



DALLAS, DECEMBER 1-4, 2026

**STRATEGIC IEM APPROACHES
FOR A NEW ERA**

**CONFERENCE
SPONSORSHIP &
EXHIBITOR
OPPORTUNITIES**

**Hosted the Omni Dallas Hotel
555 S Lamar Street
Dallas, Texas 75202**

OVERVIEW

GENERAL INFORMATION

AIRC's Annual Conference brings together over 400 professionals to discuss the most important topics and issues impacting the international enrollment management field.

The Annual Conference is an ideal venue for effective networking and for showcasing your products and services to current and prospective partners.

AIRC offers a range of sponsorship, exhibit, and advertising opportunities which bring outstanding visibility to your company or organization. AIRC depends on the generosity of its sponsors to make the Annual Conference a success. Demonstrate your support of AIRC and its Annual Conference while promoting your services to conference attendees by securing a sponsorship today!

2025 ATTENDEE PROFILE

416 Attendees

246 Institutions

86 AIRC Certified Agencies

62 Service Providers

22 Industry Partners

19 Countries Represented

38 U.S. States Represented

147 Campus Leaders/Decision-Makers

54 Agency Owners/Directors

Representative Attendee Titles:

- CEO/Founder/President
- Vice President/Dean
- Director/Associate Director
- Manager/Partner
- Recruiter/Officer/Counselor

2025 CONFERENCE STATS

68 Exhibitors

20 Sponsors

40 Breakout Sessions

December 3-6, 2025 - Atlanta, GA

QUESTIONS?

Contact us at staff@airc-education.org.

AT-A-GLANCE

The full description of each sponsorship item can be found on pages 7-12.

SPONSORSHIP ITEM	COST
CONFERENCE PACKAGE	
First Class Package (AIRC Member)	\$8,000
Business Class Package (Non-member)	\$10,000
Hosting Member	\$5,000
EXHIBIT HALL (FULL CONFERENCE)	
Exhibit Table (AIRC Certified Agency) - 1 reg included	\$1,200
Exhibit Table (Institutional or SP Member) - 1 reg included	\$2,200
Exhibit Table (Non-member) - 1 reg included	\$3,300
Conference Lounge	\$3,500
Demo Session	\$1,300
AIRC CONNECT (4 HOUR EVENT)	
AIRC Connect Table (AIRC Certified Agency) - 1 reg included	\$900
AIRC Connect Table (Institutional or SP Member) - 1 reg included	\$1,600
AIRC Connect Table (Non-member) - 1 reg included	\$2,400
AIRC Connect Package Sponsor	\$3,000

NEW! AIRC Connect is a dedicated B2B networking event taking place on Tuesday, December 1st from 2:00-6:00 pm in the Exhibit Hall. The 4-hour event will allow conference attendees to pre-schedule meetings with current and prospective partners during this dedicated time. AIRC Connect is included for full conference exhibitors, or can be purchased individually. Exhibitors who purchase the stand-alone AIRC Connect table will only have access to an exhibit table during the 4-hour event on December 1. More details found below.

AT-A-GLANCE

The full description of each sponsorship item can be found on pages 7-12.

SPONSORSHIP ITEM	COST
BRANDED ITEMS	
Name Badges/Lanyards	\$5,850
Water Bottles	\$1,500
Notebooks	\$3,000
Pens	\$1,500
Fitness Activity (Fun Run or Yoga)	\$1,200
Trivia	\$1,200
Hotel Key Cards	\$2,500
CONFERENCE TECH	
Hotel Wifi	\$4,300
Conference App - Homepage Banner Ad	\$4,000
Conference App - Push Notifications (2)	\$750
Email Blast	\$1,200
SOCIAL ACTIVITIES & PLENARIES	
Opening Address/Awards Ceremony	\$3,000
Student Voices Plenary	\$3,000
Tuesday Evening Reception/Drink Tickets	\$10,000
Wednesday Evening Happy Hour/Drink Tickets	\$5,000
Wednesday Networking Lunch	\$2,500
Closing Plenary Toast	\$1,200
Partnership Meeting Room	\$750

