



The European Higher Education Society

Linking Research, Policy and Practice



Become a Sponsor for the annual EAIR Forum

Influencing Higher Education Research, Policy and Practice



Background
information



Analytics



Application

You are interested in Sponsoring an EAIR Forum? Good idea!

The annual EAIR Forum is the opportunity for researchers, practitioners and policy makers working in higher education to meet internationally from across Europe, to share the latest research, policy and practice developments and ideas - exchanging information, giving and listening to presentations, networking and meeting sponsors and service providers.

Forums are usually hosted by a university and each year a different European location is chosen as venue. Each Forum has a special theme, which is sub-divided into several tracks to accommodate special interests and various fields of expertise and specialisation.

Collaboration with EAIR offers a Sponsor the reputational advantage of a successful association with a highly regarded international HE network of over 40 years standing.

Over the years we were able to establish one of the most visible higher education research conferences in Europe. Between 250 – 350 people participate each year. In 2019 more than 300 attendees from 50 countries visited our conference.

Potential sponsors have got the possibility to become visible to a huge range of different researchers, practitioners and policy makers.

In this brochure we collect all relevant information for you.

We are happy to assist! If you have got any questions, please do not hesitate to contact us by emailing ear@earweb.org.

Yours sincerely,



Prof. Dr. Attila Pausits, Danube University
Krems (EAIR Chair)



Dr Tony Strike, University Secretary, The University
of Sheffield (EAIR Portfolio Sponsorship)

EAIR – Information in a Nutshell



The EAIR Forum has a duration of 3 – 4 days



The venue is in an attractive surrounding



250 – 350 participants in total can be expected

Usually the exhibition areas are near the areas for Coffee Breaks and Lunch



A high variety of sponsorship opportunities is available.

We present our sponsors online, in our social media channels, newsletter, forum app, conference programme.



We offer to advertise your sponsorship in the EAIR newsletter which reaches 1,200 subscribers. Your sponsorship could include for example space in the exhibition area or a named social event, scholarship or prize.



About EAIR

EAIR – The European Higher Education Society, is a unique international association for higher education researchers, practitioners, students, managers and policy-makers.

EAIR has established itself since its inception in 1979 as an association of experts and professionals interested in the relationship between research, policy and practice in higher education. EAIR has developed from its roots as a European version of the US-based Association for Institutional Research (AIR), widening its sphere of interest to policy at all levels, institutional, national and international.

In 1989 EAIR became an independent membership organisation.

Although the initials refer to institutional research, EAIR formally added 'The European Higher Education Society' to its logo and then appended the strap -line 'Linking Research, Policy and Practice'. This reflects the direction that EAIR has taken: it crosses boundaries between types of activities and seeks to cater for a mix of researchers, lecturers, students, administrators, managers and policy-makers. Crossing boundaries means sharing best policy and management practices, learning from peers; exchanging and reflecting upon research findings. At the same time, we actively seek partnerships with like-minded organisations and associations.

Our mission is to support research and development in higher education research, policy and practice, to the general benefit of higher education.

Our aims are

- To encourage research in higher education.
- To promote the development of institutional management, planning and policy implementation.
- To disseminate information that supports policy-making, policy implementation and good practice in higher education.
- To support the membership by providing opportunities for networking and professional development in the field of higher education

