MISSISSIPPI ASSOCIATION FOR INSTITUTIONAL RESEARCH

# MAIR

## 2027 Annual Conference

Tupelo, Mississippi

# Keeping in Tune

**FEBRUARY 17 - 19, 2027**




**BELDEN CENTER**
AT ITAWAMBA COMMUNITY COLLEGE
FULTON, MISSISSIPPI

## EXHIBITOR AND SPONSORSHIP PROSPECTUS

WWW.MAIR-MS.ORG

MISSISSIPPI ASSOCIATION FOR INSTITUTIONAL RESEARCH

# EXHIBITOR AND SPONSORSHIP PROSPECTUS

## ABOUT THE ASSOCIATION

The Mississippi Association for Institutional Research (MAIR) is composed of Institutional Reserach 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 memebership includes more than 70 institutional research professionals from 30 institutions for higher learning in Mississippi.

## MEMBER INSTITUTIONS

Alcorn State University
Belhaven Univeristy
Coahoma Community College
Copiah-Lincoln Community College
Delta State University
East Centeral 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 of 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




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# SUMMARY OF SPONSORSHP LEVEL BENEFITS

## GOLD $750

- Full-page advertisement in conference program
- Hyperlink on conference website
- One insert in attendee packet (up to 100 copies)
- 2 complimentary conference registrations
- Verbal recognition of sponsorship at evening meal
- Email addresses of attendees (pre-conference)
- 45-minute presentation during conference
- Non-voting one-year MAIR membership

## SILVER $500

- Half-page advertisement in conference program
- Hyperlink on conference website
- One insert in attendee packet (up to 100 copies)
- 1 complimentary conference registration
- Verbal recognition of sponsorship at business luncheon
- Email addresses of attendees (pre-conference)
- Non-voting one-year MAIR membership

## BRONZE $250

- Quarter-page advertisement in conference program
- Hyperlink on conference website
- One insert in attendee packet (up to 100 copies)
- 1 complimentary conference registration
- Email addresses of attendees (pre-conference)
- Non-voting one-year MAIR membership

REGISTRATION LINK: https://www.mair-ms.org/registration

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities in addition or as an alternative to the selected levels are available. Options include, but are not limited to: conference lanyards, t-shirts, tote bags, journals, etc. Information regarding sponsorships of break services or meals will be provided upon request.

Please visit: https://www.mair-ms.org/sponsors
Or email: mairmembersatlarge@gmail.com




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# EXHIBITOR INFORMATION

## EXHIBITOR SPACE

Exhibitor space includes a six-foot rectangular table with tablecloth and two chairs.

## EXHIBIT SECURITY

Vendors are responsible for securing their own materials.

## SHIPPING DISPLAY MATERIALS

Display materials may be shipped in advance. Contact the designated conference representative for shipping 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 arrangements with the venue for additional equipment and any related costs.

## AD/INSERT 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; quarter-page ads are 3.5 x 4.75 inches. Insert of organizational flyer or brochure (100 copies) must be received no later than January 15, 2027.

## BOOTH DETAILS

Booth setup begins Thursday, February 18, 2027, at 8:00 AM and booth tear down must be completed Friday, February 19, 2027, at 2:00 PM. There is no booth assignment, and the nature of MAIR allows vendors and attendees to be in close proximity throughout the conference.

## FOR MORE INFORMATION, CONTACT:

FaDerricka Harvey (fbharvey@deltastate.edu)
Amanda Hood (amanda.hood@colin.edu)




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# IMPORTANT DATES & DEADLINES

**JANUARY 15, 2027**

## Program & Marketing Materials

Preferred deadline to receive program and ad marketing material.

**JANUARY 29, 2027**

## Registration & Exhibitor Materials

Online registration, exhibit and sponsorship payments, advertisements, logos, and organizational brochures.

**FEBRUARY 17-19, 2027**

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Belden Center at Itawamba Community College · Fulton, Mississippi.




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