



**TACRAO 2021  
Corporate Relations Committee  
Conference Report**

**Committee Members:** Jason Hale, Chair – Texas Tech University  
 Ysable Alvarez, Chair-Elect – University of the Incarnate Word  
 Laura McCord, Member – Rice University  
 Amanda McSween, Member – Texas Tech University Health Sciences Center

**Summary Report:** The Corporate Relations Committee secured **38** total sponsors for the 2021 conference and raised a total of **\$84,150.00**. The budgeted goal for the committee was \$55,750. Therefore, the committee brought in an excess of **\$28,400.00** over the budgeted amount. There will be 23 exhibitor sessions this year at the conference.

**Sponsors and Levels:**

Flash Photography	Diamond Level	Providing photography for the conference
College Source	Diamond Level	
Liaison	Diamond Level	
Atlas Flags	Platinum Level	Providing all the flags and additional promo
Leepfrog Tech.	Platinum Level	Sponsored the TACRAO journal
Gecko	Platinum Level	
National Student-Clearinghouse	Platinum Level	
Paradigm	Platinum Level	
Slate Group	Platinum Level	Providing all marketing and signage
Accruent	Silver Level	
Anthology	Silver Level	
Coursedog	Silver Level	
Encoura	Silver Level	
Greenlight Credentials	Silver Level	Also paid for the LAC T-Shirts
Kuali	Silver Level	
Marching Order	Silver Level	
Motimatic	Silver Level	
Ocelot	Silver Level	
Parchment	Silver Level	Also paid for the Fun Run T-Shirts
Plains Presort, Ltd.	Silver Level	
The Ambassador Platform	Silver Level	
Workday	Silver Level	

AB Student Services	Exhibitor Level	
Advanced Graphics	Exhibitor Level	
Balfour & Company	Exhibitor Level	
BMI Imaging Systems, Inc.	Exhibitor Level	
Campus ESP	Exhibitor Level	
EyeBrowzz Fan Wear	Exhibitor Level	Also provided Eyebrowzz for attendees
Herff Jones	Exhibitor Level	
Inroads Analytics	Exhibitor Level	
International Education- Evaluations	Exhibitor Level	
MarketView	Exhibitor Level	
Medproctor, LLC	Exhibitor Level	
Micah's Printing	Exhibitor Level	
SDR Evaluation- Translations	Exhibitor Level	
Stellic	Exhibitor Level	
TTU HSC School of- Health Professions	Exhibitor Level	

**Fees Waived:** Some sponsors/exhibitors are offering services for TACRAO; therefore, fees were waived for the following organizations:  
TACRAO 2021 LAC, Buckner Family Services (philanthropy) Flash Photography and Slate Group. 1<sup>st</sup> Echo Designs received a discount on their booth for providing Eyebrowzz for all attendees.

**Sponsor Attendees:** There will be a total of 75 attendees at the conference from the above mentioned organizations.

**Official Services:** The official service contractor for this year's company is Grady Henly Decorators. Each exhibitor will receive a 10'X10' booth package which includes pipe and drape, shirted table, two chairs, and a company sign. Exhibitors who wish to add to their booth can do so by ordering and paying Grady Henly Decorators. All shipping services are also handled by Grady Henly Decorators.

**Exhibit Location:** All exhibitors will be in the Exhibit Hall. Attendees will be encouraged to visit each booth to gain insight on services and products provided. An Exhibitor Bingo Card is being provided in each attendee's bag. These will be stamped by the exhibitors and turned into the registration desk. On Wednesday at the Business Meeting, a drawing will take place and the winner will receive free registration to the 2022 TACRAO Conference.

This report is respectfully submitted on behalf of the members for the committee.



Jason Hale  
Corporate Relations Chair, TACRAO 2021