



TACRAO Corporate Relations Report 10/29/2023

Committee Members: Tiffany Lipscomb, Chair-University of North Texas
 Jason Hale, Past Chair-Texas Tech University
 Hannah McDonald, Member-Texas A&M University-Central Texas

Summary: The 2023 Corporate Relations Committee secured **43 sponsors** with a total of **\$81,750 less a \$250 refund for IEE totaling \$81,500** raised plus **\$16,000** worth of in-kind sponsorships for a total value of **\$97,500**. There will be 17 session presentations from exhibitors at this year's conference.

Exhibitors and Levels:

Company	Exhibitor Level	Contract Amount
2024 LAC	Exhibitor Only	N/A
AACRAO	Exhibitor Only	N/A
AB Student Services	Exhibitor Only	\$1,000.00
Academic Credentials Evaluation Institute (ACEI)	Exhibitor Only	\$1,000.00
Acadeum	Exhibitor Only plus 1 additional rep	\$1,250.00
Ad Astra Information Systems	Silver	\$2,500.00
Atlas Flags	Diamond	IN KIND
BMI Imaging Systems, Inc.	Exhibitor Only	\$1,000.00
Cambridge Assessment International Education	Silver	\$2,500.00
Campus ESP	Exhibitor Only	\$1,000.00
Clark Higher Ed	Exhibitor Only	\$1,000.00
College Board	Silver	\$2,500.00
CollegeSource, Inc.	Diamond	\$8,000.00
Coursedog	Silver	\$2,500.00
CourseLeaf	Silver	\$2,500.00
Cove Creek Productions, LLC	Exhibitor Only	\$1,000.00
Custom College Banners by Maximum Promotions	Exhibitor Only	\$1,000.00
Databank IMX	Exhibitor Only plus 1 additional rep	\$1,250.00
DegreeSight	Silver plus 1 additional rep	\$2,750.00

Element 451	Exhibitor Only	\$1,000.00
Flash Photography	Diamond	IN KIND
Graduation Alliance	Exhibitor Only	\$1,000.00
Herff Jones	Exhibitor Only plus 1 additional rep	\$1,250.00
INM Marketing Group	Exhibitor Only	\$1,000.00
International Education Evaluations	Exhibitor Only plus 2 additional reps	\$1,250.00
Liaison International	Exhibitor Only	\$1,000.00
Marching Order	Exhibitor Only	\$1,000.00
Medproctor	Silver	\$2,500.00
Micah's Printing	Exhibitor Only	\$1,000.00
Mongoose	Silver	\$2,500.00
Motimatic	Gold	\$3,500.00
Namecoach, Inc.	Exhibitor Only	\$1,000.00
National Student Clearinghouse	Platinum	\$4,500.00
Paradigm, Inc.	Gold	\$3,500.00
Parchment	Exhibitor Only plus 1 additional rep	\$1,250.00
SDR Educational Consultants	Exhibitor Only	\$1,000.00
Shamrock Solutions	Silver	\$2,500.00
Softdocs, Inc.	Platinum	\$4,500.00
Southern New Hampshire University	Exhibitor Only	\$1,000.00
Stellic	Exhibitor Only	\$1,000.00
WaitWell	Platinum	\$4,500.00
Workday	Sliver plus 2 additional reps	\$3,000.00
ZogoTech	Silver	\$2,500.00
FavBrand Promotions	Exhibitor Only	\$1,000.00
Great Western Dining Service	Hospitality Sponsor	\$500.00

Fees Waived:

AACRAO, 2024 LAC

Flash Photography and Atlas Flags were provided booth space in exchange for their services at the Diamond Sponsor value.

Sponsor Attendees: There will be 91 exhibitor attendees at the 2023 Conference.

Official Services: The official contractor for this year's conference will be Grady Henly Decorators. Each exhibitor will receive an 8'x10' booth package which includes pipe and drape, skirted table, two chairs and a company sign. Extra tables and registration counters will be provided for TACRAO use as needed. Electrical needs and trash cans will be handled by the Embassy Suites in our contract with the convention center. Grady Henly will be handling shipping and any other extra needs requested by exhibitors directly.

Exhibit Location: Exhibits will be in Eagles I and II ballrooms at the Embassy Suites. Attendees will be encouraged to visit each booth to gain insight on services and products provided. An Exhibitor Bingo Card is being provided for each attendee. These will be stamped by the exhibitors and turned into the registration desk. There will be a drawing at the Wednesday Business Meeting for a free registration for the 2024 TACRAO Conference.

Summer Meeting Sponsorship:

Medproctor-\$900

Recommendations/Areas of Improvement:

- Creation of Google or Qualtrics Form to capture exhibitor registrant information such as biographical information, meals planning to attend and any dietary needs or additional details.
- Further development of process for Summer Meeting if Corporate Relations Committee is involved.

Respectfully Submitted,

Tiffany Lipscomb-Corporate Relations Chair