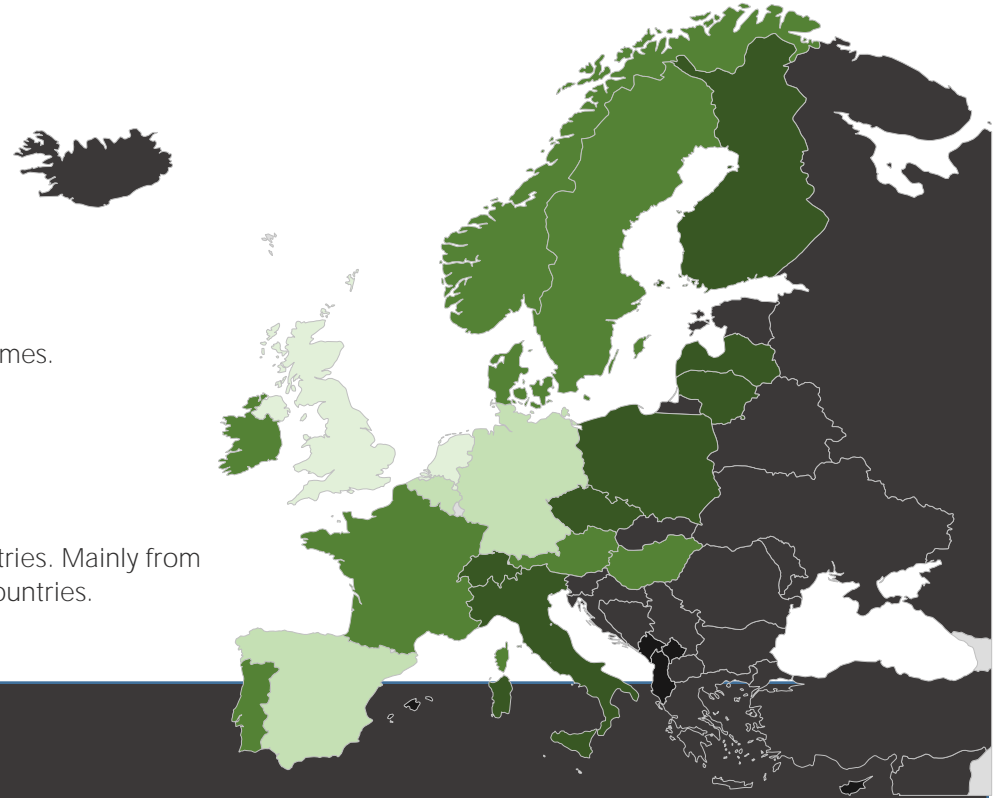
These objectives will be achieved through the following measures:

- Organising an annual Forum bringing together students, researchers, policymakers, leaders, administrators and practitioners.
- Publishing the peer-reviewed journal 'Tertiary Education and Management' which may include high quality papers from the annual Forum and other appropriate contributions. EAIR may support other publications too in addition to TEAM.
- Organising seminars and networking opportunities of interest to specific groups of the EAIR membership, involving non-members where appropriate. These may involve cooperation with other organisations.
- Providing a variety of opportunities for networking and professional development of members and other interested parties in the various fields of higher education.
- Initiating, encouraging and actively supporting comparative research on issues in higher education.
- Cooperating and exchanging information with relevant organisations.
- Providing other services to the membership, such as a membership directory; online databases; and electronic copies of Forum presentations.

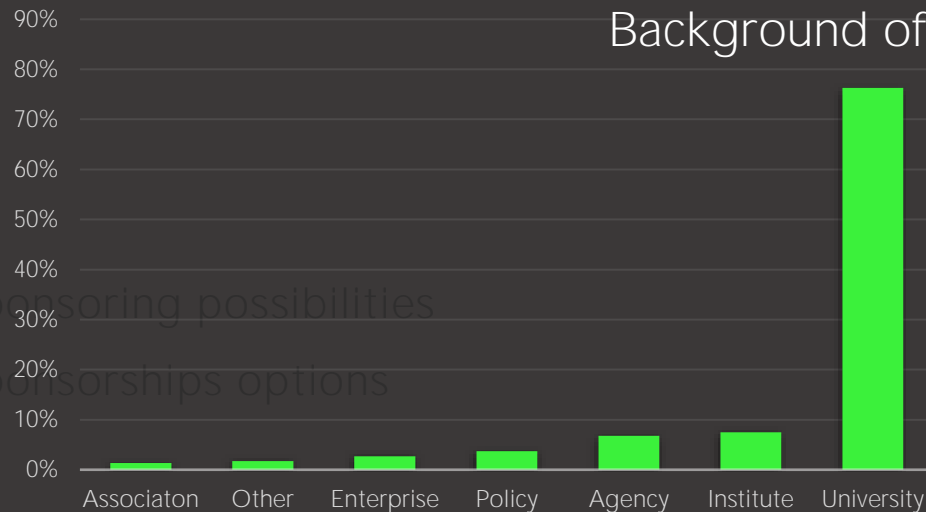
EAIR Forum: Facts and Figures

Since 1978 the EAIR was Guest in 20 different European Countries.
Most frequently in the Netherlands and the United Kingdom.
Germany, Spain and Belgium have been our hosts three times.
France, Ireland, Hungary, Norway and Sweden twice.

