



**TACRAO 2022
Corporate Relations Committee
Conference Report**

Committee Members: Jason Hale, Chair - Texas Tech University
 Ysable Alvarez, Member - University of the Incarnate Word
 Tiffany Lipscomb, Member - University of North Texas
 Amanda McSween, Member - Texas Tech University Health Sciences Center

Summary Report: The Corporate Relations Committee secured **33** total sponsors for the 2022 conference and raised a total of **\$84,500.00**. The budgeted goal for the committee was \$55,750. Therefore, the committee brought in an excess of **\$28,750.00** over the budgeted amount. There will be **21 exhibitor sessions** this year at the conference.

Sponsors and Levels:

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| Flash Photography | Diamond Level | Providing photography for the conference |
| CollegeSource, Inc. | Diamond Level | |
| Gecko | Diamond Level | |
| Atlas Flags, Inc. | Diamond Level | Providing shirts, flags and promo |
| Liaison International | Platinum Level | |
| CourseLeaf | Platinum Level | Sponsored the TACRAO journal |
| National Student Clearinghouse | Platinum Level | |
| Parchment | Gold Level | |
| Ocelot | Gold Level | |
| Paradigm, Inc. | Silver Level | |
| Motimatic | Silver Level | |
| Coursedog | Silver Level | |
| Cambridge Assessment International Education | Silver Level | |
| Acadeum | Silver Level | |
| CampusESP | Silver Level | |
| Med+Proctor | Silver Level | |
| Shamrock Solutions | Silver Level | |
| College Board | Silver Level | |
| Workday | Silver Level | |
| Softdocs | Silver Level | |

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| Ad Astra Information Systems | Silver Level |
| Encoura | Silver Level |
| GreenLight Credentials | Silver Level |

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| BMI Imaging Systems Inc. | Exhibitor Level |
| Association of International Evaluators | Exhibitor Level |
| Herff Jones | Exhibitor Level |
| MarchingOrder | Exhibitor Level |
| AB Student Services | Exhibitor Level |
| International Education Evaluation | Exhibitor Level |
| ScarletCS | Exhibitor Level |
| Southern New Hampshire University | Exhibitor Level |
| Balfour | Exhibitor Level |
| Voice Talent International | Exhibitor Level |

Fees Waived: TACRAO 2023 LAC, CASA (philanthropy) and Flash Photography were provided free booth space in exchange for their services.

Sponsor Attendees: There will be a total of 71 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, skirted 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. Electrical needs will be paid by TACRAO.

Exhibit Location: All exhibitors will be in the Hill Country Ballroom. 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 2023 TACRAO Conference.

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



Jason Hale
Corporate Relations Chair, TACRAO 2022