



SPONSORSHIP PROSPECTUS

FEBRUARY 10-12, 2025

UNIVERSITY OF SOUTHERN MISSISSIPPI
Gulf Park Campus
Gulfport, MS

www.mair-ms.org

MISSISSIPPI ASSOCIATION FOR INSTITUTIONAL RESEARCH



About the Association

The Mississippi Association for Institutional Research (MAIR) supports professionals at Mississippi's 2-year and 4-year postsecondary institutions in the areas of institutional research, assessment, and effectiveness.

Dedicated to advancing the fields of institutional research, assessment, and effectiveness 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, planning, institutional effectiveness, accreditation, and assessment.

Opportunities for Sponsors

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.

Vendors may choose from Platinum or Gold sponsorships, which provide a variety of opportunities to showcase their products. See summary of sponsorship benefits for more details.

Summary of Sponsorship Level Benefits

Benefit	Platinum (\$500)	Gold (\$250)
Advertisement in Conference Program	Full-Page	Half-Page
Hyperlink on Conference Website	Yes	Yes
One insert in attendee packet	Yes	Yes
Email Addresses of Attendees (Pre-conference)	Included	Included
Presentation during Conference	45 min	No
Complimentary Conference Registration*	Yes - 2	Yes - 1
Non-Voting, One-Year MAIR Membership	Included	Included

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

SPONSOR INFORMATION

MAIR Annual Conference



OVERVIEW

Conference Dates: February 10-12, 2025

Exhibition Dates: February 10-12, 2025

**Location: University of Southern Mississippi
Gulf Park Campus
730 East Beach Blvd
Long Beach, MS 39560**

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. Vendors are responsible for securing their own materials.

VENDOR MATERIALS

Send items ahead to the following:

**USM Gulf Park Campus
730 E. Beach Blvd.
Long Beach, MS 39560
Attention: MAIR / Gulf Park Event Services**

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, and quarter page ads are 3.5 x 4.75 inches.

Insert of organization flier or brochure (100 copies) must be received no later than January 15, 2025.

BOOTH DETAILS

Booth set up begins on Monday, February 10, 2025 at 8:00 AM and booth tear down must be completed no later than Wednesday, February 12, 2:00 PM.

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

For more information contact:

**Valerie Bishop
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or

**Margaret Walden
(mfwalden@olemiss.edu)**