In 2019 the EAIR Forum was hosted by the Leiden University.
The EAIR Forum was attended by delegates from 50 countries. Mainly from Europe, but also from USA, Australia, China and African countries.



Background of #EAIR2019 participants



Most of the EAIR Forum participants have got an academical background. More than $\frac{3}{4}$ of the participants of #EAIR 2019 came from University. Beyond them also some administrative personell.

In addition about 10 % came from different kinds of Institutes, Agencies (especially accreditation agencies) or from policy.

Each year we can welcome members from education ministries from different countires.

Sponsoring possibilities

ASSOCIATION SPONSOR – 10,000.00 € PER YEAR

- ✓ Company Logo on the EAIR landing page for the duration of the sponsorship
- ✓ Company Logo and text in each Newsletter for the duration of the sponsorship
- ✓ be mentioned in our Social media channels monthly for the duration of the sponsorship
- ✓ Exhibition Area (table) at conference
- ✓ 3 participants included at conference
- ✓ Company Logo in the programme and in the conference app
- ✓ be presented as Premium Sponsor at the opening & closing session
- ✓ give away Flyer (to be provided by sponsor)

PREMIUM - 3,000.00 €

- ✓ Exhibition Area (table)
- ✓ 3 participants included
- ✓ Company Logo on website for 12 month
- ✓ Company Logo in the programme and in the conference app
- ✓ be presented as Premium Sponsor at the opening & closing session
- ✓ be mentioned in our Social media channels each day of the Forum, and once before the Forum
- ✓ give away Flyer (to be provided by sponsor)

EVENT - 2,000.00 €

- ✓ 2 Roll Up s at the Forum
- ✓ 1 participant included
- ✓ Company Logo on website for 12 month
- ✓ Company Logo in the programme and in the conference app
- ✓ be presented as Sponsor at the opening & closing session
- ✓ be mentioned once in our Social media channels.

TRACK SPONSORSHIP - 1,000.00 €

- ✓ The Room of the Track will be named after you
- ✓ Company Logo on website for 12 month
- ✓ Company Logo in the programme and in the conference app
- ✓ Be mentioned once in our Social media channels.

APP SPONSOR – 599.00 €

- ✓ Company Logo on website for 12 month
- ✓ Company Logo in the programme and in the conference app
- ✓ Be mentioned once in our Social media channels daily during Forum.

SCHOLARSHIP SPONSORSHIP - 500.00 € - 1,000 €

- ✓ Company Logo on the name badges of Scholars
- ✓ Company Logo on the website for 12 month
- ✓ Company Logo in the programme and in the conference app
- ✓ Be mentioned once in our Social media channels.

NEWSLETTER BANNER OR SOCIAL MEDIA ADVERTISEMENT – 0,10 € per recipient

- ✓ Company Logo in the Newsletter
- ✓ Description (600 characters) of the Company

SOCIAL EVENT MAIN SPONSOR – on request

- ✓ Company Logo on website for 12 month
- ✓ Company Logo in the programme and in the conference app
- ✓ Banner or Roll-up of your company on the venue of the social event
- ✓ Be mentioned once in our Social media channels.

PRODUCT SPONSOR – Bags, Badges, Pens, Give Aways...

- ✓ Company Logo on website for 12 month
- ✓ Company Logo in the programme and in the conference app
- ✓ Be mentioned once in our Social media channels.