EXHIBIT HALL

Exhibit Hall Benefits

This year's exhibit hall will be in the Dallas Ballroom DH at the Omni Dallas Hotel, located next to the AIRC registration table and close proximity to all session rooms. Benefits of exhibiting at AIRC's Annual Conference include:

- Opportunity to showcase your organization's products and services to over 400 conference attendees
- One complimentary conference registration included
- Select your 6 ft. or 8 ft. table location prior to the conference
- Organization logo, description, and table number listed in the conference mobile app
- Organization name listed in the conference program
- Dedicated exhibit hall hours throughout the conference to encourage networking
- Inclusion in the new AIRC Connect B2B networking event
- Opportunity to schedule 1:1 meetings with attendees through the mobile app
- One large exhibit hall provides all exhibitors maximum exposure

NEW! Exhibitors who would like an elevated presence in the exhibit hall may reserve a premium 8 ft. table placed at the front of the room next to the food stations. The premium add-on is \$200. Space is limited.

Exhibit Table Assignments

The exhibit table selection process will begin in July. AIRC Annual Sponsors and Conference Package Sponsors are given first selection of their exhibit table location. After that, exhibit table selection is on a first-come, first-served basis.

AIRC Connect B2B Networking Event

NEW! AIRC Connect is a dedicated B2B networking event taking place on Tuesday, December 1st from 2:00-6:00 pm in the Exhibit Hall. The 4-hour event will allow conference attendees to pre-schedule meetings with current and prospective partners during this dedicated time. AIRC Connect is included for full conference exhibitors, or can be purchased individually. Exhibitors who purchase the stand-alone AIRC Connect table will only have access to an exhibit table during the 4-hour event on December 1st.

Table Cost Comparison

FULL CONFERENCE EXHIBIT TABLE (3 DAYS)

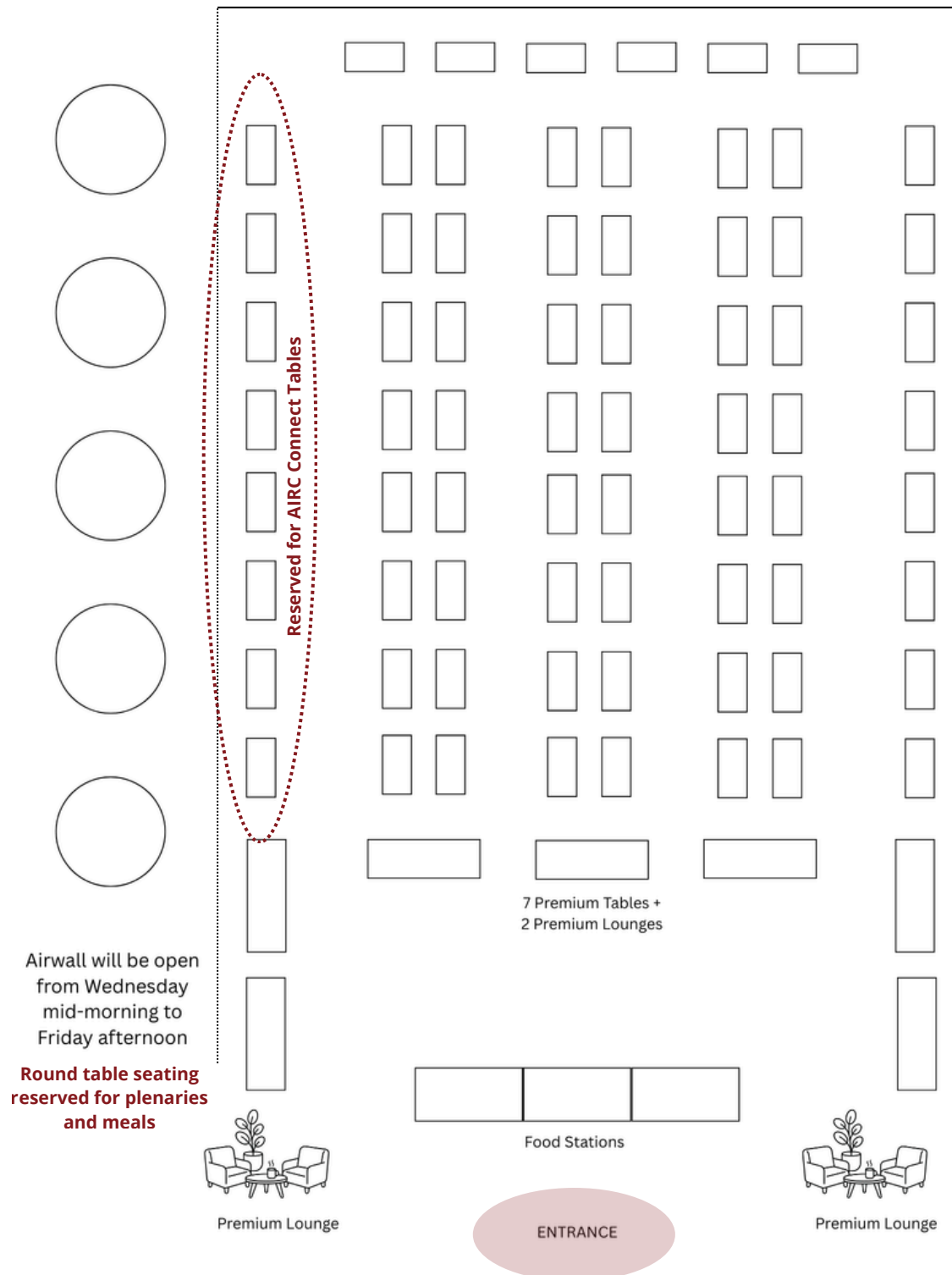
AIRC Certified Agency - \$1,200
AIRC Institutional or SP Member - \$2,200
Non-Member - \$3,300

