications

Full color is available for all ads, picture file (JPEG, PNG) or PDF is preferred. Full-page ads are 8.5 x 11 inches portrait; half page ads are 7.5 x 4.75 inches, and quarter page ads are 3.5 x 4.75 inches.

### Insert requirements

Insert of organization flier or brochure (100 copies) must be received no later than **August 25, 2023**.