Our Sponsors include book and journal publishing companies, companies offering policy, bibliometric or analytical services to higher education, development and training providers, Universities with an international profile in higher education research and others seeking to reach an international research, policy and practitioner community

You did not find what you are looking for? You have got another idea? You want to sponsor an award? Contact us!

Sponsoring Special: Virtual Conference

Due to the Covid-19/Corona crisis, many researchers will probably not be able to join the conference in person. Since many scientific conferences have already been cancelled, university research that thrives on exchange is slowing down. But it is necessary to have this exchange, to sustain the future of Higher Education! Exchange is necessary to make research successful.

In order to ensure that nobody at our conference is infected with Covid-19 as a result of attending we would like to convert the on-site conference into a virtual conference. This would enable all 150 speakers to present their research and enter into scientific exchange without the risk of infection. All our attendees - and online even more than usual - will be able to follow the presentations of higher education research. Each of us can make the higher education more sustainable afterwards!

Additionally we would like to make all our participants and our well over 5000 contacts aware of the topic of virtual conferences: The use of modern audio-visual facilities is sensible from a health point of view, natural resources are conserved, and the significantly lower costs for the participants make it possible for participants from developing countries to attend the conference as well.

We can however offer out to sponsors a unique opportunity to raise their profile and to connect this community of researchers, practitioners and leaders in higher education policy and practice. We have a variety of sponsorship possibilities available.



VC-Gold: We list you as a sponsor on our homepage, on our Covid-19 Service page, name you as a sponsor in our social media channels each month until the conference and in each newsletter for 12 months, set up a virtual booth and or link to your company at the virtual conference and name you as a sponsor in the programme. **5,000 Euro**

VC-Silver: We list you as a sponsor on our homepage, on our Covid-19 Service page, name you as a sponsor in our social media channels once and once in our newsletter, set up a virtual booth and or link to your company at the virtual conference and name you as a sponsor in the programme. **3,000 Euro**


VC-Bronze: We list you as a sponsor on our homepage, name you as a sponsor in our social media channels once, set up a link to your company at the virtual conference and name you as a sponsor in the programme. **1,500 Euro**


Our Covid-19 Service page is an information website where we are giving information how to set up a webinar, which tools can be used and how to make this time a success. You would get the possibility to publish your own information how to deal with Covid-19 here.


How we present our sponsors

All sponsors are listed on our website for 12 month. Each sponsor gets at least one social media post and will be mentioned once in our Newsletter.




 880 Follower

 2,400 Connections

 920 Subscribers

January 2020 NEWSLETTER

EAIR - The European Higher Education Society
Linking research, policy and practice

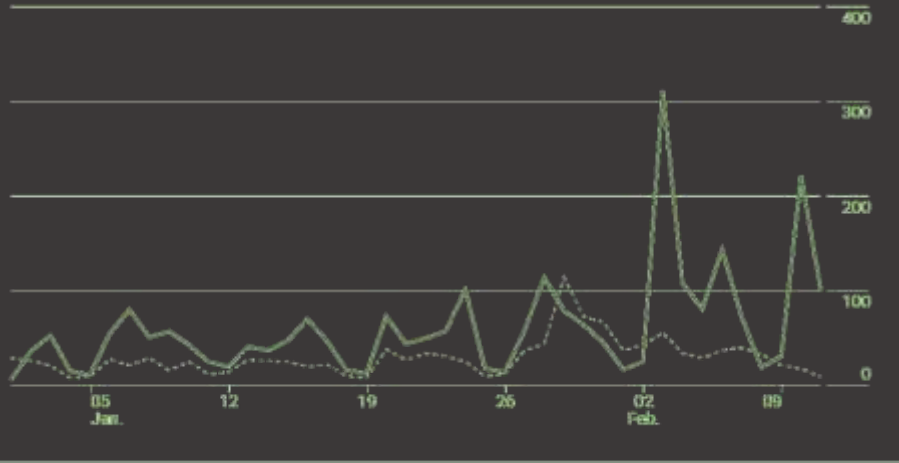


1,200 Subscriber

General Mailing:
Call is out
Deadline Submission
2,400 Recipients

Website Figures

We launched a new website in May 2019. Since then we are analysing our users.