AIRC CONNECT TABLE (4 HOURS)

AIRC Certified Agency - \$900
AIRC Institutional or SP Member - \$1,600
Non-Member - \$2,800

EXHIBIT HALL

Exhibit Hall Layout



DESCRIPTIONS

Conference Package Overview

First Class Package (\$8,000)

If you're looking to maximize your organization's exposure before, during, and after the conference, consider reserving a sponsorship package. Packages are designed to showcase your organization's products and services through multiple channels, including the AIRC website and semi-monthly newsletters, LinkedIn, in-person signage, and a dedicated exhibit table. Reserved for AIRC Members, the **First Class Package** includes the following benefits:

- ✔ 3 complimentary registrations to the AIRC Annual Conference
- ✔ 1 exhibit table
- ✔ 1 email blast to conference attendees
- ✔ Logo prominently displayed at registration table (signage provided by AIRC)
- ✔ Logo on AIRC Annual Conference website
- ✔ Acknowledgement in all conference specific communications
- ✔ Acknowledgement in the AIRC Inside Look newsletter (5,000+ subscribers)
- ✔ Acknowledgement during conference opening address
- ✔ LinkedIn post thanking sponsor prior to the conference with booth number listed (4,900+ followers)

Conference sponsorship packages commence on July 1st, 2026 and will run through December 31st, 2026. Packages must be paid in full prior to the start of benefits.

If your organization or institution is not an AIRC member, we welcome you to consider the **Business Class Package (\$10,000)**. The Business Class Package includes all of the benefits listed above and is reserved for non-AIRC members only.

DESCRIPTIONS

A La Carte Overview

*In addition to the sponsor and exhibitor benefits listed below, all conference sponsor names will be added to the **conference program** and **conference mobile app**. Thank you for your support!*

Hosting Member (1 available)

This opportunity is for AIRC member institutions located in Texas. Showcase your offerings and increase visibility among conference attendees by promoting your institution before and during the event. The hosting member receives two complimentary registrations, an exhibit table, and an email blast to conference attendees. Their logo will be displayed on the conference website, in conference specific communication, and on LinkedIn.

