

2022

Mississippi

Association for Institutional Research



March 24-25, 2022

BancorpSouth Arena - Tupelo, MS

Exhibitor and Sponsorship Prospectus



www.mair-ms.org

March 24-25, 2022

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 2022 Conference

The 2022 MAIR Conference will be held in Tupelo, Mississippi and will be located at the [BancorpSouth Arena & Conference Center](#) (375 East Main Street, Tupelo MS 38804).

Tupelo, MS is served by the [Tupelo Regional 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 March 24th, during the reception Thursday evening, and during session breaks on March 24-25th. The exhibit area will close at the end of the sessions on March 25th.

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. Options include, but are not limited to: conference nametags, tote bags, pens, notepads, etc. Information regarding sponsorships of break services, etc. will be provided upon request.
Hyperlink on Conference Website	Yes	Yes	Yes	
One insert in attendee packet	Yes	Yes	Yes	
Complimentary Conference Registration*	Yes - 2	Yes - 1	No	
Verbal Recognition of Sponsorship at Event	Evening Reception	Business Luncheon	No	
Email Addresses of Attendees (Pre-conference)	Included	Included	Included	
Presentation During Conference	Yes - 45 min.	No	No	
Non-Voting, One-Year MAIR Membership	Included	Included	Included	
COST	\$500	\$250	\$100	

**Conference registration includes attendance at conference presentations Thursday and Friday, business lunch on Friday, and networking during reception.*

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 Demetria White (dhoward@tougalo.edu) or Adam Swanson (adam.swanson@mgccc.edu) no later than **February 25, 2022**, to submit vendor selections.

Important Dates

Friday, January 21, 2022

- Preferred deadline to receive program ad and marketing collateral.

Friday, February 25, 2022

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

Thursday, March 24 & Friday, March 25, 2022

- MAIR Conference





Vendor Responsibilities

Vendors are responsible for their own hotel room 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 for additional equipment with hotel and for any related costs.

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 conference area.

Shipping Display Materials

Display materials may be shipped in advance to the at the [BancorpSouth Arena & Conference Center](#) (375 East Main Street, Tupelo MS 38804). Please include your name and arrival date 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 Thursday, March 24, 2022, 7:30 AM and booth tear down must be completed no later than Friday, March 25, 2022, 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 flyer or brochure (100 copies) must be received no later than **February 25, 2022**.

Conference Dates

March 24-25, 2022

Exhibition Dates

March 24-25, 2022

Exhibition Set-up

Begins March 24, 2022

Exhibition Tear-down

Completed by March 25, 2022

Location

[BancorpSouth Arena & Conference Center](#) (375 East Main Street, Tupelo MS 38804).