Statistics

1 May 2019 – 10 February 2020

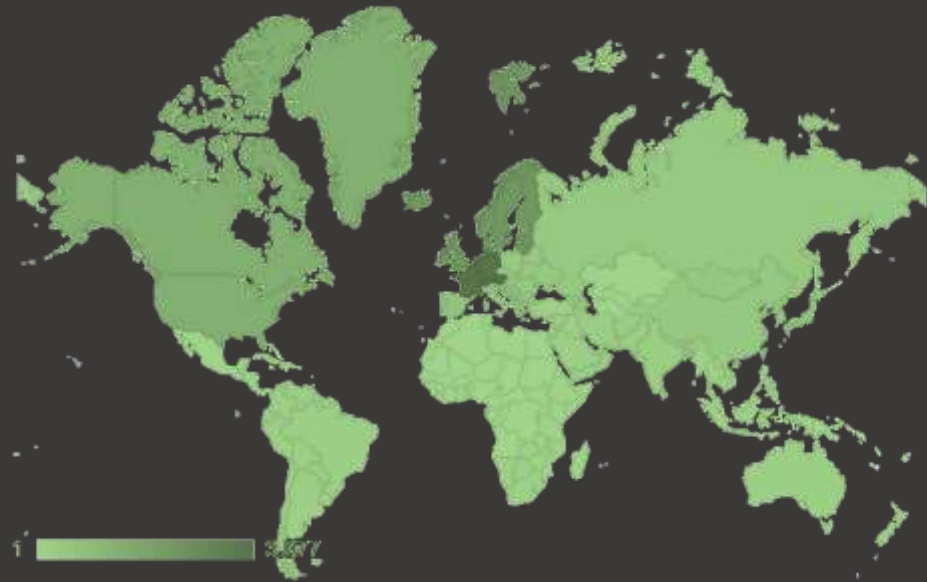
8,500 Visitors

18,500 Site Views

+ 57% in the last 4 weeks

Visitors from all over the world (1 Mai 2019 – 10 February 2020)

- Western Europe: 35.5%
- Northern Europe: 22.3%
- Northern America: 13.8%
- Southern Europe: 6.5%
- Eastern Asia: 4.8%
- Eastern Europe: 4.3%
- Southern Asia: 2.9%
- Western Asia: 2.3%
- South America: 2.1%
- Australasia: 1.7%



Get an Insight into our Marketing

With different campaigns we ensure that the information about the Forum will be visible all over the web. Because of high standard campaigns our posts have got a high outspread.

Examples for Marketing Campaign during Open Call for Proposal



Examples for Marketing Campaign for the Presentations



Examples for Marketing Campaign during Registration time



2020 EAIR FORUM SPONSORSHIP CONTRACT

TERMS AND CONDITIONS

This Sponsorship Contract will serve as a binding agreement between EAIR – The European Higher Education Society (EAIR), herein known as “Contractor”, and _____, herein known as “Sponsor”, with respect to agreed-upon sponsorship opportunities at the Annual Forum of the EAIR, to be held August 20-22 at the University College Cork, Cork, Ireland. The Contractor and Sponsor acknowledge and accept the following terms and conditions of this contract by signing below.

Tentative Forum Schedule:

- **Thursday, August 20, 2020:** 10:00 am – Registration, 6:00 pm - Reception
- **Friday, August 21, 2020:** 8:30 am – Welcome Coffee, 6:00 pm – end of conference day
- **Saturday, August 22, 2020:** 8:30 am – Welcome Coffee, 3:00 pm – end of conference day

Sponsor/Vendor Arrival:

You may arrive on Thursday, August 20, 2020 at 9:00 am. Please check in at the conference registration table.