Demo Session

Showcase your organization's products or services during a 30-minute demo session placed outside the exhibit hall. Sponsor will be provided with a laptop, screen, and projector, with theater-style chairs for attendees. A mobile app notification will be sent to all conference attendees 30 minutes prior to the start of the demo session, which will be held during dedicated exhibit hall hours.

Conference Lounge (2 available)

Provide a comfortable meeting space inside the exhibit hall for attendees to gather for informal or formal meetings. The lounge will include stylish furniture which may include a couch, chairs, and side tables. Sponsor may display their own pop-up banner and promotional materials on the tables.

DESCRIPTIONS

A La Carte Overview

AIRC Connect Package Sponsor *(1 available)*

Showcase your organization's products or services during the AIRC Connect B2B Networking event, a place where current and prospective partners can pre-schedule meetings to maximize their time at the conference. Package includes 1 complimentary conference registration, an AIRC Connect table, and a 5-minute speaking opportunity at the beginning of the event.

Name Badges/Lanyards *(1 available)*

Prominently display your organization's logo on the conference name badges and lanyards, which are regularly worn by attendees each day of the event and are required for entry to AIRC's Conference. AIRC will order a minimum of 450 name badges and arrange delivery to conference hotel.

Water Bottles *(1 available)*

Prominently display your organization's logo on the conference water bottles that are included in the hotel welcome bag. All conference attendees staying at the Omni Dallas Hotel will receive a hotel welcome bag. AIRC will order a minimum of 400 water bottles and arrange delivery to conference hotel.

Notebooks *(1 available)*

Prominently display your organization's logo on the conference notebooks that are provided to each attendee. AIRC will order a minimum of 450 notebooks and arrange delivery of notebooks to conference hotel.

Pens *(1 available)*

Make your organization's logo stand out during and after the conference. Sponsor logo will be displayed on the conference pen provided to each attendee. AIRC will order a minimum of 450 pens and arrange delivery of notebooks to conference hotel.

DESCRIPTIONS

A La Carte Overview

Fitness Activity (1 available)

What better way is there to start the day than with a fitness activity with colleagues? Help energize conference attendees during the indoor or outdoor fitness activities. Sponsor may provide commemorative items in accordance with their sponsored activity, i.e t-shirts, hats, water bottles. Sponsor branding will be provided at both fitness events.

Trivia (1 available)

Introduce your organization during trivia, an optional social gathering for all conference attendees. Sponsor logo will be displayed on the trivia card and sponsor may generate industry-appropriate trivia questions (in collaboration with AIRC).

Hotel Key Cards (1 available)

Be the first and last thing guests see during their stay. Sponsor logo will be displayed on the Omni Dallas Hotel key cards.

Hotel Wifi (1 available)

Help attendees stay connected on multiple devices throughout the conference. Sponsor may choose the wifi password within hotel AV guidelines. Your logo will be displayed on the wifi signage at the AIRC registration table and in the conference mobile app.

Conference App - Banner Ad (1 available)

Prominently display your organization's banner ad on the homepage of the conference app, which is used multiple times each day by conference attendees. The mobile app is shared with conference attendees before the event, creating maximum exposure for the sponsor.

DESCRIPTIONS

A La Carte Overview

Conference App - 2 Push Notifications

Alert conference attendees with 2 customized app notifications during the event. Sponsor may customize the push notification text and choose their preferred time for sending. This is an excellent way to encourage attendees to attend your conference session, schedule a 1:1 meeting, or visit your exhibit table.

Email Blast *(3 available)*

Promote your organization's attendance at the AIRC Annual Conference through a dedicated email blast to conference attendees. Sponsor may choose the email content and email send date (in collaboration with AIRC). AIRC Staff will provide email analytics 2 weeks after sending the email.

Opening Address/Awards Ceremony *(1 available)*

Introduce your organization to conference attendees during the well-attended Opening Address and Awards Ceremony. Sponsor is invited to speak for up to 5 minutes at the beginning of the program. Sponsor may include a branded item on tables, such as sweets, business cards, and other small items (must be discussed and coordinated with AIRC staff to determine best fit).

