

Region XI Position Description: Exhibitor and Sponsorship Coordinator/Designate

Term: Two years (one year designate, one year on team)

Appointment: Appointed by Chair Stream

Qualifications: International Education professional working or living in Region XI. Demonstrated commitment to the field of international educational exchange; Working knowledge of NAFSA as an organization, especially in Region XI. Attendance at past NAFSA conferences required. Support of home organization is required.

Exhibitor and Sponsor Coordinator Responsibilities:

- Coordinate with NAFSA and Region XI team to develop conference sponsorships, exhibitor booth layouts, and meet NAFSA registration and systems deadlines.
- Update and develop exhibitor and sponsor materials associated with the regional conference for the website, promotional print material, and conference activity materials (such as Exhibitor Passport).
- Maintain professional and responsive correspondence with regional exhibitors and sponsors (during all stages- planning, implementing, and assessing) for the regional conference.
- Maintain a file of: exhibitor and sponsor agreements/contracts; relevant resources/information; and list of potential sponsors, partners, exhibitors, and advertisers for various regional programs and activities.
- Identify and recruit new organizations or individuals for the regional exhibitor and sponsor list. Identify and develop potential new sources of income for the region with the goal of diversifying the region's income sources.
 - Examples of in-kind donations to the region including audio-visual, computer, and other equipment needed for the regional conference.
 - Track sponsor activity of all regional events to aid further sponsorships and target sponsorship projects.
- Correspond and collaborate with Conference Chair and Conference Chair-Designate on progress and requests from exhibitors and sponsors.
- Work closely with hotel/convention center staff, Conference Chair, and Conference Chair-Designate on conference specific logistics including exhibitor floor plan, traffic increasing set-ups, sponsorship event arrangements, etc.
- Ensure positive exhibitor experience during conference. For example, personally greet all exhibitors and sponsors, encourage conference participants and team members to visit the exhibit hall, attend sponsored events, monitor expo hall catering/set-up implementation and resolve logistical issues.
- Conduct a post-conference survey assessment of sponsors and exhibitors; evaluate responses and report to Executive Team; follow up with exhibitors and sponsors as needed.
- Serve as an active voting member of the regional team, participate in regional team meetings, join Executive Team calls to report on conference progress.
- Lead the relevant Exhibitor-related subcommittee of team and non-team members to assist with the conference and other sponsorship activities.
- Advocate for the exhibitor and sponsor conference experience at team meetings.
- Assist in identifying potential candidates for the position for the next term. Serve as mentor to successor. keeping in mind [NAFSA's Diversity and Inclusion Statement](#).

Commitment

- Attend and participate in the following events
 - o Regional Team Meeting (February/March)
 - o Annual Conference (May/June if able to attend; attend Team meeting, regional update; costs responsibility of individual/home organization)
 - o Region XI Fall Conference (October/November; arrival prior to conference start is expected; serve as lead contact for exhibitors during setup and during conference events; 50% early bird registration discount with remaining costs responsibility of individual/home organization)

Designate Responsibilities:

- Attend and participate in the following events:
 - o Region XI Team Meetings (virtual)
 - o Region XI Fall Conference (October/November; arrival prior to conference start is expected; serve as lead contact for exhibitors during setup and during conference events; 50% early bird registration discount with remaining costs responsibility of individual/home organization)
 - o Executive Team calls to report on conference progress
- Serve as Exhibitor and Sponsor Coordinator-Designate for the regional conference.
- Assist in maintaining a file of: exhibitor and sponsor agreements/contracts; relevant resources/information; and list of potential sponsors, partners, exhibitors, and advertisers for various regional programs and activities.
- Assist in tracking sponsor activity of all regional events to aid further sponsorships and target sponsorship projects.
- Identify and recruit new organizations or individuals for the regional sponsor list. Identify and develop potential new sources of income for the region with the goal of diversifying the region's income sources.
- Correspond with Conference Chair and Conference Chair-Designate on progress and requests from exhibitors and sponsors.