Conference location:

University College Cork, Gaol Walk, Cork, T12 YN60, Ireland

Terms and Conditions:

- Advertising: The sponsor acknowledges that the company's name and logo published on the Forum website and in the Forum programme must be received by July 31, 2020 to be included
- All sponsorships must be paid in full by July 31, 2020
- By submitting the Sponsorship Agreement form to the EAIR, the sponsor understands and agrees to the provisions and terms and conditions as listed on this agreement and am authorized to execute this Sponsorship Agreement on behalf of their company
- Cancellation Policy: Vendors/Sponsors must cancel before July 31, 2020 for full refund, minus the 100.00€ processing fee. No refunds will be given after August 15, 2020.

EAIR 2020 SPONSORSHIP OPPORTUNITIES

Sponsorships level options are listed below. Please mark the sponsorship level of your choice. If you have discussed another option with EAIR, please indicate that under "Other Sponsorship."

Premium - 3,000.00 €

- Exhibition Area (table)
- 3 participants included
- Company Logo on website for 12 month
- Company Logo in the programme and in the conference app
- be presented as Premium Sponsor at the opening & closing session
- be mentioned in our Social media channels each day of the Forum, and once before the Forum
- give away Flyer (to be provided by sponsor)

Event - 2,000.00 €

- 2 Roll Up s at the Forum
- 1 participant included
- Company Logo on website for 12 month
- Company Logo in the programme and in the conference app
- be presented as Sponsor at the opening & closing session
- be mentioned once in our Social media channels.

Track Sponsorship - 1,000.00 €

- The Room of the Track will be named after you
- Company Logo on website for 12 month
- Company Logo in the programme and in the conference app
- Be mentioned once in our Social media channels.

App Sponsor – 599.00 €

- Company Logo on website for 12 month
- Company Logo in the programme and in the conference app
- Be mentioned once in our Social media channels.

Social event main sponsor – on request

- Company Logo on website for 12 month
- Company Logo in the programme and in the conference app
- Banner or Roll-up of your company on the venue of the social event
- Be mentioned once in our Social media channels.

Product Sponsoring

- Company Logo on website for 12 month
- Company Logo in the programme and in the conference app
- Be mentioned once in our Social media channels.

Scholarship Sponsorship - 600.00 €

- Company Logo on the name badges of Scholars
- Company Logo on the website for 12 month
- Company Logo in the programme and in the conference app
- Be mentioned once in our Social media channels.

☐ Newsletter Banner – 0,10 € per recipient (per Newsletter)

- Company Logo in the Newsletter
- Description (600 characters) of the Company
- Exact billing *after* sending out the Newsletter

☐ Social Media advertisement – 0.10 € per Follower per social media client

- Content will be marked as advertisement
- Social media channels: Twitter, LinkedIn, Facebook

☐ VC – Gold – 5,000 €

- Company Logo on website for 12 month
- Company Logo on out Covid-19 Service page for 12 month
- Company Logo in the programme and in the conference app
- Be mentioned in our Social media channels each month
- Be mentioned in our Newsletter for 12 month
- Virtual booth and or link to your company at the virtual conference

☐ VC – Silver – 3,000 €

- Company Logo on website for 12 month
- Company Logo on out Covid-19 Service page for 12 month
- Company Logo in the programme and in the conference app
- Be mentioned in our Social media channels and Newsletter once
- Virtual booth and or link to your company at the virtual conference

☐ VC – Bronze – 1,500 €

- Company Logo on website for 12 month
- Company Logo in the programme and in the conference app
- Be mentioned in our Social media channels once
- link to your company at the virtual conference

PAYMENT

Bank transfer to: ABN AMRO | Account number: 52.84.33.806 | IBAN: NL57ABNA 05284 33806 | Swift code: ABNANL2A

CANCELLATIONS

Cancellation Policy: Vendors/Sponsors must cancel before July 31, 2020 for refund minus the 100.00 € processing fee. No refunds will be given after August 15, 2020.

Point of Contact:

Laura Luechtefeld will be your point of contact. Please contact her if you have any questions.

Email: eair@eairweb.org

TOTAL SPONSORSHIP AMOUNT: € _____



Imprint

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“Become a Sponsor”

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