Student Voices Plenary *(1 available)*

Introduce your organization to conference attendees during the highly anticipated Student Voices Panel featuring current and recently graduated international students. Sponsor is invited to speak for up to 5 minutes before the program begins. Sponsor branding will also be displayed during the opening and closing remarks.

DESCRIPTIONS

A La Carte Overview

Tuesday Evening Reception/Drink Tickets *(up to 2 sponsors)*

Introduce your organization to conference attendees during the well-attended welcome reception held on the first night of the conference. Sponsor is allotted up to 5 minutes to speak at the beginning of the reception. Sponsor may bring 1 pop-up banner and other promotional materials to the reception pending approval. Sponsor logo will be printed on the reception drink tickets.

Wednesday Evening Happy Hour/Drink Ticket *(up to 2 sponsors)*

Introduce your organization to conference attendees during the popular Wednesday evening happy hour, an ideal time for connecting with colleagues. Sponsor is allotted up to 5 minutes to speak at the beginning of the happy hour. Sponsor may bring 1 pop-up banner and other promotional materials to the reception pending approval. Sponsor logo will be printed on the happy hour drink tickets.

Wednesday Networking Lunch *(1 available)*

Showcase your organization to conference attendees during the networking luncheon, an ideal time for meeting with current and prospective partners. Sponsor may include a branded item on tables, such as sweets, business cards, and other small items (must be discussed and coordinated with AIRC staff to determine best fit). Two lunch tables will be reserved for the sponsor.

DESCRIPTIONS

A La Carte Overview

Closing Plenary Toast *(1 available)*

Provide a memorable farewell to conference attendees by sponsoring the closing toast. Sponsor branding will be displayed throughout the toast. Sponsor may bring 1 pop-up banner and other promotional materials to the closing toast pending approval by AIRC.

Partnership Meeting Room *(space limited)*

Host your partnership meetings in a board room at the Atlanta Marriot Marquis on Wednesday before the conference begins. Sponsor may bring 1 pop-up banner to be displayed outside the partnership meeting room. AIRC will reserve the board room on your behalf.

Custom Signs & Graphics

Display your organization's logo or banner ad in highly visible locations throughout the Omni Dallas Hotel. Opportunities include hotel elevator doors, escalators, registration desk, and other signage throughout the hotel. Prices vary based on size and location. Contact staff@airc-education.org for more information.

TERMS AND CONDITIONS

All sponsorships and exhibits will be secured on a first-come, first-served basis via the online reservation form. **Note:** No sponsorship reservations or requests will be taken over phone or by email. For questions, please contact Staff at Staff@airc-education.org

Sponsorship opportunities are open beginning on May 18, 2026 at 9:00 am EST. Sponsorships and exhibit tables can be added to the conference registration via the online form. AIRC will confirm your sponsorship item within 1 week of your registration.

Unless otherwise specified, a la carte sponsorship items do not include complimentary registrations. Transportation, meals, and hotel accommodations are not included in any of the sponsorship opportunities.

Conference Sponsorship packages commence on July 1st and expire at the end of the conference, excluding conference wrap-up emails. Packages must be paid in full prior to the start of benefits. All logos must be sent to AIRC within 2 weeks of securing a sponsorship. All other files (images, advertising, etc.) must be supplied to AIRC at least 6 weeks prior to the conference.

If you are interested in annual sponsorship packages, please contact AIRC Staff at Staff@airc-education.org for more information.

Cancellations and requests for refunds for any sponsorship items must be made in writing to Staff@airc-education.org. Upon written request, refunds for withdrawal of sponsorships will be made based on this schedule:

Up-to 30 days after registration: 50% refund
30 days after registration: No refund

Non-AIRC Certified agencies, including any entity or individual, that receives incentive-based commission for the recruitment, placement or referral of international students are not eligible to sponsor or attend the AIRC conference. Please contact Emma Sletteland at Certification@airc-education.org for more information.

Thank you for your support of AIRC!

GALLERY

